

An exclusive DNA-based Health and Nutrition Program

Prudential and Prenetics partner to develop a DNA-based health and nutrition programme in Hong Kong

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Prudential Hong Kong Limited (“Prudential”) is the first insurance company in Hong Kong to offer customers access to an innovative DNA-based health and nutrition programme.

Prudential’s 2016 health and protection promotion campaign now includes access to a nutrigenomics test, “myDNA1”, offering individual DNA-based insights into how genetics affects an individual’s nutrition needs, dietary sensitivity and wellbeing. The programme also offers online access to nutrition experts through a mobile app for personalised recommendations to help customers achieve their health goals.

“At Prudential, we are committed to protecting the physical and financial health of the people of Hong Kong. Our innovative approach to helping customers make more informed health decisions is a further proof of this commitment.”

*– Mr. Derek Young,
Chief Executive Officer*



Ms. Celia Chan, Senior Director, Business Development, Health & Protection, Investment Linked and High Net Worth Business of Prudential said, “The future of health and protection starts with preventive healthcare, and we believe nutrition can play a huge role in reducing the burden of disease

on our society. According to the World Health Organization, about 80% of coronary heart disease and cerebrovascular disease could be avoided by improvements in lifestyle such as healthier food consumption. By offering access to the ‘next generation’ of DNA-based health programme, our customers can now personalise their approach to diet and nutrition according to their unique genome.”

Professor Michael Yang, Head and Chair Professor of Department of Biomedical Sciences at City University in Hong Kong, said “There has been a continuing shift of healthcare globally to disease prevention and health promotion. We believe raising awareness of the important relationship between genes, environmental factors and lifestyle behaviours will encourage people to become more actively involved in their own health management, and achieve better health outcomes in the long term.”

Prudential also today debuted a new television campaign to support the launch of the new health programme. Pop sensation Sammi Cheng shows how everyone’s unique DNA makes a difference in their life, and anyone can now choose the best for their own health by better understanding their own genome through myDNA.