



GENEPLANET

MyLifestyle DNA test

Product presentation

TABLE OF CONTENTS

WHY DNA TEST?	3
Stop guessing, start improving	3
MYLIFESTYLE	4
Diet and nutrition	4
Sport and recreation	4
Body and mind	5
YOUR PERSONALISED REPORT	6
HOW TO TAKE THE TEST	7
BACKED BY SCIENCE	8
Our experts	8
In-house research and development	8
The power of WGS	8
SECURELY AND ACCURATELY	9
CUSTOMER STORIES	10
ABOUT GENEPLANET	11

WHY DNA TESTS?

If you've ever tried to find a diet that really works, a sport to give you energy and not injuries, proper sleep schedule or nutritional needs, you quickly realised - there is too much information out there. Who and what to trust?

The trial-and-error approach takes time, money, and patience. Diet after diet, paying a fortune for personal coaches, mindfulness apps, nutrition plans, ... sounds familiar?

When it comes to figuring out what is best for you, only one source will give you accurate information - **yourself**.

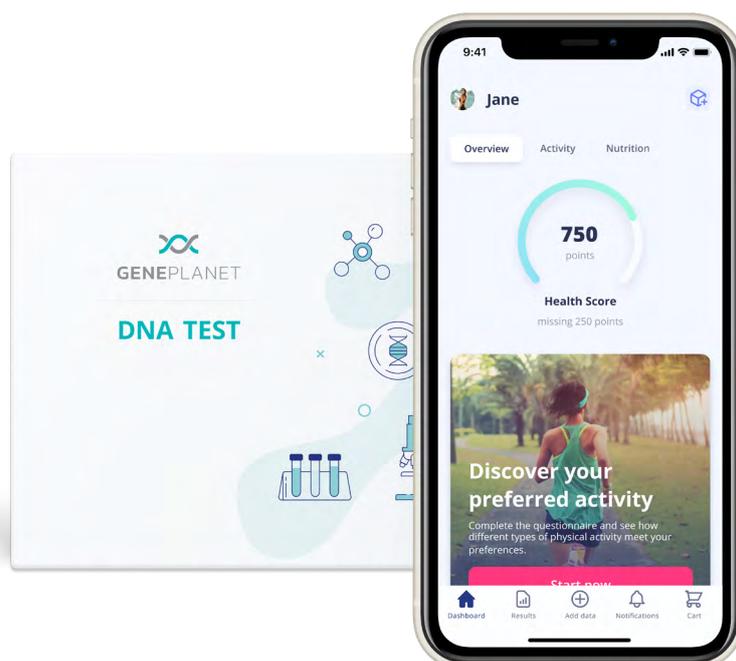
How you respond to nutrients, sport, stress is partly influenced by your genes. Specific genetic variants correspond to certain outcomes (more or less effective caffeine metabolism, better absorption of nutrients, etc.), showing you how to adjust your lifestyle to your actual needs.

STOP GUESSING, START IMPROVING

A DNA test can help you find the reasons behind everyday situations such as these:

- Coffee seems to have a zero effect on you while your friends take one sip and can't stay still.
- When the going gets tough, you become a stressed-out mess while others seem unfazed by any challenge thrown their way.
- You sweat at the gym but see no results.
- You eat healthily, but the kilograms keep piling on.
- You can't remember the last time you had a good night's sleep.

By discovering your genes, you can take the guessing out of the equation and **start building your path to wellbeing and longevity**.

