

## Key Aging Genes and Proprietary Blend

Unique inherited capabilities for environmental defense and resistance to skin damage are determined by tiny differences in DNA, called SNPs (pronounced "snips"), which is the scientific abbreviation for Single Nucleotide Polymorphisms. The twelve "SNPs" we measure have been scientifically shown to be the "heavy lifters" in nutrition. We measure these twelve genetic variations through double-strand DNA assessment and answer what we find with ingredients which have also been scientifically shown to enhance or diminish aging predispositions. The SNPs we measure and the ingredients used per SNP are the following:

**APOB:** The primary component in forming low-density lipoproteins (LDL) cholesterol. High levels of APOB and LDL can lead to the formation of plaque that can cause vascular disease (atherosclerosis) which in turn can lead to heart disease. Oxyphyte® Green Tea extract [(Camellia sinensis) standardized to 90% polyphenols], Pomegranate extract [(Punica granatum) standardized to 40% ellagic acid], Artichoke extract [(Cynara scolymus) standardized to 4% chlorogenic acid/9% caffeoylquinic acid], Oxyphyte® Grape Skin extract [(Vitis vinifera) standardized to 10% resveratrol].

**CYP11B2:** Helps to maintain blood pressure in normal ranges, essential for a healthy heart. Potassium (as Tripotassium citrate monohydrate), Organic Hawthorn Berry extract [(Crataegus laevigata) standardized to 1.5% polyphenols/0.5% flavonoids], Magnesium (as Magnesium Citrate), Acerola Cherry Extract [(Malpighia glabra) standardized to 17% Vitamin C], Garlic powder (Allium sativum).

**GPX1:** Protects against oxidative stress by eliminating hydrogen peroxide, and hydroxyl radicals.

**Proprietary Blend:** Citrus Bioflavonoids powder (Citrus limonium, Citrus paradise and Citrus sinensis), Milk Thistle extract [(Silybum marianum) standardized to 80% silymarin], Astragalus Root powder (Astragalus membranaceus), Ginkgo Biloba extract [(Ginkgo biloba) standardized to 24% Flavoglycosides/6% Terpene Lactones], Oxyphyte® Grape Skin extract [(Vitis vinifera) standardized to 10% resveratrol], Alpha Lipoic Acid, Organic Blueberry extract [(Vaccinium angustifolium) standardized to 2% polyphenols], Organic Black Currant extract [(Ribes nigrum) standardized to 2% polyphenols], Turmeric extract [(Curcuma longa) standardized to 95% curcumin], Garlic Powder (Allium sativum), Selenium (as Selenium Amino Acid Chelate).

**MTRR:** Helps keep homocysteine in check to preserve cardiovascular health. Trimethylglycine, Zinc (as Zinc Amino Acid Chelate), Dong Quai extract [(Angelica sinensis) standardized to 1.0% Ligustilide], Vitamin B3 (as Niacinamide), Vitamin B2, (as Riboflavin), Vitamin B12 (as Cyanocobalamin), Vitamin B6 (as Pyridoxine hydrochloride), Folate (as folic acid).

**NQO1:** Determines which form of COQ10 (ubiquinone, ubiquinol) your body needs to help fight free radicals. Ubiquinone/Ubiquinol

**PON-1:** Plays a major role as an anti-atherosclerosis component of high-density lipoprotein (HDL) cholesterol. Organic Reishi Mushroom extract (Granoloma lucidum), Organic Shiitake Mushroom extract (Lentinus edodes), Maitake Mushroom extract [(Grifola frondosa) standardized to 20% polysaccharides], Vitamin E (as dl-alpha tocopherol acetate).

**SOD2:** Protects against oxidative stress by eliminating toxic superoxide free radicals. Spirulina powder (Arthrospira platensis), Oxyphyte® Green Tea extract [(Camellia sinensis) standardized to 90% Polyphenols], Oxyphyte® White Tea extract (Camellia sinensis) standardized to 90% Polyphenols], Bilberry extract [(Vaccinium myrtillus) standardized to 5% anthocyanins], Vitamin B3 (as Niacinamide).

