

BEYOND ONE-SIZE-FITS-ALL

From Precision Nutrition
to Personalized Prevention

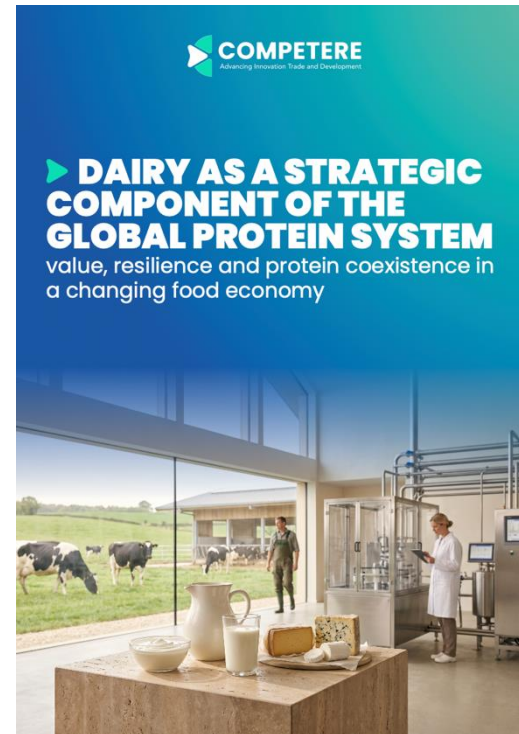
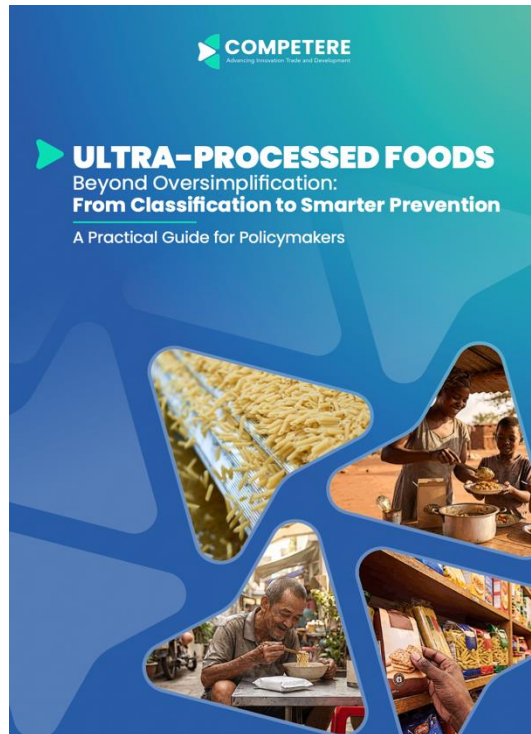
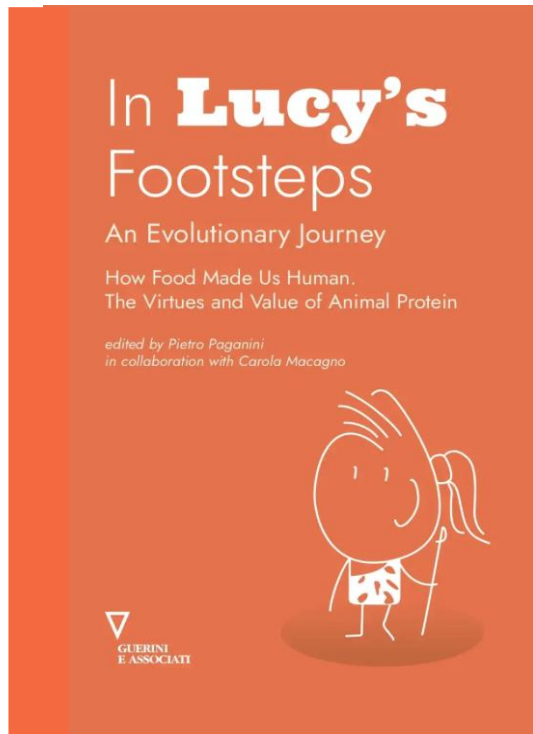
Prof. Pietro Paganini

