

FOR IMMEDIATE RELEASE

## **SAMSUNG PARTNERS WITH REVIVE TO OFFER USERS A PRECISION NUTRITION SOLUTION BASED ON AI POWERED GENETIC INSIGHTS**

As part of its global launch, [Revive](#) has secured an exclusive partnership with Samsung Nordic to provide users with a personalised nutritional plan informed by advanced genetic insights and leading AI technology. This partnership will enhance Samsung's integrated health offer and introduce Revive's revolutionary nutrition program to users across the Nordics.

The offering combines cutting-edge biochemistry research in genetics to build unique nutritional plans based on an individual's DNA. Advanced AI technology analyses 200 million points on the genome to understand how the body functions at a cellular level. The meal recommendation engine then provides optimised recipes tailored to the user's unique nutritional needs.

Founded by former Samsung Executive, Mark Notton and his spouse, Katie Notton, the Revive philosophy is grounded in the belief that by understanding the blueprint written in your genes you can be more empowered to take control of your own health.

The health tech start-up was founded after Katie suffered a complicated gallbladder operation that led to an autoimmune cascade, leaving her unable to use her hands. With doctors unable to find a solution, Mark, determined to help, studied emerging biochemical and nutritional research into immunity to develop a genetic-based nutrition plan to support her immune system. Within three weeks, Katie was out of pain and on the path to full recovery, leading to the birth of Revive.

Revive is collaborating with world leading nutrition experts and geneticists from around the world including dialogues regarding initiation of research projects with Dr Paul Petrus (PhD), Assistant Professor, nutritionist and chronobiologist at the Department of Medicine at the Karolinska Institutet in Stockholm, and Dr Omer Elma and Dr Sumanto Haldar, leaders in chronic pain research at the University of Bournemouth, UK.

Mark Notton, Co-Founder of Revive, shared his vision: "Our mission at Revive is to empower individuals to take better control of their own health. By knowing our own genetic blueprint, we can better understand our unique needs to support our health goals and enhance overall well-being. Partnering with Samsung allows us to extend our reach to support us on our goal of helping a million people around the world for less than €1 per day."

Anders Elmby, Head of MX Division at Samsung Nordic commented: "Innovation in health is a core focus for us at Samsung. Partnering with an advanced health tech company like Revive, providing solutions for genetic nutrition, is very exciting. Using advanced AI-technology to create applicable user benefit is something that aligns perfectly with Samsung's philosophy. "

Revive Precision Nutrition is now available for download on iOS and Android platforms or directly from [reviveDNA.com](http://reviveDNA.com).

- ENDS -

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### **About Revive**

Revive uses advanced genetic insights analysed by leading AI technology to understand the needs of each user to build personalised nutritional plans. The advanced AI technology analyses 200 million points on the genome to understand how the body functions at a cellular level. The meal recommendation engine then provides optimised recipes based on the user's unique DNA.

Founded by Mark and Katie Notton, Revive's philosophy is the belief that by understanding the blueprint written in your genes you can be more empowered to take control of your own health.

Revive. Precision nutrition powered by your genes.

[ReviveDNA.com](https://ReviveDNA.com)

Download our app from our website or by scanning the QR code below.