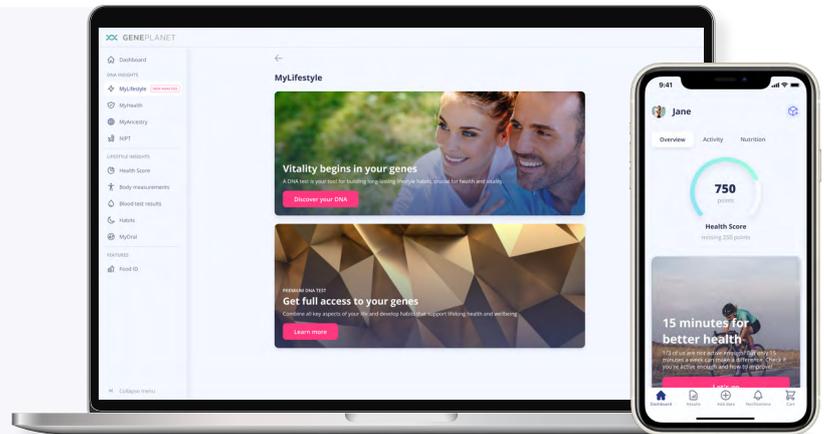


MYLIFESTYLE

More than 70 lifestyle analyses bring you valuable insights from key areas of your lifestyle: sports, nutrition, stress, and sleep.

It consists of three chapters:

1. Diet and nutrition
2. Sport and recreation
3. Body and mind



DIET AND NUTRITION

Find out if you're a proud owner of a fat-burning gene, if you're likely gluten or lactose intolerant, how likely you are to regain weight, your risk of being overweight, and 33 more insights that can help you in your weight management journey.

The chapter includes 38 analyses, among them:

- Alcohol addiction
 - Alcohol metabolism
 - Caffeine metabolism
 - Carbohydrates and body weight
 - Diet type
 - Fat-burning gene
 - Gluten sensitivity
 - Iron deficiency
 - Lactose intolerance
 - Nicotine addiction
 - Omega-3 metabolism
 - Oxidative stress
 - Risk of being overweight
 - Satiety and hunger
 - Weight loss regain
- + many more

SPORT AND RECREATION

Your predispositions for endurance, power, lean body mass, muscle cramping, post-exercise recovery, and much more show how to train according to your genes.

The chapter includes 11 analyses:

- Endurance predisposition
- Inflammation sensitivity
- Lean body mass
- Muscle cramping
- Muscle volume
- Post-exercise recovery
- Power predisposition
- Resting heart rate predisposition
- Soft tissue injury risk
- VO₂max predisposition
- Warrior gene

BODY AND MIND

This chapter will guide you towards better stress management, taking better care of your skin, and controlling your sleep patterns.

The chapter includes 28 analyses, among them:

- Biological ageing
 - Fear and anxiety
 - Happiness potential
 - Managing stress
 - Morning or evening person
 - Optimism
 - Seasonal depression
 - Skin elasticity and firmness
 - Skin hydration
 - Sleep quality
 - Stress sensitivity
 - Stretch marks
 - Vitamin C and skin health
 - Vitamin E and skin health
 - Vitamin B6 and skin health
- + *many more*

TEST ONCE AND BENEFIT FOR LIFE

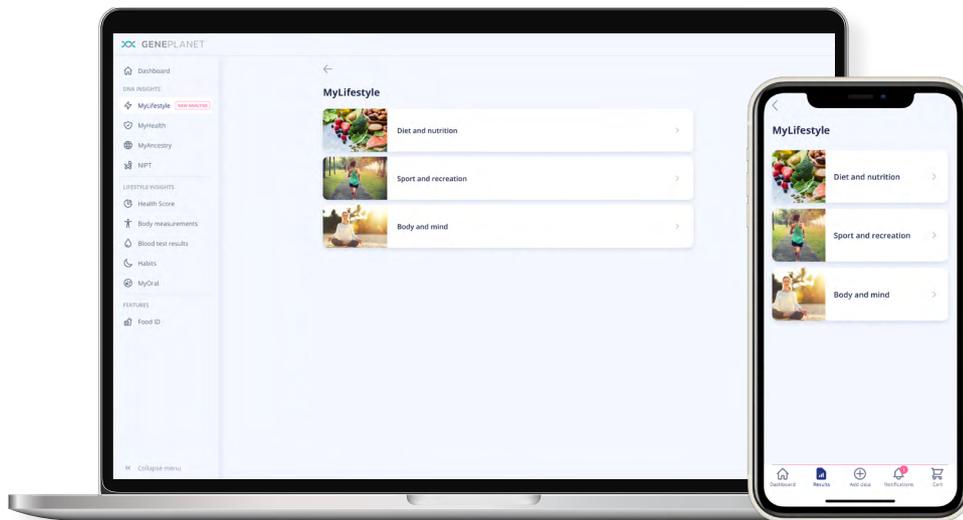
New scientific discoveries allow us to regularly add new analyses and update the existing ones. And since we analyse your entire genome, you don't need to repeat the testing to benefit from those upgrades! You will receive them for free and for a lifetime.



