

## **DSM Venturing invests in Viocare, a US-based personalized nutrition and wellness specialist**

DSM Venturing, the corporate venturing unit of Royal DSM N.V., today announced that it has invested in Princeton NJ based Viocare Inc. to support its activities in the field of personalized nutrition. Viocare develops sophisticated web-based technologies that analyze dietary and physical activity behavior to generate personalized lifestyle plans for patients and consumers.

Since 1993 Viocare has been delivering scientifically-based products developed in collaboration with leading research institutions, including the National Institutes of Health in the USA and leading universities such as Harvard, Yale, Wake Forest, and the University of North Carolina at Chapel Hill. Most recently, Viocare has entered the corporate wellness market with the release of its VioWell program, a corporate-sponsored personalized wellness program for organizations seeking a healthier employee population.

For more information about Viocare, please visit [www.viocare.com](http://www.viocare.com).