

geneDecode™ *Fitness*

**Know Your Genetic Makeup
Find Your Way To Life**

INCLUDES

Your **Personalized
and Targeted Lifestyle
Recommendations**
based on your genetic
blueprint:

- **NUTRITION**
- **SPORT**
- **METABOLISM**
- **NUTRIENT NEEDS**



Nutrigenetic Analysis

geneDecode™ *Fitness*

On the way to developing a healthy lifestyle, an overwhelming majority of people are frustrated with the unending cycle of weight gain and fatigue.

Fail attempts of dietary restrictions and inappropriate physical activities are common. People regain weight that they have lost over time after stopping restrictive diet. Some take a lot of vitamins and still feel a lack of energy, fatigue and weakness. There are people who exercise a lot but still cannot lose weight.

Chances are, you find yourself facing the same problem. With a new perspective based on genetic approach, geneDecode™ *Fitness* holds the answer to your greatest frustration.

" My dining schedule and habit are often hectic due to my work agenda, I either overeat or consume junk food instead of proper meal. Being a heavily responsible father of 2 little kids and I am getting older everyday, I really wonder if I have enough attention to my daily routine to maintain my health! "

Thomas Lam



Product of Global Genetic Research breakthrough:



The Human Genome Project, a 13 years collaborative efforts throughout the United States, United Kingdom, Germany, France, Japan and China was declared complete in 2003 with great success. It identified all the genes in human DNA and sequenced the 3 billion chemical base pairs that make up human DNA. It was comparable to the moon landing project as outstanding scientific achievement of mankind (www.genome.gov).

Knowing the sequences of the human genome opened the doors to examine the **relationship among an individual's genetic makeup, dietary intake, and health outcomes**. This is what it has been studied in the field of **nutrigenetics**.

Nutrients and Body Weight

Adapt your nutrition to the nutritional needs of your body

Due to Genetic Differences:

Some people are 3 times more susceptible to being overweight if they do not consumer enough carbohydrates³

Some people can burn fat more effectively with more unsaturated fats if they have a favourable response to it

Some people, with an inappropriate intake of polyunsaturated fats, have a 20 percent higher triglyceride level compared to other people⁴...



Sports

Adapt your sport activities to the characteristics of your body

Your genes determine whether you need more exercises that require explosive energy or those that require greater endurance. The genetic analysis is the first step towards effective actions as it will show you which sports activities and exercises are the best for you.

Example:

Due to genetic differences, endurance training like cycling and running works better for certain people who will lose fat 2 times more efficiently than the others⁵



" My nutrigenetic report reveals that mediterranean diet eg. fish, poultry and olive oil etc, is most suitable for me. It seems that I should adjust my daily eating habit as my genes are also predisposed to high bad cholesterol and triglyceride level. In terms of vitamins and minerals, I was surprised to know I have unfavourable response to most of them, no wonder I get tired so easily. Regarding sport activities, my report tells me that I need to avoid muscle training as that will increase my fat accumulation conversely, and I should do more endurance activities like running, cycling and hiking. My genetic report has provided me with a lot of custom made insights to improve my health, I am very confident of how to live a healthy life now! "

Thomas Lam



geneDecode™ Fitness is one of the most comprehensive and precise nutrigenetic analysis on the global market.

It includes the analysis of over 130 genetic variations in which

- We analyse only the most reliable genetic markers with a proven effect
- We adapt the nutrition guidelines to your genetic makeup
- The saliva sample is processed in an European certified laboratory that takes care of anonymity with the use of a identification code

These are the unique advantages of the **geneDecode™ Fitness** analysis.



Adjust
your lifestyle to your
genes. With a personalised
nutritional plan and physical
recommendations we have
prepared for you based on your
genetic predisposition, health and
fitness can be easily achieved.
**Know Your Genetic Makeup,
Find Your Way to Life.**
The answer lies within
you.

How Does It Work?

STEP 1

SAMPLE

Only a saliva sample is required for your
geneDecode™ Fitness analysis, which is sent to the
laboratory in Europe in a special container.



STEP 2

REPORT & COUNSELLING

In approximately 40 days you will receive your personal
geneDecode™ Fitness analysis in the form of a printed
book and our local professional consultant will have 30
minutes to guide you through the report.

References:

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3. Sonestedt et al. (2009) . Fat and carbohydrate intake modify the association between genetic variation in the FTO genotype and obesity. Am J Clin Nutr 90(5): 1418-1425
4. Polyunsaturated Fatty Acids Interact with the PPARA-L162V Polymorphism to Affect Plasma Triglyceride and Apolipoprotein C-III Concentrations in the Framingham Heart Study. E. Shyong Tai,*‡ Dolores Corella,*†† Serkalem Demissie,‡‡ L. Adrienne Cupples,‡‡ Oscar Coltell,* Ernst J. Schaefer,† Katherine L. Tucker,** and Jose M. Ordovas*2
5. Garenc et al. (2001) . Evidence of LPL gene-exercise interaction for body fat and LPL activity: the HERITAGE Family Study. J Appl Physiol 91(3): 1334-1340, 2001

Nutrigenetics & Gene

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Each individual has a unique genetic makeup and has unique nutritional and exercise needs. Different versions of genes (genotypes) affect the absorption, metabolism, excretion, or the biological effects of nutrients.. That also explains **why a diet tailored to your genetic makeup is 2 to 3 times more effective than conventional diets in weight reduction¹.**



geneDecode™ *Fitness* – A personalized lifestyle guidebook based on your genetic makeup

40 Individual Analyses in 8 Chapters

1. NUTRIENTS AND THE RISK OF OVERWEIGHT
2. METABOLIC (EG. CHOLESTEROL, SUGAR ETC) RISK
3. VITAMINS AND MINERALS
4. EATING HABITS AWARENESS
5. BODY METABOLISM ON CERTAIN FOOD
6. DETOXIFICATION EFFECTIVENESS
7. SPORT EFFECTIVENESS
8. BIOLOGICAL AGING AND TENDENCY FOR DEPENDENCE

With this information we developed guidelines that will meet the needs of your body. Personal nutritional and physical activity guidelines based on genetic information will help you to have more active and a healthy life.

The study performed at Stanford University discovered that people who had been eating according to their genetic makeup had lost 4 kilograms more than those who had been trying to lose weight in no accordance with their genetics².