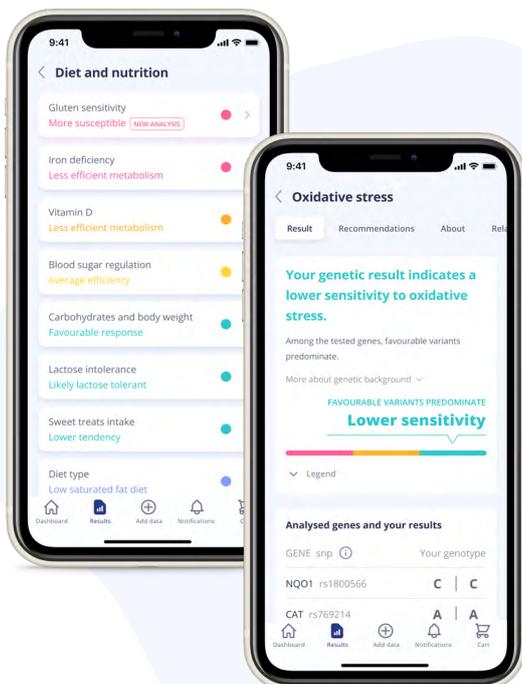
YOUR PERSONALISED REPORT

You receive results from MyLifestyle DNA test in the form of a personalised report on our online platform.

The report consists of three chapters, Diet and nutrition, Sport and recreation, Body and mind. The results of each are presented as explained below.



Available at:



When you click on the chapter you want to explore, you get a list of the analyses with your results. They are **colour coded** for easier reference – at the top, you will find the analyses for which you have unfavourable results, followed by the favourable and rounded up by neutral at the bottom. This view gives you a quick overview and invites you to discover each analysis in more detail.

Clicking on the selected analysis opens a **detailed view**.

- Use the **Results** tab to explore which genetic variant you carry and what that means for you in practice.
- Switch to **Recommendations** to explore concrete advice personalised by your result.
- The **About** tab brings interesting facts, scientific references and “Genes vs. the environment” graph, showing how much is each trait influenced by genes and how much by the environment.
- **Related analyses** reveal which of your other traits – DNA or habits – can influence the one you’re currently exploring.



HOW TO TAKE THE TEST

MyLifestyle is a saliva-based DNA test. It is simple, quick, non-invasive, and completely safe. As a home DNA test, it does not require a doctor to buy or perform. You receive the results and their interpretation on our secure digital platform.

You can buy the MyLifestyle DNA test individually or receive it as part of our most comprehensive product, the Premium DNA test.



The kit you receive after purchasing the test includes a collection tube, detailed instructions for activating the test and taking a saliva sample, and an envelope.



First, you need to activate your test by either scanning the QR code on the instructions or visiting [geneplanet.com/dna](https://www.geneplanet.com/dna).



The next step is to take a sample of your saliva. Follow the instructions provided in the kit.



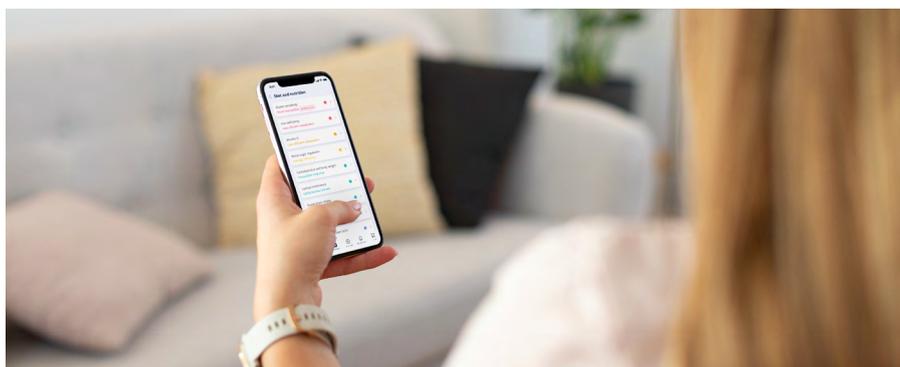
Pack the sample into the pre-addressed envelope provided in the kit and send it to GenePlanet.



