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1 **Title Page**

2 **Title**

3 From Personalised Nutrition to Precision Medicine: The Rise of Consumer Genomics and Digital
4 Health

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18 **Running title**

19 Consumer Genomics and Digital Health

20 **Keywords**

21 Precision medicine, nutrigenomics, personalised nutrition, systems biology, proteomics

22 **Abbreviations**

23 HGP, Human Genome Project; NGS, next-generation sequencing; SNPs, single nucleotide

24 polymorphisms; GWAS, genome-wide association studies; WTCCC, Wellcome Trust Case Control

25 Consortium; NHS, National Health Service; ESMO, European Society for Medical Oncology;

26 HUPO, Human Proteome Organization; HbA1c, glycated hemoglobin; DTC, direct-to-consumer;

27 FDA, Food and Drug Administration; GPRS, genome-wide polygenic risk scores; CGM,

28 continuous glucose monitoring

29

30 **Abstract**

31 Advances in genomics generated the concept that a better understanding of individual characteristics,
32 e.g. genotype, will lead to improved tailoring of pharmaceutical and nutritional therapies. Subsequent
33 developments in proteomics and metabolomics, in addition to wearable technologies for tracking
34 parameters such as dietary intakes, physical activity, heart rate and blood glucose, have further driven
35 this idea. Alongside these innovations, there has been a rapid rise in companies offering direct-to-
36 consumer genetic and/or microbiome testing, in combination with the marketing of personalised
37 nutrition services. Key scientific questions include how disparate datasets are integrated, how
38 accurate are current predictions, and how these may be developed in the future. In this regard, lessons
39 can be learned from systems biology, which aims both to integrate data from different levels of
40 organization (e.g. genomic, proteomic and metabolomic) and predict the emergent behaviours of
41 biological systems or organisms as a whole. This paper reviews the origins and recent advancement
42 of ‘big data’ and systems approaches in medicine and nutrition. Conclusions are that systems
43 integration of multiple technologies has generated mechanistic insights and informed the evolution
44 of ‘precision’ medicine and ‘personalised’ nutrition. Pertinent ethical issues include who is entitled
45 to access new technologies and how commercial companies are storing, using and/or re-mining
46 consumer data. Questions about efficacy (both long-term behavioural change and health outcomes),
47 cost-benefit, and impacts on health inequalities remain to be fully addressed.

48

49 **Genomics and the origins of ‘big data’ in understanding human biology**

50 As a scientific discovery that befitted the turning of a millennium, the initial sequencing of the human
51 genome by two independent groups was announced jointly by the president of the United States and
52 the prime minister of the United Kingdom to much fanfare in June 2000⁽¹⁾. Published the following
53 February in tandem, in the journals *Nature*⁽²⁾ and *Science*⁽³⁾, these initial draft sequences were the
54 result of several decades of technological achievements⁽⁴⁾ and represented biomedical science’s first
55 major foray into ‘big science’⁽⁵⁾. Multiple incremental advances in several fields, including molecular
56 biology, chemistry, physics and robotics, led to the revolutionary innovation of capillary-based DNA
57 sequencing instruments. These, alongside advances in computer science, ultimately permitted the
58 reconstruction of these first draft sequences⁽⁶⁾.

59 At the time of completion of the Human Genome Project (HGP), the estimated cost of
60 sequencing a single human genome was a \$100 million US dollars, and could be achieved in 9 months
61 using 350 of the state-of-the-art capillary DNA sequencers running in parallel⁽⁷⁾. In the two decades
62 since, further remarkable advances in sequencing technology have driven the cost of sequencing a
63 human genome down exponentially, with costs approaching only a \$1,000 US dollars per genome
64 since 2015⁽⁸⁾. Large-scale massively parallel sequencing, or next-generation sequencing (NGS)
65 technologies, now make possible the shotgun sequencing of several thousand human genomes a
66 month⁽⁷⁾. By necessity at each stage, advances in sequencing technologies have been accompanied by
67 advances in bioinformatics and data analysis pipelines that have inextricably linked the fields of
68 genomics and computational biology⁽⁹⁾. This has permitted the identification of variation in the human
69 genome in a variety of different contexts in an unprecedented manner.

70 Since the HGP, multiple large-scale genomics efforts have focused on identifying and
71 understanding the scale of human genetic variation. The first of these, the International HapMap
72 project begun in 2002, aimed to catalog common human genetic variants (single nucleotide
73 polymorphisms; SNPs) and how they linked together (a haplotype). Initially focused on
74 characterizing common SNPs, present at 5% or greater allele frequency, in four populations with
75 ancestry from Africa, Europe and Asia⁽¹⁰⁾, HapMap was subsumed into the 1,000 Genomes project
76 begun in 2008 after the introduction of NGS, which ultimately provided much greater resolution of
77 genetic variation in 14 populations⁽¹¹⁾. In addition to characterizing 38 million SNPs present at 1% or
78 greater allele frequency, the 1,000 Genomes project mapped 1.4 million short insertions and deletions
79 (indels), and more than 14,000 larger deletions. Such mapping efforts greatly expanded our
80 understanding of the breadth of human genetic variation and made feasible genome-wide association
81 studies (GWAS) relating multiple genetic variants to common complex diseases.

