

What is NOVO?

Novo is a sophisticated blood analysis carried out by Immogenics laboratory that identifies your body's sensitivity and intolerance to 115 different foods.

How can Novo help me?

Classic food allergies affect only two per cent of adults and up to eight per cent of children, they are generally easy to diagnose as symptoms appear instantly, but Allergy UK says that as many as 20% of adults have food intolerances or sensitivities with the most common symptoms being headaches, fatigue, bloating, IBS, diarrhoea, constipation,

eczema, psoriasis, a stuffed up or runny nose and arthritis. Identifying food intolerances can be much harder as symptoms can be multiple and can take as long as five days to appear. This is where the NOVO can help. Sally Kappler, head nutritionist at Immogenics, says: 'Novo pinpoints food sensitivities enabling you to eliminate problem foods from the diet and, perhaps more constructively, tells you those that can be eaten with complete freedom.'

The science bit

White blood cells are the body's defence against anything it perceives as foreign, such as viruses >>

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Your trigger list consists of foods that you need to avoid for varying degrees of time, depending on how strong your reaction was to that food
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