Our state-of-the-art, ISO-certified laboratory analyses your saliva sample.



Complex and highly reliable proprietary bioinformatics programs analyse the laboratory findings and we prepare your results.



Get your results explained in 5 weeks after our lab receives your sample. We will notify you by email when they become available on our secure GenePlanet platform.

SCIENTIFIC EXCELLENCE

Combining the latest scientific insights, cutting-edge technology, and experts with a vision, we create products you can trust. These are the pillars that give our products the seal of confidence and credibility:

BACKED BY SCIENCE

The backbone of our DNA tests are genetic markers carefully selected based on peer-reviewed studies published in the **top scientific and medical journals**:



THE LANCET

nature



naturegenetics

Science

DEVELOPED BY EXPERTS

A strong team of experts in biotechnology, medicine, nutritional & sport sciences, biochemistry, bioinformatics, and computer science help us create wholesome products with the power to change lives for the better.

SUPPORTED BY IN-HOUSE RND

Our tests use custom panels developed by our own research and development department, proprietary software, and in-house developed algorithms for calculating results.

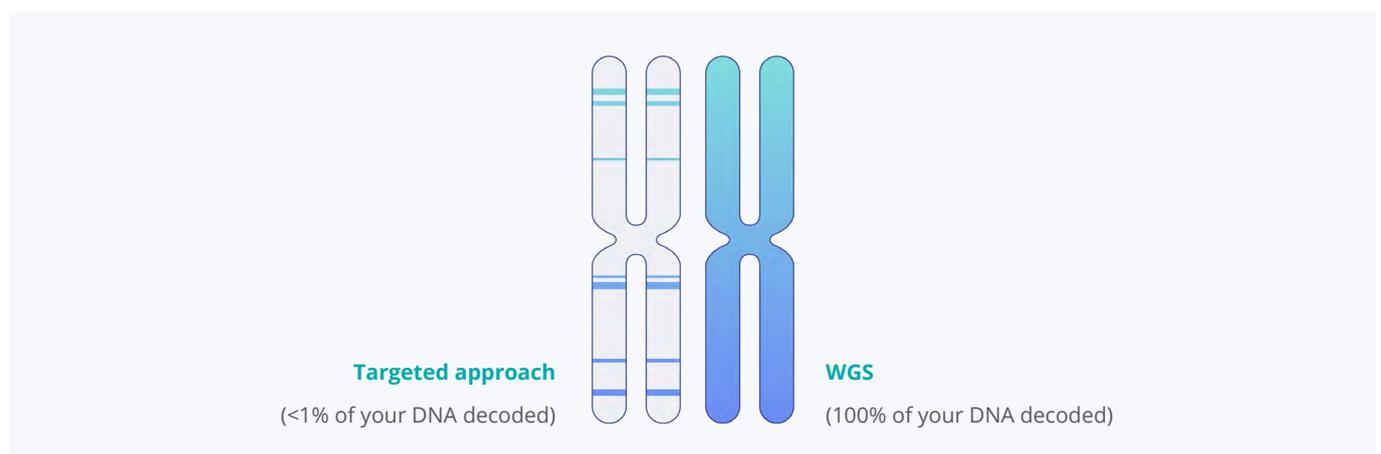
USING THE POWER OF WGS

We analyse DNA using **whole genome sequencing** (WGS). It gives us **incomparably more information than the targeted approach** used by most home DNA test providers. WGS can identify and consider significantly more relevant genetic variants, helping make our recommendations as accurate and personalised as possible.

We continually learn more about the human genetic code. Having the entire genome sequenced lets us offer users these new insights as they emerge – without additional testing.

ENDORSED BY NPA

Our Home DNA tests are endorsed by **The National Pharmacy Association**. A non-profit organisation, NPA has an impressive 100-year history of supporting and representing community pharmacies across the UK for the benefit of their patients.



