

# 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 10,000 practitioners in 40 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)

## A Leader in the Field

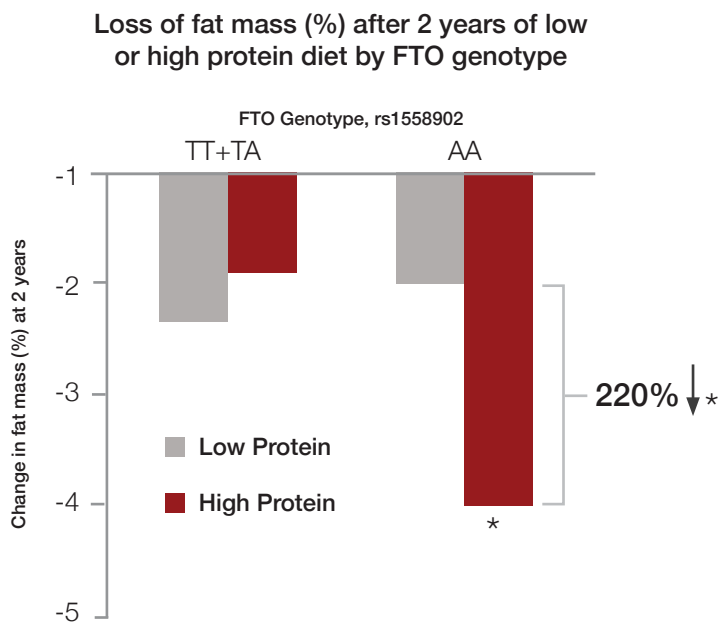
- Exclusive provider to the Cleveland Clinic, one of the top-ranked U.S. hospitals.
- Affiliated with a major internationally recognized academic institution, the University of Toronto.
- Led by one of the world's most highly cited researchers in the field, Dr. Ahmed El-Sohemy.

## 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.



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.

## Featured In

The New York Times



THE WALL STREET JOURNAL.

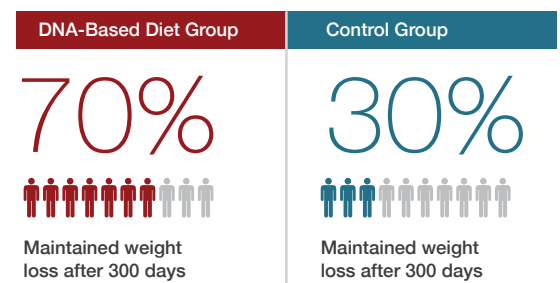


VOGUE

### 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.