82

The path towards precision medicine

84 Essentially large case-control cohort studies, GWAS compare the distribution of SNPs in
85 thousands of people with and without a particular disease. The first raft of these studies were
86 published in 2007, providing insight into multiple common chronic diseases and prompting Science
87 magazine to declare human genetic variation the breakthrough of the year⁽¹²⁾. Perhaps most
88 significant, and considered ‘paper of the year’ by the Lancet⁽¹³⁾, was an unprecedented study from the
89 Wellcome Trust Case Control Consortium (WTCCC), a group of 50 research groups across the
90 United Kingdom. This work identified genetic associations in cohorts of 2,000 patients with one of
91 seven chronic diseases (type 1 and type 2 diabetes, hypertension, coronary artery disease, Crohn’s
92 disease, rheumatoid arthritis and bipolar disorder) in comparison to a set of 3,000 control
93 participants⁽¹⁴⁾. Indeed, since its participation in the international HGP, the United Kingdom has
94 consistently remained at the forefront of large-scale efforts in genomics, with the WTCCC laying
95 groundwork for the subsequent UK Biobank and 100,000 Genomes projects.

96 Initiated in 2006, the UK Biobank is a prospective population-cohort of 500,000 individuals
97 that has gathered genome-wide genetic data along with linked detailed physical and clinical
98 information on the participants who were aged 40-69 at recruitment⁽¹⁵⁾. Notable both for its scale and
99 commitment to data sharing, the project follows participants through health-related records and
100 national registries for hospital admissions, cancer diagnoses and deaths. Whereas the UK Biobank
101 used array technology to analyse 825,927 genetic markers in healthy volunteers followed over time;
102 the more recent 100,000 Genomes Project, begun in 2013 after significant reduction in the cost of
103 NGS, has applied whole genome sequencing to patients with either rare diseases or cancer⁽¹⁶⁾. Rare
104 diseases are typically Mendelian, caused by single gene defects, and manifest before the age of five.
105 Accurate genetic diagnosis can make an enormous difference in disease management for the patient
106 and inform families about risk of recurrence. Similarly, understanding what genomic alterations have
107 taken place in cancer can provide diagnostic and prognostic information and has been critical in the
108 development of targeted therapies for select epithelial malignancies⁽¹⁷⁾.

109 Inherent in these large-scale genomics projects has been the belief that with a better
110 understanding of genetics will come improved treatments for individuals. Therefore, a not
111 insignificant aim of the 100,000 Genomes Project was to imbed the infrastructure required to provide
112 a genomic medicine service within the UK’s National Health Service (NHS)⁽¹⁶⁾. It has long been
113 recognised that many chronic diseases such as cancer, which phenotypically look broadly similar,
114 vary significantly in molecular aetiology. Consequently, the same medication given to a group of
115 heterogeneous patients may be beneficial in some patients and not in others, and potentially also toxic
116 for some patients and not for others. The worst-case scenario for patients would be to receive a

117 medicine that has no benefit and is toxic. Stratified medicine (see Table 1 for definitions)
118 simplistically aims to subgroup and identify patients that will benefit from treatment without
119 experiencing toxicity. Subgroups can be based on a combination of disease subtypes, clinical features,
120 demographics, risk profiles, biomarkers or molecular assays. Possibly the best known example of
121 stratified medicine has been the molecular subtyping of breast cancer based on hormone receptor (the
122 estrogen and progesterone receptors) and human epidermal growth factor receptor 2 expression⁽¹⁸⁾.
123 While the most successful applications of stratified medicines to date have largely been in cancer and
124 genetic diseases, many others therapies with associated biomarkers are beginning to be adopted (by
125 the UK NHS) or are in the development pipeline⁽¹⁹⁾.

126 Therefore, the vision of personalised or precision medicine in most areas of medicine is
127 arguably still aspirational. Precision medicine aims ultimately to tailor treatments to an individual
128 based on molecular features (plus lifestyle and environment) of a patient and/or their disease; ideally
129 also using companion diagnostics to determine responders and non-responders to the therapy. While
130 the terms stratified, systems, personalised and precision (Table 1) have been used interchangeably,
131 and in some cases fiercely debated⁽²⁰⁾, the term precision medicine is now preferred and has been
132 more commonly used in the medical literature since 2010 (Fig. 1a). In calling for a new (molecular)
133 taxonomy of disease towards precision medicine, concerns outlined by the US National Research
134 Council were that the term personalised could be “misinterpreted as implying that unique treatments
135 can be designed for each individual”, in part because it had been widely used in advertisements for
136 commercial products⁽²¹⁾. These concerns were echoed by the European Society for Medical Oncology
137 (ESMO) in their Precision Medicine Glossary⁽²²⁾. Additional reasons outlined by the ESMO were that
138 precision medicine “better reflects the highly accurate nature of new technologies that permit base
139 pair resolution dissection of cancer genomes”. Whereas personalised medicine “could describe all
140 modern oncology practice that takes into account patient factors such as personal preference,
141 cognitive aspects and co-morbidities in addition to treatment and disease factors”⁽²²⁾.

142 **Functional genomics**

143 As the HGP was drawing to completion, came the goals of functional genomics. Namely applying
144 high-throughput genome-wide approaches to studying gene transcription, translation and protein-
145 protein interactions. Along with the over use of the suffixes ‘-ome’ and ‘-omics’⁽²³⁾, emerged research
146 efforts in transcriptomics, proteomics and metabolomics. There was early recognition that ultimately
147 if viewed together, comprehensive datasets along the entire ‘omics cascade’ would provide
148 significant insights into the response of biological systems to genetic, environmental or disease-
149 mediated perturbations⁽²⁴⁾. Initial functional genomic insights came from transcriptome profiling
150 experiments, with early applications in the nutritional sciences including the identification of genes

151 regulated by dietary zinc^(25,26). The genomic sequence information from the HGP in combination with
152 advances in lithography led to high-density DNA arrays that made it possible to measure levels of
153 gene expression for tens of thousands of genes simultaneously; superseding the more laborious and
154 technically challenging differential display approach⁽²⁷⁾.