**TNF-alpha:** Proinflammatory. Milk Thistle extract [(Silybum marianum) standardized to 80% Silymarin], Oxyphyte® Green Tea extract [(Camellia sinensis) standardized to 90% Polyphenols], Pomegranate extract [(Punica granatum) standardized to 40% Ellagic Acid], Oxyphyte® Grape Seed extract [(Vitis vinifera) standardized to 95% polyphenols].

**VDR:** Vitamin D receptor, measures your ability to use vitamin D. Calcium (as Calcium Carbonate), Vitamin K1 (as phytoladione), Vitamin D3 (as cholecalciferol).

**MTHFR:** Determines which form of folic acid (folate or L-methylfolate) your body needs to help clear homocysteine. Trimethylglycine, Choline Bitartrate, L-methylfolate.

**MMP-1:** Regulates cell growth and collagen which is the main component in cartilage, ligaments, & bone. Tomato powder [(Solanum lycopersicum) standardized to 0.8% lycopenes], Oxyphyte® White Tea extract [(Camellia sinensis) standardized to 90% polyphenols], Oxyphyte® Grape Seed extract [(Vitis vinifera) standardized to 95% polyphenols].

**EPHX:** Detoxification measures your ability to detoxify pollutants, pesticides, alcohol, tobacco, etc. Milk Thistle extract [(Silybum marianum) standardized to 80% silymarin] Oxyphyte® Green Tea extract [(Camellia sinensis) standardized to 90% polyphenols], Broccoli extract [(Brassica oleracea) standardized to 1.2% sulphoraphane], Burdock Root powder (Arctium pubens), Kale powder (Brassica oleracea), Artichoke extract [(Cynara scolymus) standardized to 4% chlorogenic acid/9% caffeoylquinic acid], Schizandra Berry powder (Schisandra chinensis), Gotu Kola extract (Centella asiatica).



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SUPPLEMENT BROCHURE B

LifeMap *me*

DNA Customized Nutritional Supplement

# Healthy Aging is Now as Close as Your DNA!

Genetically Customized Nutritional Supplements Made Exclusively for You.



genewize®  
Making Wellness Personal

## What Do Your Genes Know That You Don't?

The fields of biochemistry and genetics have found that our genes actually depend on many nutrients to do their assigned jobs. Each of us has a unique combination of advantaged and disadvantaged genes that can affect our nutritional needs. If we know which genes are disadvantaged, we can consume specific nutrients targeted to help compensate. What may have sounded like science fiction a few years ago has now become a reality thanks to recent advances in genomics and nutritional science.

Today, the DNA technology that revolutionized the legal system, can now be used to identify a whole new set of perpetrators. The main suspects? Oxidative stress. Environmental pollutants, collagen breakdown, lack of antioxidant-rich foods in our diets.

So how do you know how susceptible you are to these aging culprits?

Take a minute to swab inside your cheek. Place your DNA sample inside our bar-coded envelope, and send it to our lab. We assess twelve healthy aging genes to tell you what aging problems you're likely to face.

The information is then used to customize a nutritional supplement using a blend of phytonutrients and antioxidants selected to compensate for particular deficiencies in areas of bone and heart health, oxidative stress, lung and breast tissue health, immune health, eye health, joint health, skin health, brain and cognitive health and your ability to detoxify pollutants.



### LifeMap *me* DNA Nutritional Supplement. Made Exclusively.

The only true custom-created nutritional formula, LifeMap *me* was developed by the pioneering biosciences company, GeneLink, Inc. and is marketed by independent business owners through GeneWize Life Sciences. This new generation of nutrition is the result of scientists using a greater understanding of how the genetic machinery of our bodies influences the aging process.