SECURELY AND ACCURATELY

We understand and respect your concerns regarding our use of your personal information. That is why we employ the strictest measures to ensure that all personal data remains safe.



Your sample is marked with a unique ID code.



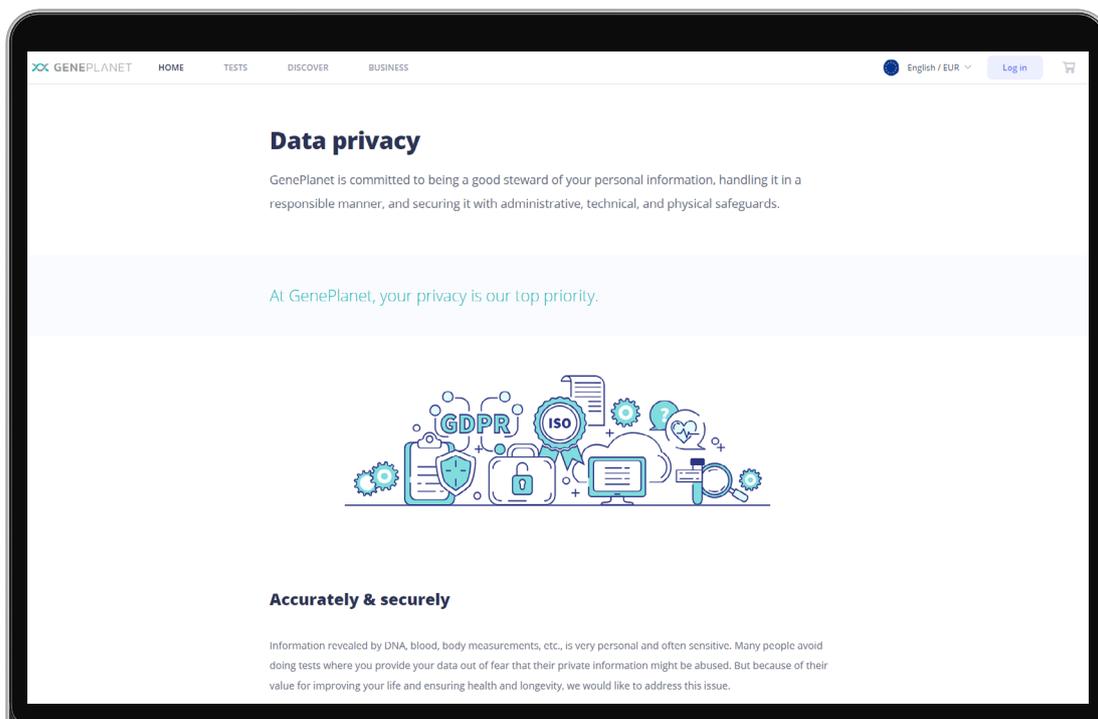
Analyses are performed according to the highest standards and guidelines in an ISO certified laboratory.



Your information is used according to the local and European legislation and GDPR.



Your information is used according to ISO 27001.



CUSTOMER STORIES

Experience our products through the eyes of our trusted customers.

Feedback from people like you showed that over 70% of our customers made changes related to their diet and level of activity and reduced unhealthy habits.

Read a few of our real-life success stories.



Kellie (Australia)

These tests are amazing, and I've wanted to try one for so long. They reveal your genetic predispositions and create personalised recommendations based on your results. So so helpful for things like nutrition, skincare, and fitness.



Alex and Sophie (UK)

We found out we both have a high sensitivity to salt (which makes sense as we get bloated easily) and metabolise caffeine slowly - this is why we can't drink it late at night, and too much turns us into a jittery mess. It's pretty cool to see how much we have in common and what we need to improve in our diets!



Adrian (Switzerland)

I decided to get a DNA test to get an overview of my body. What surprised me the most was my high stress level, so I started with regular meditation and occasional yoga. I would definitely recommend GenePlanet's DNA test to friends and family. I think they'd be amazed by this new and yet undiscovered field.



