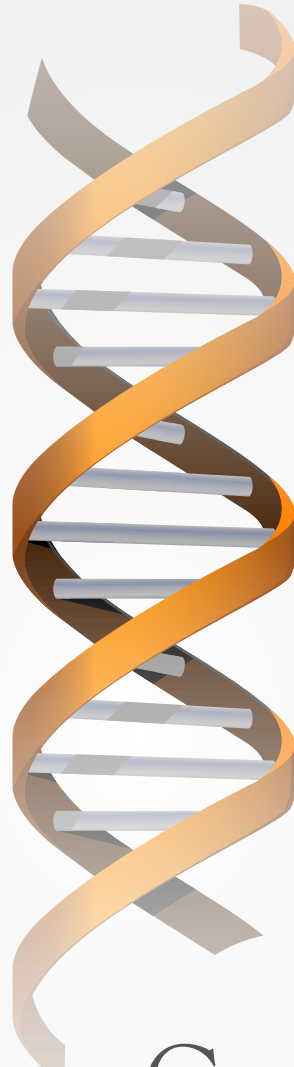


# Gene SNP™

## DNA Analysis



## No More Guesswork Just the Facts

*Does high cholesterol run in my family? What's my risk? Which is best for my body – running or lifting weights? Are the foods I eat giving my body the nutrients it needs? Why not?*

You have your reasons for wanting to get answers. Maybe a close family member has high blood pressure and you want to know if it's hereditary. Maybe you've struggled to lose weight and you want to know whether your genes are playing a role. Maybe you're curious about improving your health and want more advice than a store clerk can offer.

What if you could answer these and other important questions about your health with a simple test, one that would not only offer you answers, but give you personal recommendations to help improve your quality of life? It's time to make informed decisions about your health – no more guesswork, just facts.

# How Can the Gene SNP™ DNA Analysis Benefit Me?

The [Gene SNP DNA Analysis](#) is the first nutrigenetics test, providing customized nutritional supplements and fitness recommendations based on your genetic profile and Online Customer Profile. The Gene SNP DNA Analysis can pinpoint your unique gene variations and how those variations are affecting your body. This new Gene SNP DNA Analysis program analyzes more genes – currently 30 genes and 41 variations – than other programs, and offers more online services in a state-of-the-art program unequaled in the industry.

You may ask yourself why any of this matters. Scientifically, our genes are comprised of four nucleotide bases that, depending on how they are arranged, can create about three billion combinations that determine how the body functions. These individual combinations instruct the body on how to perform each of its functions.

In genetics, changing just one base can change a gene's meaning and purpose, a variation that, in scientific terms, is called a single nucleotide polymorphism, or SNP.

These SNPs, depending on their makeup, can play different roles within your body. For example, there are two specific Angiotensin Converting Enzyme, or ACE, SNPs. One variation in the ACE gene is associated with better metabolic efficiency and muscle mass, helping a person during endurance-related workouts. The other variation of the same gene, however, has been associated with risk of hypertension, decreased insulin sensitivity and altered levels of cholesterol, all of which can be offset with proper education, nutrition, exercise and supplementation.

For more details about the science behind SNPs, check out: [Human Genome Project](#)  
[University of California, Davis, Center of Excellence for Nutritional Genomics](#)  
[Pennsylvania State University Center of Excellence in Nutrigenomics](#)



“Your DNA tells a story – how you process foods, how your family history plays a part in your health.”

“Your health is a direct result of interactions between your genes and lifestyle factors such as diet, exercise, stress, smoking and alcohol.”

This is where the Gene SNP™ DNA Analysis can help. Instead of never knowing whether you have such a variation, Gene SNP DNA Analysis helps identify these variations. Personalized recommendations are based not only on your genetic makeup, but also on an in-depth online Customer Profile. These two valuable pieces of information are combined to create your individualized Health Action Plan, a comprehensive tool to recommend diet, lifestyle, exercise and supplementation choices designed specifically for you.

Now that you have access to the best test, it only makes sense to combine that with the best products. That's why the recommendations in your personalized Health Action Plan include the best possible supplementation, thanks to the integration of the most advanced nutritional supplements available, including [Isotonix](#)®. Each recommendation has been carefully chosen using the most current scientific research, to provide you with the best supplementation based on your individualized Health Action Plan. These nutraceuticals can be ordered directly from your Health Action Plan, or you can opt to modify your order by following the simple instructions included with your plan.

