
Nestlé To Further Scale The Future Of Personalized Nutrition With The Acquisition Of Livingmatrix™



Atrium innovations, a nestlé health science company, to leverage clinician-designed, algorithm-driven platform with healthcare providers

Atrium Innovations, a globally-recognized leader in the development, manufacturing, and commercialization of innovative, science-based nutritional health products, takes the next step in the company's mission to expand into personalized nutrition with the acquisition of San Francisco-based LivingMatrix™. LivingMatrix, a technology-based, data and algorithm-driven personalized functional medicine platform, was designed by clinicians to help practitioners effectively evaluate and engage patients, create personalized, actionable care plans and track patient health outcomes.

"This exciting acquisition is reflective of the current mission and direction for Atrium Innovations, with support from [Nestlé Health Science](#), to expand our role in personalization within the medical professional and consumer spaces. The addition of LivingMatrix will allow us to take the next steps in leading the future of personalized health management," says Kyle Bliffert, President of Atrium Innovations. "Our goal is to further scale our personalization platform through integrating LivingMatrix™ with our existing PureGenomics platform and future healthcare provider patient management systems providing the most comprehensive solution in the industry."

"The addition of LivingMatrix™ to the Atrium Innovations growing personalized medicine portfolio will further elevate the way functional medicine practitioners and patients in our longstanding network view and use healthcare," adds Joy Devins, Chief Strategic Leader of Atrium Innovations.

"The launch of the LivingMatrix™ platform has been a critical turning point for personalized and functional medicine and now, with the support of the Atrium Innovations and Nestlé Health Science family, we look forward to breaking even more barriers," says Priya Kamani, Founder and CEO of LivingMatrix. "This partnership brings opportunities to scale the business and accelerate our ability to drive and support additional research studies to expand the evidence base for effectively addressing chronic conditions."

LivingMatrix™ is the latest acquisition for Nestlé Health Science as part of the company's mission to lead the personalized nutrition sector into its next evolution. Their recent acquisition of Persona, a science-based proprietary technology which considers specific factors in a consumer's lifestyle, history and individual needs to develop a personalized vitamin program, was announced in August 2019. Persona's individualized assessments meet consumers' desires to find the right nutritional supplements for their unique needs. These personalized vitamin and supplement services are available to consumers through www.personanutritions.com. These strategic acquisitions will leverage Atrium Innovations' nearly 30-year industry expertise, bringing valuable insight from the company's network of medical professionals as well as professional brand development knowledge to the partnership.

"Through combining the strength of Persona's proprietary algorithm, the LivingMatrix™ data-driven technology and Atrium Innovation's leadership in the industry, we are creating an exciting future for personalized nutrition for professionals and consumers alike," says Bliffert.

For more information about Atrium Innovations, visit <https://www.atrimum-innovations.com>.

Published on : Fri, 3 Jan 2020