

Unicity launches world's first ever 'Genomeceuticals' in India

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New Delhi: [Unicity](#) International, founded in 1903 and headquartered in Orem, Utah, (United States) is bringing World's first ever Genomeceutical™ (gene controlling) range of products to India.

Explaining the concept behind the Genomeceuticals, the company's statement mentioned, "Human DNA makes every individual unique and it contains the biological code that defines every single protein in the body. DNA undergoes a process called transcription or gene expression that creates a "messenger" molecule, telling the body to make a specific protein. Each protein that is made in the body carries out a crucial function that keeps us healthy. As the body ages, DNA transcription may get adversely affected and the proteins may stop working properly."

Therefore, in line with the above theory, Unicity says that it uses advanced Genomeceutical™ technology in its products to support proper gene expression, which helps maintain healthy body function at their most basic levels.

As per the company, Genomeceutical™ is a ground-breaking, patent-pending, technology

whereby certain secondary metabolites found in nature can help maintain the gene response whenever needed by the body and help maintain overall metabolic health. Unicity is currently researching an extensive range of products by leveraging this technology.



Speaking on the launch of Unicity’s Neigeneskin restoration system, Dr. Dan Gubler, Chief Scientific Officer, Unicity, said, “Beautiful skin starts with healthy cells. Neigene is designed using advanced, cell-targeted, healthy-aging technology. World over, the personal care industry is struggling to find sustainable solutions to skin protection from UV radiation and impact of lifestyle related stress. Unicity has researched the use of premium extracts that control gene response and produce collagen to such stimuli while not only preventing further degeneration but also accentuating effective skin restoration. We have pioneered this as our first Genomeceutical™ product. Research is underway to apply this technology to other areas of body care.”

Unicity International has a wide range of nutritional products worldwide. The company launched its India operations in 2010 and now with the launch of new generation range of Genomeceuticals™, it aims to create a premium and differentiated niche for itself in the personal care segment. The company plans to launch several new generation products in India over the next 2-3 years.

Genes operate like switches, sending different messages depending on whether they are in the on or off position. Over time the communication between our genes and the body functions they control breaks down. Bad habits, environmental factors, stress, and improper sleep can all contribute to the breakdown. When gene-body communication breakdowns occur, genes become stuck in one position with the inability to flip to communicate distinct

While scientists don't know all the reasons why genes become stuck and cease to function, many scientists believe that there are things one can do to promote healthy genes. Key nutrient compounds from certain plants have been linked to maintaining gene health over long periods of time.

All plants are composed of primary metabolites—proteins, carbohydrates, and other major nutrients—that give the plant its structure and function. However, secondary metabolites appear in high amounts in plants that are thriving or exceptionally healthy.

Compounds from secondary metabolites are among those that encourage the overall health of genes. Secondary metabolites often promote the health of our genes and in turn improve their ability to express themselves healthily and improve function throughout our bodies. Unicity Science, is actively studying plant compounds that promote healthy genes and including them in its products. All products marked with “Genomeceutical” labels, contain compounds from plants with high concentrations of gene-strengthening material.