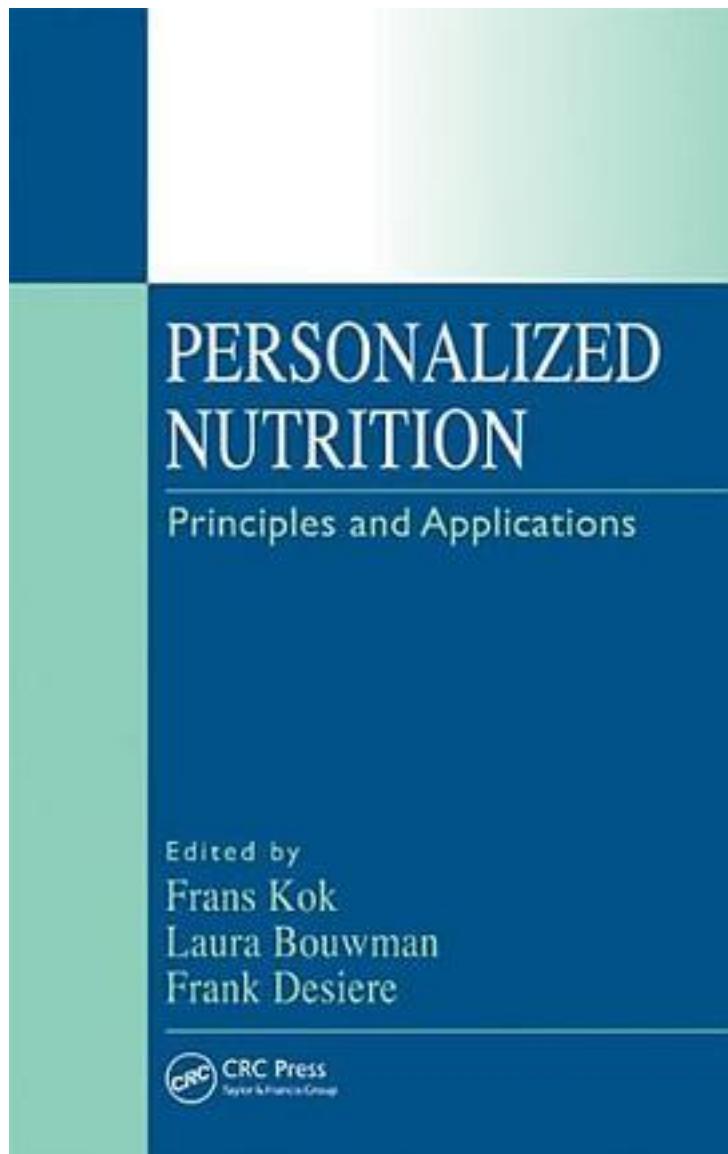


# Personalized Nutrition



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From one person to the next, optimal health is governed by a huge array of minor genetic differences. When modulated by a variety of food bioactives, these differences result in changes in gene expression and subsequent phenotypic expression. Combining biomedical and social science with contributions from leaders in both fields, "Personalized Nutrition: Principles and Applications" illustrates molecular, physiological, epidemiological, and public health aspects with examples from major diseases and discusses the behavioral, ethical, and consumer perspectives that will influence a successful introduction of personalized nutrition. Divided into three sections, the book answers pertinent questions crucial to the mainstream acceptance of personalized nutrition: to what extent is this personal diet-and-health relationship practically valid; how can nutrition science demonstrate this; and, what is the proposition of stakeholders in society, including the consumer. The book begins with an overview of the state-of-the-science in nutrigenomic technologies including transcriptomics, proteomics, and metabolomics. It covers the use of genomics technology for a better understanding of the molecular mechanisms involved in major diet-related chronic disorders such as chronic inflammation, cardiovascular disease, diabetes, cancer, and obesity. Section two compares the practices and opinions of scientists, food companies, consumers, competitive athletes, and health care providers on the subject of personalized nutrition. It reviews marketing potential, consumer attitudes, and the ethical issues surrounding personalized advice. The final section focuses on humanitarian concerns related to developing countries and calls for international efforts to develop best practices, collaboration, and dataset sharing. The authors also consider ongoing innovations in food technology, nutrigenomics, and food delivery systems. Demonstrating scientific principles, varying opinions, and future perspectives, "Personalized Nutrition, Principles and Applications" presents a wealth of information on this revolutionary advancement in nutrition and health.

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