# HOW GENETIC TESTING CAN IMPROVE YOUR HEALTH

Genetic testing has moved into the mainstream and is now the future of preventative health. In addition to thousands of tests being offered for medical conditions and diseases, the science and research behind genetic testing for lifestyle and wellness improvements have progressed dramatically.

The science can now help identify specific genes that dictate how the human body utilizes protein, how types of exercise and training affect the body, and how the body's unique metabolic and physiologic functions influence weight loss and athletic performance. Programs tailored to an individual's DNA have proven to be much more effective than one-size-fits-all programs because they take the guesswork out of health management.

#### THE RESEARCH

Clinical studies and research on genetic testing related to lifestyle and wellness markers have been rapidly increasing in quality and volume since the human genome was first mapped in 2003.

As the testing technology improves and the cost of analyzing an individual's DNA decreases, more research facilities and universities around the world are able to perform more research studies with larger test subject groups, all leading to more being discovered about the connection between genetics and preventative health.



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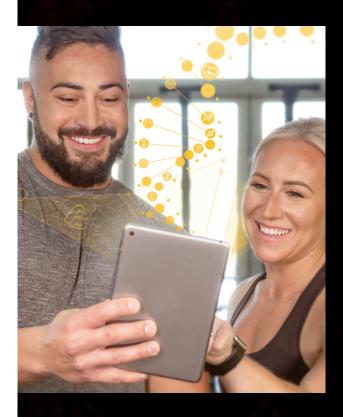




Ask your fitness and nutrition professional how to get started today!



Stop guessing and start knowing, it all starts with your DNA.



ISSA's Genetic Test is the DNA-based solution engineered for your body's unique chemistry.

### WHAT IS ISSA'S GENETIC TEST?

It's a DNA-based solution engineered for a person's unique genetic makeup, providing health, weight and performance management strategies tailored to your specific genotype. Without this test, we're all blindly limited to trial and error to find the optimal diet and exercise plan. Most people give up before finding it; the ISSA Genetic Test takes the guesswork out to provide the best and most personalized solutions for you—based on your DNA.

This test examines 36 unique traits for your genetic predisposition in areas such as weight loss ability, macronutrient and micronutrient utilization, exercise and training responses, mental and physical foundation, and recovery and injury risk. Your professional is a Certified Genetic-Based Program Designer, so they can interpret your results and tailor your program specifically to you.



#### **HOW THE ISSA GENETIC TEST WORKS**

## **▶** Collecting the Data Sample

Your certified professional will provide a DNA collection kit, consisting of a simple cheek swab. Return it in the pre-paid package, and the lab will perform a complete scientific analysis of your unique genotype.

## ► Receiving the Results

Once your trainer or nutritionist receives your report, they'll show you and explain how your body is impacted by what you eat and how you exercise. This will allow them to tailor a plan with recommendations for a food plan and exact guidelines for a workout program. You'll receive a copy of your individual report and, by working together, know exactly what to do based on your DNA makeup.

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