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Over The Counter 18 Mar 2024: How AI Is Revolutionizing Personalized Wellness, With Bioniq's Marni Allen

by [David Ridley](#)

In this episode, HBW Insight dives into personalized wellness with Marni Allen, chief marketing officer at tailored supplements manufacturer Bioniq. Named as one of EY UK's 50 Women to Watch in 2022, Allen has over 20 years' experience in consumer healthcare, and is now working with Bioniq to create the next generation of bespoke wellness products for consumers across the world. As well as its top tier at-home blood test-based service, Bioniq also offers an affordable questionnaire-based option, which leverages the power of AI to analyse users' nutritional needs and provide unique supplement formulations in the post. Although personalized wellness is still somewhat niche, Allen suggests that AI-based models like Bioniq offer an attractive option for traditional consumer health companies looking to get into this fast-growing market.

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