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## A Review: An Emerging Approach of Personalize Medicine in Health Care Industry

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### ABSTRACT:

In the healthcare industry and medicinal field, Personalize Medicine is recent topic as new and novel so applied in the treatment as individualized as the disease. Basically, Personalize Medicine have greater approached towards increasing our ability to check medical therapy was safest or not for particular in all aged group patients. With the help of Personalize Medicines it is possible to detect an earlier stage of disease by increasing the use of existing biomarkers. It is mainly focus on understanding individual variability in disease prevention, care and treatment. Pharmacogenomics and Pharmacogenetics are basic component of the personalize medicine. A Pharmacogenetics and Pharmacogenomics is important tool for genetic basis understanding variable drug response in individual patient. Genes has main role in drug response and toxicity. Hence, personalized medicine known as novel approach in the drug delivery therapy, needed for to treat patient precisely and effectively, then avoid any allergic and adverse effects. In the treatment of personalise medicine, the human genome, chromosome, the genetic code, gene expression, DNA sequence and structure will be required for the depth studied about the patient disease. Personalise medicines more helpful to remove trial and error base treatment, so, less time consumption in patient's treatment and recover as soon as possible.

**Keywords:** Personalize medicines, Pharmacogenomics, Pharmacogenetics, Biomarkers.

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