The 5 Most Bizarre Things We Saw at CES This Year

“Shop With Your DNA” may be the single scariest company tagline we’ve ever seen. But health tech company DNANudge aims to guide people towards healthier food choices by analyzing their genetic makeup. After a user mails a saliva sample to the company’s London HQ, they should receive a personalized nutrition profile. Once DNANudge uploads a user’s digitized DNA report to their app, the sample is destroyed, and the consumer can begin to scan product bar codes at the grocery store using the company’s wearable armbands. A green light suggests a product is a healthy choice based on your DNA, while a red one advises against a product.

You may not be using your DNA as currency like the tagline suggests, but then again, it’s likely someone is. DNANudge does sell anonymized and aggregated personal data, and the company will cooperate fully in providing personal user data to government bodies, regulators and courts in the event of a “legitimate request” or subpoena. It’s always important to read the fine print.

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