155 However, while an individual's genome and transcriptome yield insight into 'what can
156 happen', critical to precision medicine are clinical biomarkers, which are most commonly proteins or
157 metabolites and speak to 'what is happening'⁽²⁴⁾. Proteins and metabolites are chemically much more
158 complex and heterogeneous than nucleic acids; and therefore, much more challenging to isolate,
159 identify and measure. Consequently, publications in the fields of proteomics and metabolomics have
160 risen subsequent to, and at a lower rate than, those in genomics and transcriptomics (Fig. 1(b)).
161 Unsurprisingly then, the human proteome, the functional compartment encoded by the genome,
162 emerged as a next logical biological challenge to be tackled internationally after completion of the
163 HGP⁽²⁸⁾. The Human Proteome Organization (HUPO) was founded in 2001 in large part to promote
164 and coordinate open access initiatives in this field⁽²⁹⁾. With recognition of the critical role of small-
165 molecule (<1500 Da) metabolites in clinical diagnostics and as pharmaceutical agents,
166 complementary efforts in metabolomics followed in short order⁽³⁰⁾.

167 Whereas sequencing an entire genome is now relatively inexpensive and technologically
168 feasible by NGS within a few hours, measuring a proteome or metabolome in its entirety is still not
169 possible from a single experimental approach. Nonetheless, advances in mass spectrometry and
170 nuclear magnetic resonance spectroscopy, along with bioinformatics, databases and annotation, mean
171 that we can now measure many, many more proteins and metabolites in 'single runs' than two decades
172 ago. Building on early tissue-specific (plasma, liver, brain), antibody and data standard development
173 initiatives, the Human Proteome Project was formally launched by HUPO in 2010⁽³¹⁾. The work of
174 50 international collaborating research teams is organized by chromosome, biological processes and
175 disease categories and has since been reported collectively yearly. As of 2019, robust mass
176 spectrometry data has been reported for 89% of the 19,823 predicted coding genes, and separate
177 antibody-based histochemical evidence exists for the expression of 17,000 proteins⁽³²⁾. While such
178 cataloging efforts are not without their detractors⁽³³⁾, the efforts of 'discovery science' clearly can and
179 have fostered hypothesis-driven approaches⁽³⁴⁾. In the context of the Human Proteome Project,
180 multiple strands of research have identified biomarkers and characterized molecular mechanisms of
181 human disease, contributing to efforts towards precision medicine⁽³²⁾.

182 **Systems biology**

183 Systems biology as a discipline, although proposed as early as 1966⁽³⁵⁾, became truly
184 established in the aftermath of the HGP^(36,37). Representing the antithesis of reductionism, systems

185 biology combines molecular and computational approaches to understand highly complex
186 interactions within, and ultimately predict the behavior of, biological systems as a whole^(38,39). From
187 early in its conceptualization, both the generation and the integration of different levels of biological
188 information (e.g. genomic, transcriptomic, proteomic, metabolomic) in order to yield predictive
189 mathematical models, was articulated as fundamental to systems biology⁽³⁶⁾. Therefore, whereas the
190 high throughput datasets of genomics and proteomics provide the foundation for the ‘reconstruction’
191 of biological networks at the genome-scale; it is computational simulation that yields insights into
192 the systems structure and dynamics, and predicts biological outcomes^(39,40).

193 The first Institute for Systems Biology was founded in 1999 in the United States by Leroy
194 Hood, whose early work had made seminal contributions to the fields of genomics and proteomics
195 through the development of high throughput instrumentation for DNA and protein sequencing; in
196 addition to this, he led significant sequencing efforts that contributed to the HGP⁽⁴¹⁾. Undoubtedly a
197 visionary, who viewed continued advances in high-throughput measurement technologies, databases
198 and tools for integrating the various levels of biological information, essential to systems biology⁽³⁶⁾;
199 Hood’s Institute radically brought together biologists, chemists, computer scientists, engineers,
200 mathematicians, physicists, and physicians; and has continued to pioneer new technologies (including
201 single cell microfluidics) and new computational platforms in the ensuing decades⁽⁴²⁾. Perhaps most
202 revolutionary however, was Hood’s early vision for what he first termed “predictive, preventive, and
203 personalised medicine” and later renamed “P4 medicine: predictive, preventive, personalised and
204 participatory medicine”^(43,44). Relevant to the concept of personalised nutrition discussed below, there
205 was early recognition in the systems biology field that nutrition is a critical environmental factor that
206 interacts with genetics (and metabolism) to determine health or disease, particularly later in life^(45,46).

207 From the systems biology perspective, disease is viewed as arising from either genetically
208 and/or environmentally perturbed networks in the affected organ. Computational modelling allows
209 the determination of how systemic networks are changing in individual cells, tissues or organisms,
210 dynamically influencing pathophysiology of the disease. Systems medicine and systems
211 pharmacology, considered the subfields of systems biology underpinning precision medicine⁽⁴⁷⁾, aim
212 to integrate genetic, clinical and ‘omic’ data into network models, representing an *in silico* human
213 that can yield emergent insights (Fig. 2)⁽⁴⁸⁾. Systems pharmacology is a logical extension of
214 physiologically-based pharmacokinetic modelling, offering methods to account for genetic variation
215 impacting whole-cell metabolism and the regulation of key drug metabolism enzymes⁽⁴⁹⁾. Whereas
216 applications in pharmacology may be aimed at predicting responders/non-responders to a drug or
217 identifying mechanisms of action underpinning drug off-target effects; equally systems approaches

218 may be applied to predicting the response to dietary intervention given an individual's background
219 genetics, microbiome, life stage and/or disease state (Fig. 2)^(38,48,50).