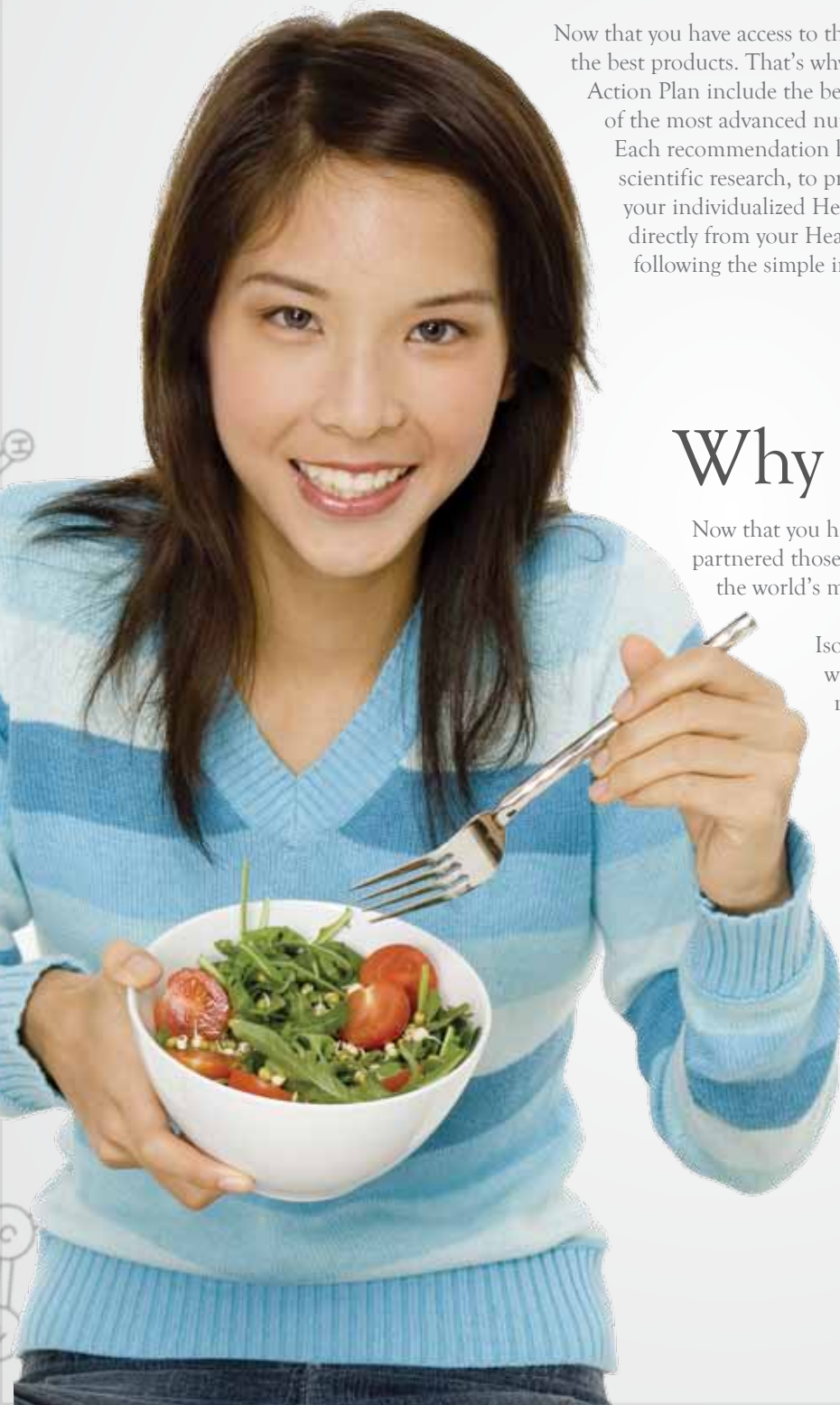
## Why Isotonix?

Now that you have the answers on how to optimize your health, we have partnered those results with the highest-quality supplements, including the world's most advanced nutraceuticals — [Isotonix](#).

Isotonix products come in powder form and, when mixed with water, become isotonic solutions, meaning the nutrients are delivered efficiently and rapidly. There are no fillers or capsules, so the time and work necessary to absorb Isotonix nutraceuticals is greatly decreased. The end result — maximum absorption and results.



Learn more about Isotonix online.



# You Change; So Can Your Plan

Your Health Action Plan isn't just a static document; it is as dynamic as you want to make it. As you progress through your Health Action Plan, following the recommendations specifically suited for you and your body, you can make changes to your online Customer Profile and receive an updated Health Action Plan with recommendations based on your new, healthier lifestyle.

## How Does It Work?

It's quite simple, really. The Gene SNP™ DNA Analysis kit contains two simple-to-use cheek swabs that you mail to our CLIA certified genetics laboratory, which conducts the confidential testing. Next, the online Customer Profile asks detailed questions about your lifestyle and diet choices and habits. That's it. Within three to four weeks, after careful, detailed analysis of both your DNA Analysis and online Customer Profile answers, you'll receive notification that your personalized Health Action Plan is available for viewing online.

## Start Living to the Fullest

Whatever the reason, you want answers to your health questions; answers personally tailored to you, your body and your lifestyle. When it comes to your health, some of those answers are in your genes.

It's time to take action. It's time to make the decision to improve your health, your life, based on the latest cutting-edge science. If you believe your body can give you more than what you're currently getting, you now have the tool that gives you those answers. Now, you have Gene SNP.

You can start your healthier life right now by visiting our [Gene SNP DNA Analysis website](#) for more information, or contact your Customer Manager.

**Get your questions answered. Start today!**