Damian (Poland)

I found out lots of positive things, such as low risks of addictions. I'm also prone to soft-tissue injuries (which explains my ongoing problem with tendinitis). But personalised recommendations will help me avoid such problems in the future. It's great 21st century technology can provide missing puzzles that can help us understand ourselves better.



Katka (Slovenia)

The test showed that I need to focus on my skin. I have decreased hydration ability and faster biological ageing. Based on my recommendations, I've made big changes to what I eat, what to avoid, and how to balance my life. I would definitely recommend this test; it gives you good insights and helps you look after your health.



Jan (Slovenia)

I've decided to try GenePlanet DNA tests to optimise my performance and recovery. It revealed I have a higher chance of muscle cramping, so I should focus on natural sources of electrolytes, enough sodium, and plenty of carbs before strenuous physical activity. I wish I'd discovered the test years ago. It's made a huge difference to my wellbeing through greater awareness of workouts, diet, and day-to-day living.

ABOUT GENEPLANET

GenePlanet is the leading European provider of innovative healthcare and lifestyle solutions based on preventive genetic testing.

We specialise in preventive genetic tests that are intended for the end-user. We also offer medical genetic tests which help doctors with their therapeutic procedures and blood tests for monitoring individuals' current state. Our tests adhere to the highest standards of quality and are based on the latest scientific discoveries.

OUR VISION

Our vision is to help people protect themselves from preventable health risks and to implement lifelong lifestyle changes for a better and healthier life. Novel genetic-based information and personalised preventive guidelines enable people to live a more fulfilling and healthy life.

OUR GOAL

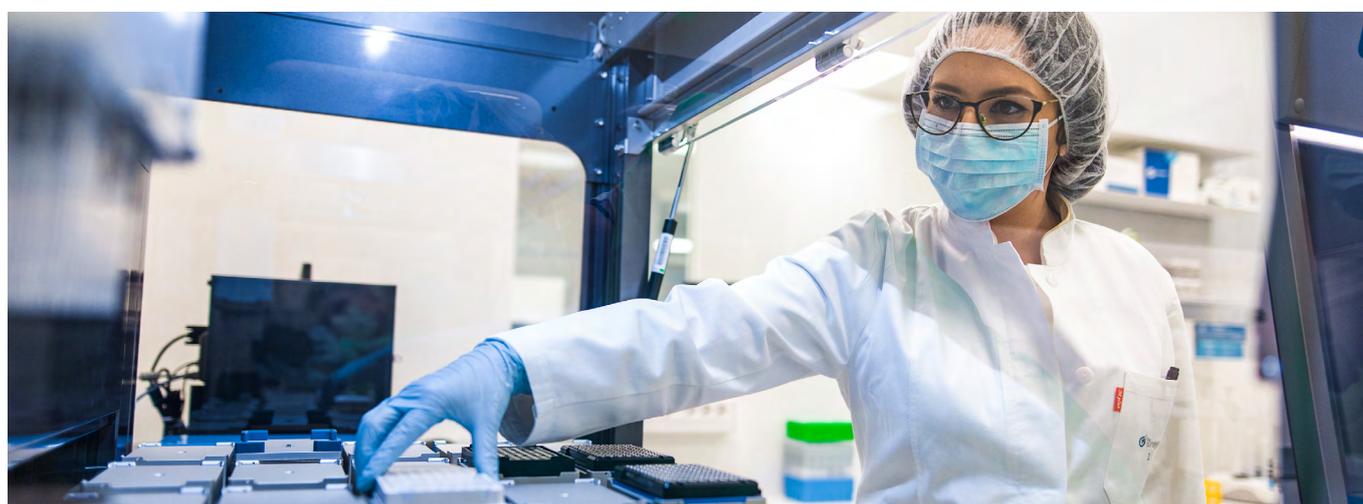
Our goal is to utilise a preventive, targeted approach to help people make the right decisions related to daily lifestyle choices.

In contrast to the one-size-fits-all approach, we use state-of-the-art technology to offer personalised recommendations tailored to the needs of each individual. Despite being highly scientific and professional, we make our solutions user-friendly. The information provided has lifelong value and can be easily implemented by making small daily changes with significant results.

OUR PARTNERS



AWARDS



Discover. Improve.
Live better.

 GENEPLANET

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