220 Proving that systems level integration of genetic data with clinical and multiple omic datasets
221 is feasible and can yield personalised predictive insights and facilitate a preventative health
222 intervention (involving nutrition!), was a landmark study published in 2012⁽⁵¹⁾, led by Michael
223 Snyder, another pioneering leader in developing systems approaches to functional genomics and
224 proteomics⁽⁵²⁾. The study combined whole genome sequencing with transcriptomic, proteomic,
225 metabolomic and autoantibody profiles in blood from a single individual—Professor Snyder
226 himself—measured sequentially over a 24 month period. Apart from the significant computational
227 feat in terms of data integration, this work was fascinating in monitoring Snyder's dynamic response
228 to two viral infections, as well as his onset of type 2 diabetes and response to dietary and lifestyle
229 intervention. While Snyder's elevated risk for diabetes was predicted by genome sequence analysis,
230 the onset of a frank high glucose and elevated glycated hemoglobin (HbA1c) phenotype occurred
231 about 10 months into the study and appeared to have been triggered by infection with respiratory
232 syncytial virus. Choosing to implement “a dramatic change in diet, exercise and ingestion of low
233 doses of acetylsalicylic acid”, over the course of the following eight months Snyder was able to reduce
234 his glucose and HbA1c levels to normal⁽⁵¹⁾. The work uniquely characterized molecular pathways
235 involved in both onset and resolution of viral infections and diabetes at extraordinary depth, with
236 unique insights provided by the combination of transcriptomic, proteomic and metabolomic profiling.
237 Other examples of multi-omic data integration in this way that have informed cancer as well as rare
238 and common diseases have recently been reviewed⁽⁵³⁾.

239 **Personalised nutrition and consumer genomics**

240 As in medicine, the meaning of ‘personalised’ in the context of nutrition has been
241 deliberated⁽⁵⁴⁻⁵⁶⁾; and terminology (Table 1) continues to evolve with the more recent use of the term
242 ‘precision’ emerging in the scientific literature in the last five years (Fig. 3). Analogous to the
243 ambitions of precision medicine, the aim of personalised or precision nutrition is to tailor nutritional
244 advice/diets to optimize health based on an individual's characteristics⁽⁵⁵⁾. For a nutritionist or clinical
245 dietitian, these characteristics have long included anthropometry, dietary history and preferences,
246 information on lifestyle and physical activity, along with clinical parameters and biochemical markers
247 of nutritional status. But after the sequencing of the human genome came an era of increasing research
248 interest in nutrigenomics and nutrigenetics (Table 1 and Fig. 3), and the accompanied vision of
249 providing personalised dietary advice to prevent diet-related diseases based on genetic differences
250 and the predicted response to nutrients derived from genetic profiling^(57,58). Notably, while scientists
251 have remained largely circumspect about clinical utility and the extent to which genetic or polygenic

252 risk scores can explain overall risk for common, multifactorial diseases (e.g. obesity, diabetes, fatty
253 liver) or micronutrient status^(59,60); an astonishing number of direct-to-consumer (DTC) genetic
254 testing companies have proliferated offering personalised nutrition advice to individuals based on
255 nutrigenetic testing via the internet⁽⁶¹⁾.

256 Public interest in these commercial genetic services has rapidly grown in the last five years.
257 The number of genotyped consumers started rising exponentially in 2016 and surpassed 10 million
258 worldwide at the beginning of 2018⁽⁶²⁾. The notorious, ultimately temporary, US Food and Drug
259 Administration (FDA) ban of medically-relevant testing by 23andMe in 2013, means the majority of
260 DTC genomic tests sold to date were marketed and sold as ancestry services^(59,62). In addition to
261 raising a host of ethical questions around data privacy, forensic genealogy, personal identity and
262 race^(63,64), this prompted a very market-based work around the regulatory legislation for health-based
263 genetic testing⁽⁶⁵⁾. Specifically, a crop of third-party interpretation services have arisen that will
264 interpret raw genotyping data that is provided to consumers by many DTC ancestry genetic services
265 without having done the testing per se^(65,66). Separately, in a much criticized reversal, in 2017 the US
266 FDA approved a 23andMe genetic health risk test of limited clinical sensitivity (limited positive and
267 negative predictive values)⁽⁶⁷⁾. Moreover, a significant number of companies are marketing 'health
268 and wellness insights' that are largely unregulated and relate to common (nutrition-related) disease
269 risk^(61,68). In a survey of 246 companies offering online DNA testing, done in 2016, a majority (136)
270 offered some form of health-related testing service⁽⁶¹⁾. Seventy four companies offered nutrigenetic
271 testing, many of which also offer tailored diet services, food supplements and/or meal plans; and 38
272 companies offered tests for athletic ability.