## Why These Aging Genes?

Although human DNA contains several million natural genetic variations (called SNPs), GeneLink scientists used the following criteria to choose the SNPs for the GeneWize Healthy Aging DNA Assessment:

- 1. Valid:** The existence of the SNP is supported by solid, credible, scientific evidence.
- 2. Important:** A SNP predicts biochemical processes that are associated with significant physiological disadvantages.
- 3. Frequent:** the SNP is relatively common among the general population.
- 4. Actionable:** A SNP's negative potential has been scientifically proven to be modulated by nutritional supplementation.

## LifeMap *me* DNA Customized Formulation ORAC Values

- The USDA recommends consuming a minimum of 3,000- to 5,000 Oxygen Radical Absorbance Capacity (ORAC) units per day.
- Studies have shown that eating foods with high ORAC score will raise the antioxidant levels in the blood by around 10 to 25%.
- The ORAC figure suggested by experts is around 5,000 units per day to have a significant effect on plasma and tissue antioxidant levels.
- Eating eight to ten servings of brightly colored fruits and vegetables or dark greens will help achieve this level.

The average LifeMap *me* Customized Nutritional Supplements will contain approximately 5,200 to 9,000 ORAC units per serving.

## LifeMap *me* DNA Nutritional Supplement Ingredient List

The ingredients used have been shown to have a positive effect on biochemical pathways in the body, as validated by independent third-party research.

**Nutritional Essentials Proprietary Blend Formula:** Cat's Claw Extract [(Uncaria tomentosa) Fructooligosaccharides, Flax seed powder (Linum usitatissimum), Acerola Cherry Extract [(Malpighia glabra) standardized to 17% Vitamin C], Oxyphyte<sup>®</sup> Ultra Blend [White tea extract (Camellia sinensis) standardized to 90% polyphenols; Apple extract (Malus pumila mill) standardized to 75% polyphenols; Rosemary extract (Rosmarinus officinalis) standardized to 9% rosmarinic acid], Vitamin E (as dl-alpha tocopherol acetate), Mixed Carotenes (from Dunaliella salina), Strawberry juice powder (Fragaria vesca), Raspberry juice powder (Rubus biflorus), Blueberry juice powder (Vaccinium corymbosum), Cranberry juice powder (Vaccinium macrocarpon), Spinach juice powder (Spinacia oleracea), Tomato juice powder (Solanum lycopersicon), Beetroot juice powder (Beta vulgaris), Carrot juice powder (Daucus carota), Broccoli juice powder (Brassica oleracea), Acai juice powder (Euterpe oleraceae), Mangosteen extract (Garcinia Mangostana) standardized to 15% polyphenols], Goji extract [(Lycium barbarum) standardized to 15% polysaccharides], Vitamin B3 (as Niacinamide), Zinc (as Zinc Aspartate Trihydrate). 1. Digestive Enzyme Blend (protease, amylase, lipase, cellulose), Vitamin B5 (as Pantothenic acid), Vitamin B2 (as Riboflavin), Vitamin A (as Vitamin A palmitate), Vitamin B1 (as Thiamine mononitrate), Vitamin B6 (as Pyridoxine hydrochloride), Folate (as folic acid), Biotin, Vitamin B12 (as Cyanocobalamin).

## Often Asked Questions

**Q: How can we be sure test results are kept private?**

**A:** GeneWize maintains a strict confidentiality policy. All information provided is kept on a secure server and all samples are identified by numerical barcode only. Private information is never shared with a third party and all DNA samples are destroyed after genotyping.

**Q: Is this product FDA approved?**

**A:** Because your personal formula is not a pharmaceutical product that requires a prescription, it does not require FDA approval. The FDA does not "approve" any nutritional supplement product. The manufacturer is responsible for ensuring a dietary supplement is safe before its marketed. All our ingredients are classified as GRAS (Generally regarded as safe).