President & Co-founder, Competere

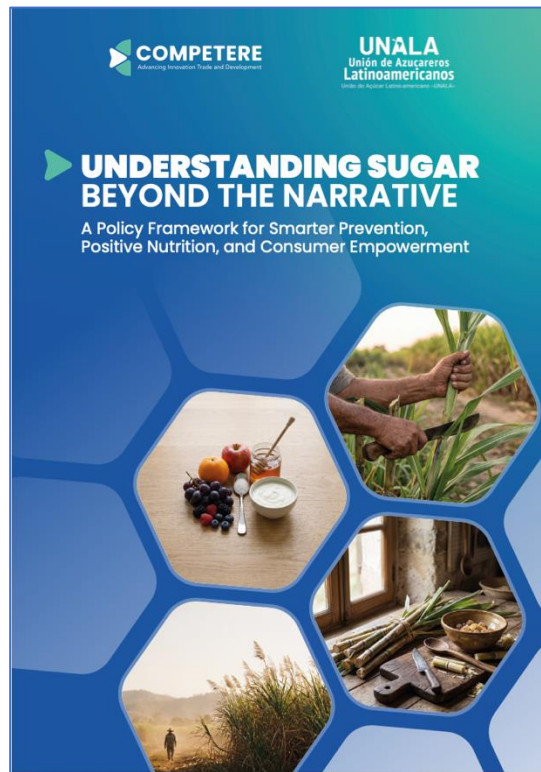
European Parliament | Brussels | 15 October 2026



Shaping the Policy Debate



Coming soon



WHY DOES PREVENTION STILL TREAT US AS IF WE WERE ALL THE SAME?

When science tells us we are different.

We live longer. But do we live healthier?

1.7 MILLION

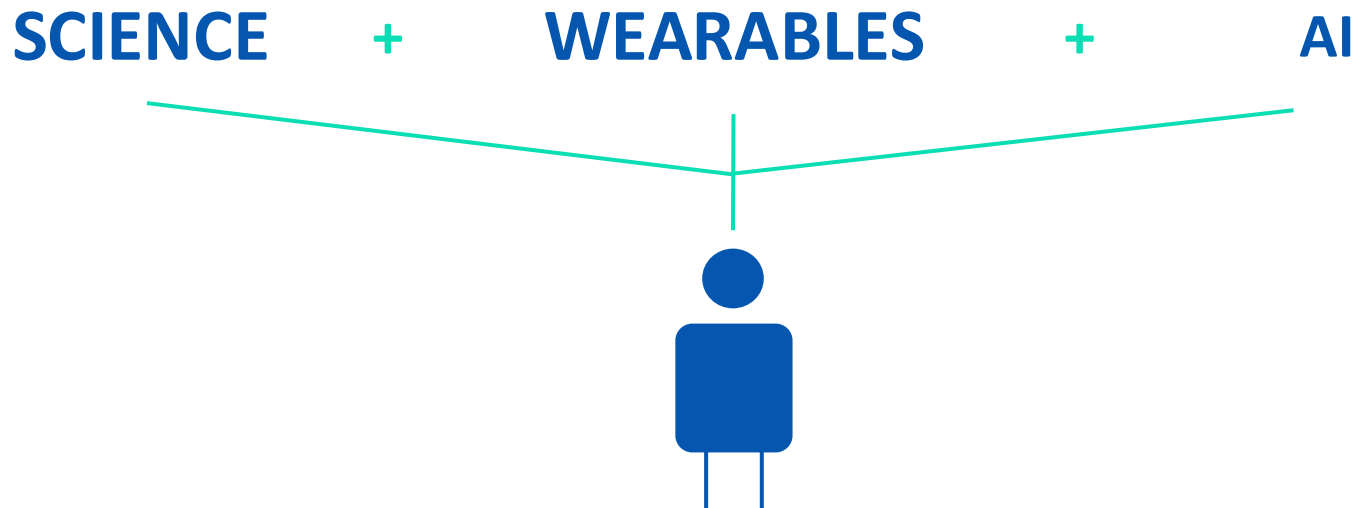
Cardiovascular deaths annually in the EU.

€282 BILLION

Annual economic burden of cardiovascular diseases.

**Living longer is a success.
Living healthier is our next challenge.**

For the first time, we can do better



From understanding differences to acting on them.

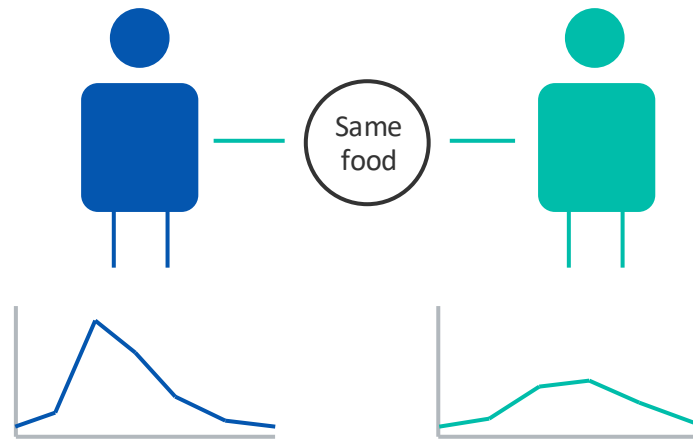
Precision nutrition

Same Food. Different People. Different Responses.