273 There are multiple scientific concerns with the personalised nutrition promises offered by
274 DTC nutrigenetic testing companies, given the marked absence of published studies assessing either
275 analytical or clinical/predictive validity of these tests. A merely analytical concern is the reliability
276 of the sequence data in the first instance. A concerning study of confirmatory testing in referrals to a
277 clinical diagnostic laboratory, found 40% of variants in a variety of genes reported in DTC raw data
278 to be false positives⁽⁶⁶⁾. In terms of predictive validity, the majority of genetic risk estimates returned
279 by DTC companies are based on only a select number of genetic variants. This is in contrast to the
280 numerous (>100) genetic loci identified by the largest (>100,000 individuals) GWAS done to date,
281 which still only explain a fraction (20% or less) of the heritability of common diet-related chronic
282 diseases such as obesity and type 2 diabetes^(69,70). Moreover, very recently, completely novel genome-
283 wide polygenic risk scores (GPRS) have been developed for obesity, type 2 diabetes and other
284 common diseases; facilitated by improved algorithms and very large GWAS studies^(71,72). In the case
285 of obesity, the GPRS was comprised of *2.1 million* common genetic variants and significantly

286 outperformed a score that incorporated only the 141 independent variants that had reached genome-
287 wide levels of statistical significance in the prior GWAS^(69,72). A 13 kg gradient in weight and a 25-
288 fold gradient in risk of severe obesity was observed in adults across GPRS deciles. Although practical
289 considerations on how such a GPRS might be implemented and inform interventions for obesity
290 prevention remain⁽⁷³⁾; and methodological and clinical utility questions have been raised⁽⁷⁴⁾ about an
291 equally novel GPRS for coronary artery disease⁽⁷¹⁾. Nonetheless these GPRS studies call into question
292 any DTC genetic test and personalised nutrition advice around body weight made on a handful of
293 SNPs.

294 Related to nutrition status, and equally suspect in terms of predictive validity, is personalised
295 nutrition advice from multiple companies claiming to help consumers “maintain healthy levels of
296 vitamins, antioxidants & minerals” on the basis of a handful of genetic variants. In contrast to obesity
297 and type 2 diabetes, to date much fewer loci have been associated with biomarkers of micronutrient
298 status⁽⁶⁰⁾. These explain only a small fraction of variance in micronutrient status. Moreover, not all
299 vitamins and minerals have been studied, and there are no data examining ‘response’ to
300 intake/supplementation. Perhaps even more relevant for the concept of personalised nutrition beyond
301 the much debated ‘missing heritability’⁽⁷⁵⁾, is that both micronutrient status and the risk for many
302 common diseases is only partially determined by genetics; with environment playing a critical and
303 often dominant role. Similar to the heterogeneity observed in response to pharmaceutical agents in
304 clinical trials, humans are inherently variable in their responses to food and nutrient/dietary
305 interventions^(56,76,77). Beyond genetics, inter-individual variation in a host of factors (sex, habitual
306 dietary habits, physical activity, epigenetics, gut microbiome) effect an individual’s absorption,
307 distribution, metabolism and excretion of dietary compounds and metabolites⁽⁷⁸⁾.

308 **Wearables and digital health**

309 In addition to advances in multi-omic technologies, the miniaturization of electronic devices in the
310 last decade in particular has heralded tremendous innovation in, and adoption of, mobile technologies,
311 sensors and wearable devices. Globally, smartphone (considered mobile computing devices) usage
312 increased by 40% between 2016 and 2020, and an estimated 45% of the world’s population now owns
313 one⁽⁷⁹⁾. Worldwide revenue for the wearable tech industry was estimated at \$23 billion dollars in 2018
314 and is anticipated to reach \$54 billion by 2023⁽⁸⁰⁾. So-called ‘wearables’ now permit individuals to
315 track a multitude of parameters including diet, physical activity and sleep; and physiological
316 measurements such as heart rate, body temperature, blood pressure, oxygen saturation and glucose
317 levels⁽⁸¹⁾. Although heartrate monitors for exercise have existed since the early eighties, the first clip-
318 on accelerometer activity tracker, the Fitbit, appeared on the market in 2007. By 2013 Fitbit (and
319 other companies) had released a wristband tracker capable of measuring sleep as well as activity.

320 Since then there has been a market explosion of DTC wearables and medical devices, along
321 with associated apps, aimed at encouraging individuals to actively participate in their own
322 health/wellness behaviour change or disease management^(81,82). These have included most recently,
323 smartwatches capable of taking an electrocardiogram reading with an accompanying app running an
324 FDA approved algorithm for recognition of atrial fibrillation⁽⁸³⁾. By 2015, there were more than 500
325 different health care-related wearables available facilitating real-time data collection of lifestyle and
326 physiological measurements both by individuals and for research^(84,85). In addition to the application
327 of new technologies for dietary assessment⁽⁸⁶⁾, of particular relevance to personalised nutrition and
328 the goal of prevention of diet-related diseases, has been the improvements in wearable devices for
329 continuous glucose monitoring (CGM). In DTC fashion, data may now be released to a user's phone
330 and sensors can now be worn for up to two weeks. This lengthening of sensor life has greatly
331 facilitating recent research efforts using CGM, which have underscored the remarkable high level of
332 variability between people in response to the same meals^(76,87).

