

Wellbeing Nutrition Launches BloodView Technology-Enabled Platform for Personalised Nutritional Recommendations

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Designed to bridge the gap between health data and everyday wellness decisions



Wellbeing Nutrition, India's leading science-led health and wellness brand, announced its expansion into technology-enabled personalised wellness with BloodView, a biomarker intelligence tool that empowers consumers to better understand their health and make informed nutrition decisions based on their unique biomarker profile.

Designed to bridge the gap between health data and everyday wellness decisions, BloodView analyses an individual's blood biomarkers alongside a comprehensive health questionnaire to generate personalised supplement recommendations. The tool maps biomarker insights with Wellbeing Nutrition's formulation science and ingredient bioavailability, ensuring recommendations are tailored to individual nutritional needs rather than a one-size-fits-all approach.

Commenting on the launch, Avnish Chhabria, Founder, Wellbeing Nutrition, said: "The future of wellness lies in personalisation. Consumers today want to understand what their body needs and make informed decisions based on that understanding. BloodView represents an important step in that direction by transforming health data into personalised nutritional guidance. At Wellbeing Nutrition, our goal has always been to combine science with innovation to make preventive wellness more accessible and actionable. BloodView further strengthens that commitment by helping consumers move from guesswork to guidance and therefore enabling them to choose nutrition that is aligned with their individual health needs."

The launch marks a new chapter for Wellbeing Nutrition as it expands its science-led approach beyond nutraceuticals and into technology-enabled personalised wellness. As the brand enters this new space, BloodView also lays the groundwork for Wellbeing Nutrition's broader vision of building a more connected preventive wellness ecosystem.