Precision Nutrition is a science-based approach that uses individual biological, behavioral, and environmental characteristics to tailor dietary recommendations and interventions.

Rather than focusing exclusively on what is healthy for the average person, it asks a more sophisticated question:

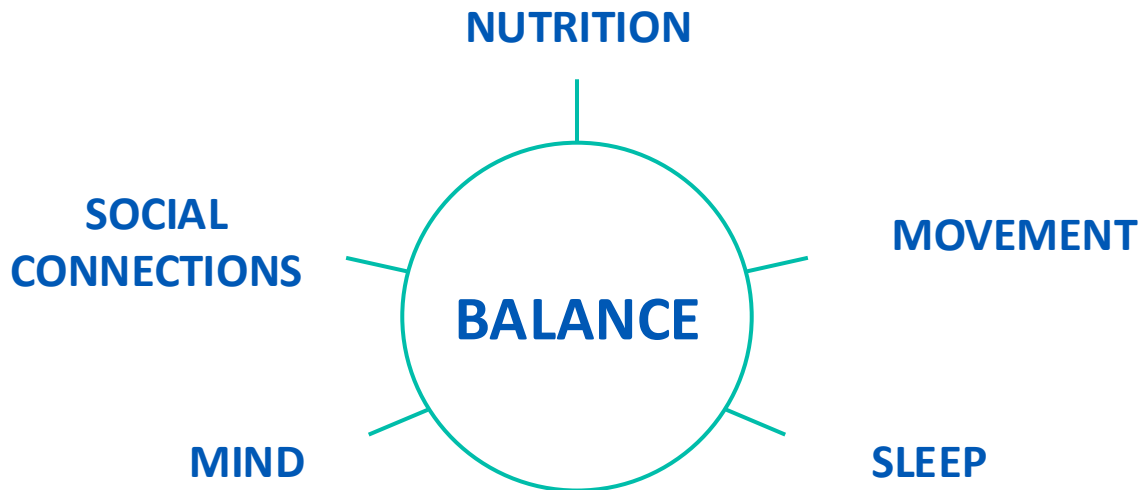
What works best, for whom, and under which circumstances?



Illustrative glucose responses

Precision lifestyle

We Don't Live in Nutrients. We Live in Lifestyles.

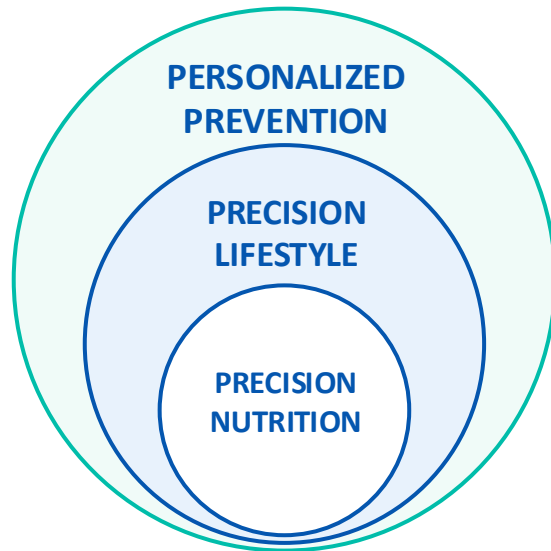


Personalizing the balance, not just the diet.

Personalized prevention

Know Better. Act Earlier. Live Healthier.

Personalized Prevention is a science-based approach that **integrates individual health risks, biological characteristics, lifestyle, and environmental factors** to anticipate disease, tailor preventive interventions, and empower people to live healthier, longer lives.



What works best, for whom, and under which circumstances?

From policy to practice

Europe Already Has the Building Blocks.



SAFE HEARTS PLAN



EUROPEAN HEALTH DATA SPACE



AI ACT · DIGITAL HEALTH

The next step is connecting them.

The European opportunity

Where Innovation Meets European Values.



HEALTH



COMPETITIVENESS



FREEDOM

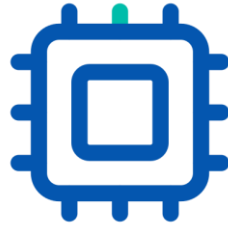
Innovation that respects diversity and empowers individuals.

If Europe doesn't lead, who will?

The Strategic Cost of Inaction.



DATA



TECHNOLOGY



DECISIONS

Europe must help shape personalized prevention, not simply consume it.

Thank you!

Let's keep the conversation flowing.

Prof. Pietro Paganini
President & Co-founder, Competere

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