333 In a notable study for computationally driven personalised nutrition, Zeevi and coworkers,
334 developed a predictive algorithm for postprandial glyceic response through profiling an 800-person
335 Israeli cohort without diabetes who underwent CGM for 7 days, while recording food intake, activity
336 and sleep in real-time via their mobile devices⁽⁷⁶⁾. The machine learning algorithm integrated gut
337 microbiome data derived from 16S rRNA metagenomics profiling, as well as blood parameters,
338 anthropometrics, dietary intakes, activity, and CGM data profiled over the week in the development
339 cohort and first validated in an independent cohort of 100 individuals. The algorithm's predictions
340 for glyceic responses correlated significantly better to the CGM measured responses than
341 'carbohydrate counting' (R. 0.71 vs. 0.38) or caloric counting (R. 0.33) models often utilized; a result
342 that has now been replicated in independent American populations^(88,89). Lastly, in a smaller
343 randomized trial in 26 individuals, it was shown that the algorithm could accurately predict 'good'
344 and 'bad' diets. In a one-week crossover design participants had lower glyceic responses and
345 favourable changes in the composition of their gut microbiomes in response to their predicted 'good
346 diet' in comparison to a week on the 'bad diet'.

347 Although the interpretation of the high interindividual variability in glyceic response
348 observed by Zeevi et al. has been criticized⁽⁹⁰⁾, multiple research studies since have also concluded
349 that there is both high intraindividual and interindividual variation in glyceic response to both
350 standardized meals and mixed diets^(87,91,92); with implications for the often debated concepts of
351 glyceic index and glyceic load^(93,94). Notably, the work by Hall and colleagues also applied a data
352 driven approach to CGM defining 'glucotypes' based on how variable the glyceic responses were
353 in aggregate overtime for 57 healthy participants with no diagnosis of diabetes (on screening 5 met

354 criteria for type 2 diabetes and 14 had prediabetes). They show a relationship between their novel
355 machine learning classification (low, moderate, severe) of glucose variability and clinical measures
356 of aberrant glucose metabolism. Where severe glycemic variability correlated with higher values for
357 fasting glucose, oral glucose tolerance test HbA1c and the steady-state plasma glucose test for insulin
358 resistance. Similar to the work by Zeevi, they also demonstrated tremendous heterogeneity in the
359 glycemic responses to three standardized meals of either bread and peanut butter, a protein bar or
360 cornflakes and milk. While the expected relationship between carbohydrate/fiber content of the meals
361 and severity of glycemic response was observed (cornflakes conspicuously producing a ‘severe’
362 response for 80% of participants), for each meal there were high and low responders in terms of blood
363 glucose spikes. The authors show that even among their normoglycemic participants, those classed
364 with a ‘severe glucoctype’ had glycemic responses in prediabetic and diabetic ranges 15% and 2% of
365 the time. However, whether these individuals are at increased risk for developing diabetes or other
366 metabolic diseases requires long-term follow up studies, as does investigation of the utility of CGM
367 for early risk detection.

368 A critical question for public health is whether or not insights from ‘big data’ generated from
369 wearables and multi-omic profiling can empower individuals to behavioural change. Two other recent
370 studies, remarkable for their scope of phenotyping and big data analyses orchestrated, suggest that,
371 at least in an intervention setting, changes with health benefits can be motivated^(95,96). The first of
372 these, the Pioneer 100 Wellness Project, was the realization of Leroy Hood’s aforementioned vision
373 of P4 medicine⁽⁹⁵⁾. Here, 108 individuals had their whole genomes sequencing and were followed for
374 a 9-month period with daily activity tracking and extensive clinical testing along with analyses of
375 their metabolomes, proteomes, and microbiomes. Significantly, participants also received monthly
376 behavioural coaching on ‘actionable possibilities’ based on their profiles to improve their individual
377 health via diet, exercise, stress management, dietary supplements, or doctor referral as necessary.
378 Longitudinal improvement in a host of clinical analytes related to nutrition, diabetes, cardiovascular
379 disease and inflammation were observed. The second study, was an extension of Michael Snyder’s
380 self-piloted systems approach to 109 individuals at risk for type 2 diabetes.⁽⁹⁶⁾ Participants’ genomes
381 were whole exome sequenced and participants were followed prospectively with multi-omic profiling
382 done quarterly for up to 8 years (median, 2.8 years) along with CGM and activity monitoring. Again,
383 unique insights into temporal changes in molecular physiology were made along with ‘actionable
384 health discoveries’ for participants, and 81% reported some change in their diet and exercise habits.

385 **Conclusions and future directions**

386 The last two decades have brought unprecedented advances in omics, wearables, and digital
387 technologies. Undoubtedly, systems integration of multiple technologies has generated mechanistic

388 insights and informed the evolution of precision medicine and personalised nutrition. These have
389 prompted the recent launching of the most ambitious precision medicine cohort study to date, the All
390 of Us Research Program, which aims to collect genetic and health data (utilising electronic health
391 records, digital health technology), along with biospecimens for biomarker analyses, from at least
392 one million diverse individuals in the United States⁽⁹⁷⁾. Nonetheless, work to date has been limited to
393 the ground-breaking discovery studies led by a few elite research groups, and significant research and
394 societal challenges yet need to be overcome prior to widespread adoption in clinical and public health
395 settings^(98,99). Considerable data integration and methodological issues in study design must be
396 addressed. In addition to issues around data dimensionality reduction, data storage, handling and
397 sharing, there are complex challenges regarding study design, analytical assumptions and
398 statistical validation⁽¹⁰⁰⁾. Prediction modelling is suspect to algorithmic bias, black box issues,
399 confounders and the fundamental problem of causal inference⁽⁹⁸⁾.

