Exclusively for Healthcare Professionals

# NUTRIGENOMIX®

EAT ACCORDING TO YOUR GENES

## Genetic Testing Service for Personalized Nutrition

# Advise Your Clients According to Their Genes

**Nutrigenomics:** The study of how individual genetic variation affects a person's response to nutrients and impacts the risk of nutrition-related chronic diseases.

Individual genetic variations can affect how people respond to the foods, beverages and supplements they consume. Current research shows that people are more highly motivated to adopt healthy dietary habits when given specific information about their genes than when given general population-based advice. Nutrigenomix has developed a genetic test kit that will enable you to provide your clients with clear, personalized, evidence-based dietary advice.

- Available exclusively through healthcare professionals.
- Comprehensive genetic test consisting of 70 genetic markers.
- Developed by world-renowned researchers.
- Genetic tests are based on the most robust scientific evidence.
- Testing performed in a CLIA-certified and CAP-accredited laboratory.

# International Science Advisory Board

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University of Toronto

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Chair of Innovation in the Life Sciences
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# Based on studies published in:

American Journal of Clinical Nutrition
Archives of Internal Medicine
Atherosclerosis
Genes and Nutrition
Journal of Hypertension
Journal of the American Medical Association
Journal of Nutrition
New England Journal of Medicine
Physiological Genomics
PLoS One

# The Science

- Panel of genetic tests is based on peer reviewed studies published in the top scientific and medical journals.
- Each genetic test has been validated by experts in the field and approved by our International Science Advisory Board.
- As the science develops, we will offer new test panels that will provide you and your clients with a cost-effective way to further fine-tune their dietary plan.

# About the Test Kit

- Tests for 70 genes and provides actionable information for weight management, nutrient metabolism, cardiometabolic health, food intolerances, eating habits, physical activity and injury risk
- Quick, simple, non-invasive saliva test or cheek swab
- Reports delivered in 2 weeks
- Personalized reports available in 8 languages

# Our Service Includes

- Comprehensive training guide (no course in genetics required)
- Ongoing support
- Non-invasive DNA collection kits
- Genetic analysis
- Customized reports (PDF and printed)
- Promotional brochures for your clients

# About Nutrigenomix®

DNA-based dietary advice has revolutionized the field of nutrition. But, not all genetic testing companies are created equal.

## Nutrigenomix is:

- A multinational company with over 8,000 practitioners in 35 countries
- Founded by world-renowned experts
- Built on award-winning technology
- The only test available for health, sport, fertility, and weight management, including a report for plant-based diets

## What Makes Nutrigenomix Different?

- **Scientific leadership:** Supported by the most robust scientific evidence and led by internationally-recognized experts in nutrigenomics and personalized nutrition.
- **Research:** The only genetic testing company funding and conducting original nutrition research at universities around the world, with the only genetic test used in a published randomized controlled trial on personalized nutrition.
- **Targeted, action-oriented genetic markers:** Focuses on evidence-based, actionable nutrition and lifestyle genetic information, and avoids the risk of rare incidental findings related to disease risk.
- **Customization:** A variety of options available including reports in eight languages, co-branding and white labeling.
- **Privacy and security:** The only company that ensures anonymity of all samples and uses the most stringent standards for secure data transfer, privacy and security.
- **Laboratory standards:** CLIA-certified and CAP-accredited laboratory with stringent quality control standards to ensure accurate results.

## Why Personalized Nutrition?

**Most** consumers are interested in DNA-based dietary advice. *(Source: Mintel 2019)*

**Research** shows that DNA-based dietary advice can increase motivation and enhance compliance compared to population-based recommendations. *(Source: Nielsen DE, El-Sohemy A. PLoS ONE. 2014.)*

**Companies** that offer a personalized service, such as Nutrigenomix, can expect better customer experience, improved customer loyalty and increased revenue. *(Source: Inc.com)*

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## A Leader in the Field

- Exclusive provider to the Cleveland Clinic, one of the top-ranked U.S. hospitals.
- Affiliated with a major internationally recognized academic institution, the University of Toronto.
- Led by one of the world's most highly cited researchers in the field, Dr. Ahmed El-Sohemy.

## Featured In

The New York Times

NBC NEWS

THE WALL STREET JOURNAL.

GQ

VOGUE

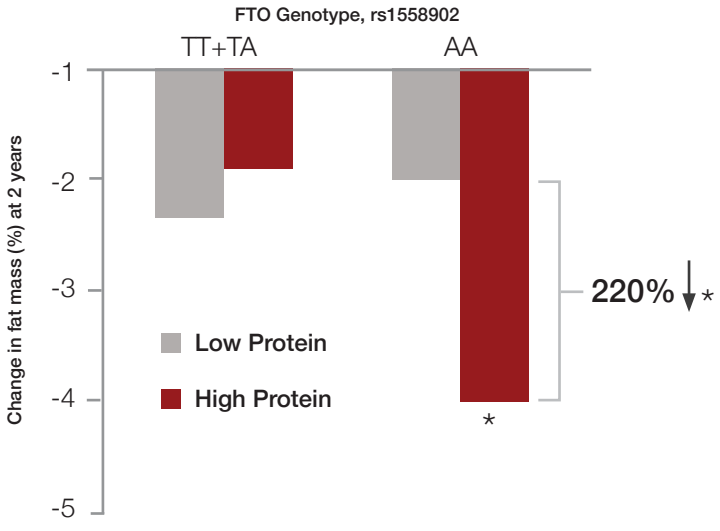
## The Science

Studies have shown that DNA-based dietary advice can increase motivation and enhance compliance compared to population-based recommendations. Nutrigenomix is dedicated to supporting scientific research that advances our understanding of the role of nutrition in health and performance.

**Sample Study 1: A person's genetics can impact the efficacy of dietary interventions for weight loss.**

In a randomized controlled study, a high-protein diet resulted in a 4-fold greater loss in total body fat, visceral fat and subcutaneous fat compared to a low protein diet, but only in individuals with the AA version of the FTO gene.

**Loss of fat mass (%) after 2 years of low or high protein diet by FTO genotype**

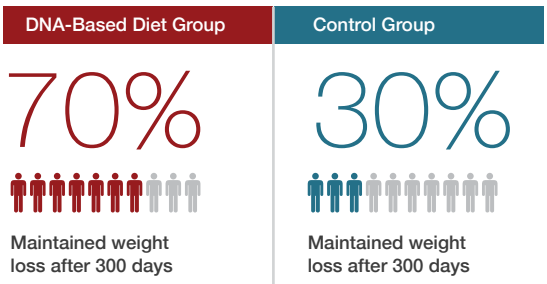



Source: Zhang et. al., 2012. FTO Genotype and 2-Year Change in Body Composition and Fat Distribution in Response to Weight-Loss Diets. Diabetes 61:3005–3011.

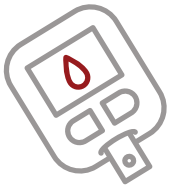
**Sample Study 2: Genetic testing leads to greater weight loss and better glucose management.**

Patients with DNA-based diets lost considerably more weight and were 200% more likely to exhibit a reduction in blood glucose levels compared to the control group.

### Weight Loss




### Blood Glucose



200%

more likely to exhibit a reduction in glucose

Source: Arkadianos et.al., 2007. Improved weight management using genetic information to personalize a calorie-controlled diet. Nutr J., 6:29.

# Contact us to become an authorized provider of Nutrigenomix®

To receive your Nutrigenomix® starter package, email us at **info@nutrigenomix.com** or call **1-800-250-4649**

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