

Australia's Microba Life Sciences to offer world-first personalised health service

May 26, 2022 | News

Microba Life Sciences Signs Partnership With Nib-Backed Midnight Health



Australian startup Microba Life Sciences has signed a strategic partnership agreement with nib Holdings Limited backed digital healthcare company Midnight Health, to deliver a personalised health service to the Australian consumer market.

Under this Agreement, Midnight Health will promote, market and sell a world-first subscription-based service, known as Vidality, with its network of pharmacists to formulate personalised supplements for each customer based on their microbiome test results, leveraging the recommendations from Microba's Analysis Platform.

This personalised, pharmacy-integrated service model – delivered with trained, registered pharmacists – will bring a level of science and personalisation to an industry which commonly provides customers with one-size-fits-all solutions.

The agreement was signed, for an initial period of 3 years, after a successful pilot which tested the service model and product offering. It further demonstrates Microba's scalable technology and ability to deliver evidence-based gut health solutions together with distribution partners.