400 In addition, pertinent ethical issues involve who can access new technologies, and how
401 commercial companies are storing, using and/or re-mining consumer data. Substantial questions
402 about efficacy in terms of long-term behavioural change and health outcomes remain. Related
403 concerns are those of overdiagnosis in healthy individuals⁽¹⁰¹⁾, cost-benefit and impacts on health
404 inequalities. Dietary and lifestyle choices are influenced by a broad range of socioeconomic factors
405 including income, education, social networks and the built environment⁽¹⁰²⁾. Tackling diet related
406 disease requires close scrutiny of the social determinants of food environments and population-wide,
407 public health policies aimed at reducing health inequalities⁽¹⁰³⁾. Ultimately, financial investment in
408 the future of precision medicine and digital health must be balanced with limited resources available
409 for public health initiatives.

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422

Conflict of Interest

423 None.

424

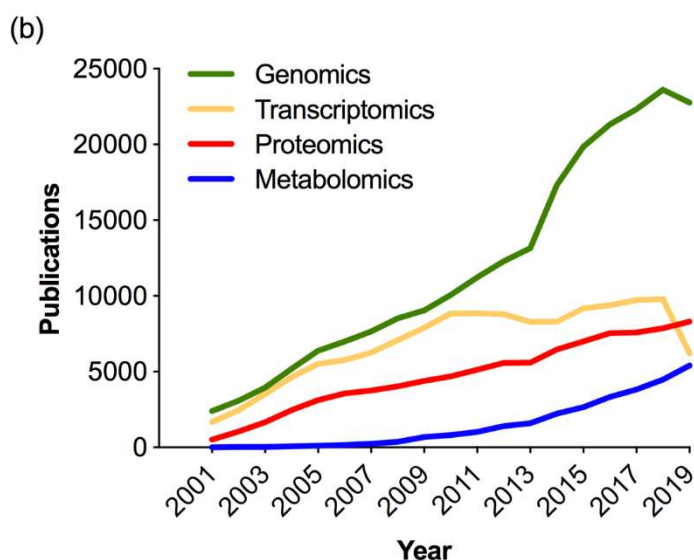
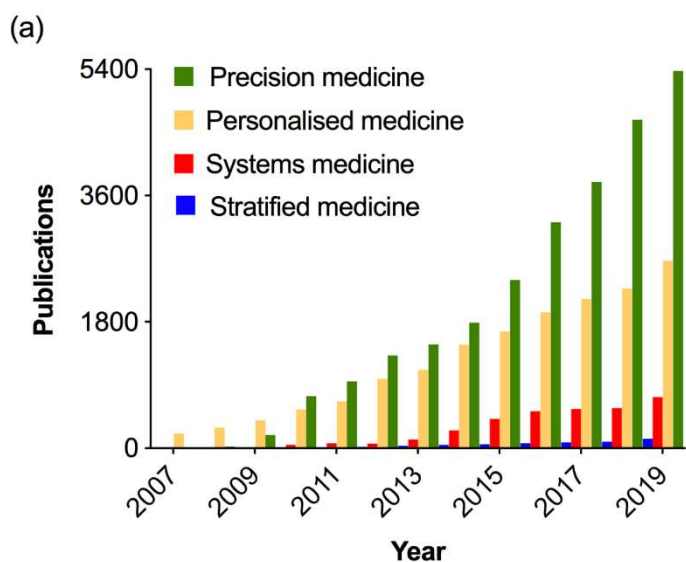
Authorship

425 JBM had sole responsibility for all aspects of the preparation of this manuscript.

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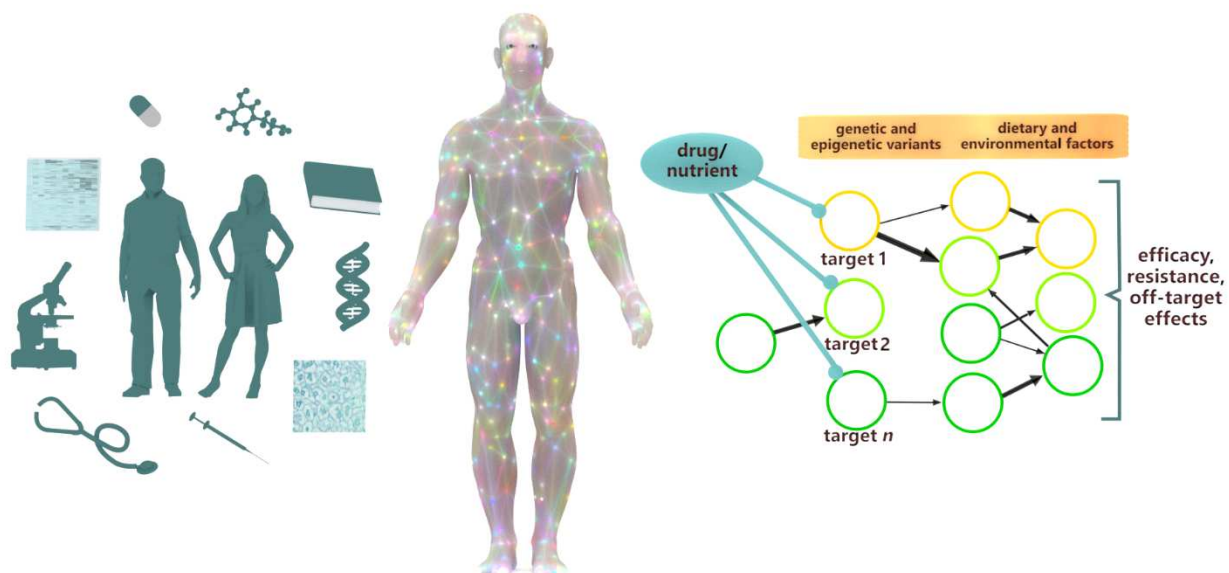
Table 1. Terminology

Term	Definition
Stratified medicine	Defines current practice in pharmaceutical medicine of identifying and subgrouping patients for optimal treatment with least toxicity. Subgroups can be based on a combination of disease subtypes, clinical features, demographics, risk profiles, biomarkers or molecular assays.
Precision medicine	Goes beyond stratification to tailoring treatments to individuals based on molecular features of the patient and the disease. Implies use of multi-omics data in assessing molecular features and companion diagnostic/prognostic indicators to predict toxicity and likely responders and non-responders. Preferred term over personalised medicine ^(21,22) .
Personalised medicine	Taken and used by many to mean the same thing as precision medicine. No longer preferred because of its widespread commercial use and concerns it implies unique treatments can be designed for individuals ⁽²¹⁾ .
Systems biology	An interdisciplinary field that combines molecular and computational approaches to study systemic network behaviours and predict the behavior of biological systems (cells, tissues, organisms) as a whole.
Systems medicine	Subfield of systems biology underpinning precision medicine and the integration of clinical and multi-omic data into predictive models.
Systems pharmacology	Subfield of systems biology focused on characterising mechanisms of drug actions, interactions and off-target effects at a systems level. Extends physiologically based pharmacokinetic-pharmacodynamic modelling, incorporating genetic variation and whole-cell metabolism.
Nutrigenomics	In broadest sense the study of any interactions between nutrition and the genome; implies use of high-throughput tools of functional genomics ⁽¹⁰⁵⁾ . While often used interchangeably with nutrigenetics, can be differentiated as the study of the effect of nutrients/diet on gene expression and, consequently, the proteome and the metabolome ^(106,107) .
Nutrigenetics	The study of how genetic variation influences differential response to nutrients/diet and risk of nutrition-related disease.
Stratified nutrition	Nutrition advice/intervention given to groups of individuals based on shared characteristics. For example, population-level dietary guidelines are stratified accounting for sex, age, pregnancy/breastfeeding; and dietetic/clinical nutrition tailors on phenotypic and disease information.
Personalised nutrition	The tailoring of nutritional advice/diets to optimize health based on an individual's characteristics. At increasing depths of personalization may include dietary, phenotypic and genotypic information ⁽⁵⁶⁾ . Commercially infers nutrigenetic profiling.
Precision nutrition	More recent term, used interchangeably with personalised nutrition but implying an in-depth quantitative level of understanding ⁽⁵⁵⁾ from genetic and digital health profiling (e.g. dietary, physical activity, glucose).



429

430 **Fig 1.** Recent growth in publications in PubMed database using specified terms. (a) Number of
 431 publications using adjectives “precision”, “personalised”, “systems” or “stratified” in conjunction
 432 with medicine since 2007. Data were generated by performing a PubMed [All Fields] search with
 433 terms searched in quotes e.g “precision medicine”. Personalised medicine was searched as:
 434 “personalised medicine” OR “personalized medicine”. (b) Growth in publications in genomics,
 435 transcriptomics, proteomics and metabolomics since 2001. Genomics, proteomics and metabolomics
 436 were searched as: “genomics”[MeSH] OR “genomics”[All Fields]. Transcriptomics was searched as:
 437 “gene expression profiling”[MeSH] OR “transcriptomics”[All Fields].
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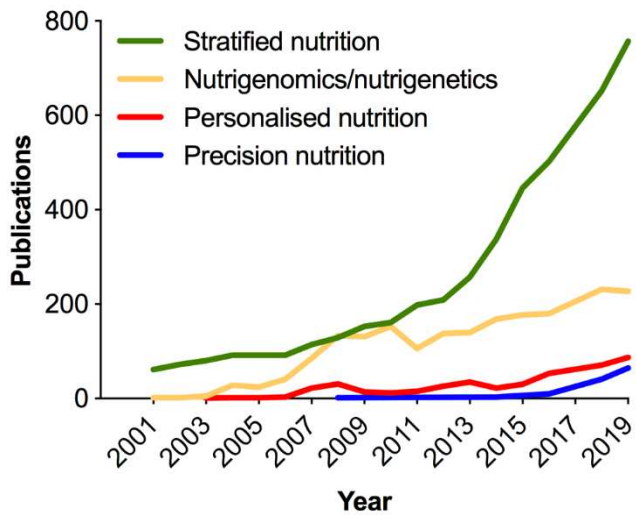
439

440 **Fig 2.** Systems approaches integrate genetic, clinical and ‘omic’ data into *in silico* models.

441 Simulations aim to understand network dynamics and predict the response to dietary or
 442 pharmaceutical intervention accounting for an individual’s genetics, lifestyle, life stage, health and/or

443 disease state. Reprinted with permission⁽⁴⁷⁾.

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445

446 **Fig 3.** Increase in publications in PubMed database related to nutrigenomics and stratified,
 447 personalised, or precision nutrition. In the cases of stratified, personalised and precision nutrition,
 448 terms were searched in quotes e.g “precision nutrition”[All fields]. Personalised nutrition was
 449 searched as: “personalised nutrition” OR “personalized nutrition”. Nutrigenomics/nutrigenetics was
 450 searched as: “nutrigenomics”[MeSH] OR "nutrigenomics"[All Fields] OR "nutrigenetics"[All
 451 Fields].

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454 **Figure Legends**

455

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457 publications using adjectives “precision”, “personalised”, “systems” or “stratified” in conjunction
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472 searched as: “nutrigenomics”[MeSH] OR "nutrigenomics"[All Fields] OR "nutrigenetics"[All
473 Fields].

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