



DNAFit[®]
UNLOCK YOUR HUMAN POTENTIAL

DNAFit Will Unlock Your Human Potential

Unlock your human potential and achieve your ultimate goals with DNAFit's corporate health and wellness solutions that tap into your genetics to empower your lifestyle with groundbreaking science.



It's different for everyone. Discover your genetic potential today.



A .1 Fore Street, London, United Kingdom

W www.dnafit.com

R 0845 4634 653

We put the power of personal genetics in your hands, helping you reach your fitness and nutrition goals on the most personal level possible. Guided by our simple saliva swab, we create a truly personalised solution to unlock you, but better. We're DNAFit, on a mission to change fitness and nutrition, one genome at a time.

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Using genetics for truly personalised fitness & nutrition

There is a revolution underway in terms of your fitness and nutrition and DNAFit is at the head of the industry. Research and scientific breakthroughs in the world of genetics has allowed us to unlock indicators relating to sporting performance, health, wellness, your diet and the way you train. DNAFit realises that everyone is unique and harnesses this knowledge to be applied to fitness and nutrition.

A simple swab test is completed and sent to our lab where the data is analysed and a report based on our algorithm is compiled, based on what your genes say. From thereon out it is possible to cater specific diet and training plans to people based on the findings.

DNAFit is changing the way we view fitness and nutrition. Everyone is always looking for that added advantage and what could be better than knowing exactly how and why your body works in certain ways. By eliminating the guesswork you're empowered with the ability to achieve your potential.

Our tests look at genetic markers related to your fitness and diet. According to your results you'll also receive the opportunity to take advantage of our meal and training plans that have been produced with the help of personal trainers, nutritionists and sports scientists.



What is DNAFit

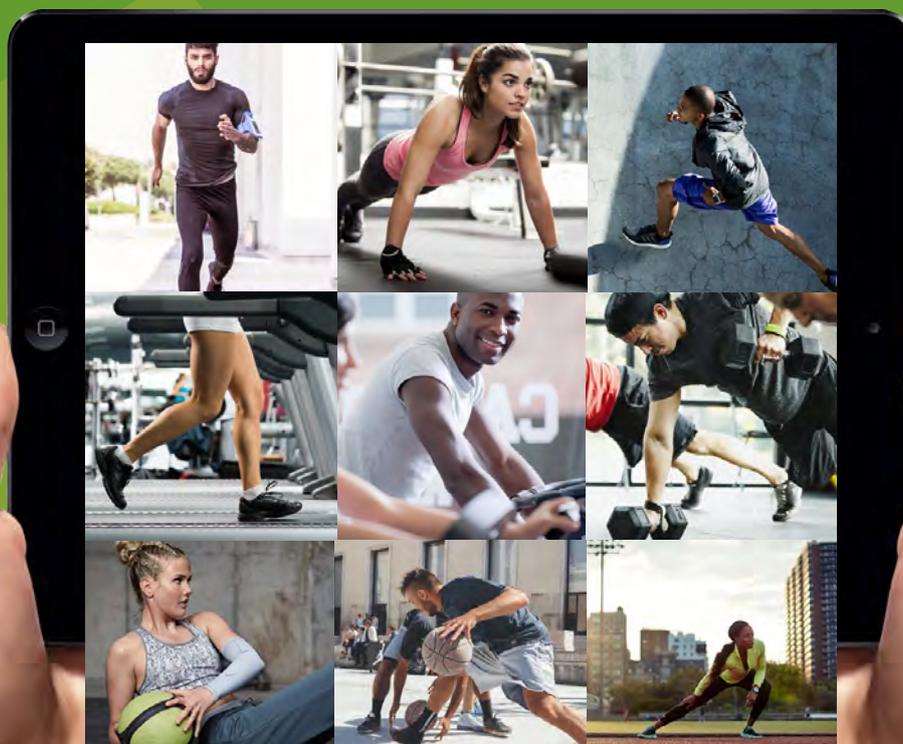
DNAFit offers a bespoke genetics test that makes use of a cheek swab to identify different genes and how they impact the way you interact with your environment. Fitness and nutrition are intrinsic to a healthy life and it helps you understand yourself on a personal level.

> Our Research

It was important to us that we weren't like many other genetics-based companies who give their clients information that is not 100%. DNAFit is aware that the field of genetics is in its infancy but we know what we're doing. It is important to us that we adhere to a strict code of practice that makes what we do reputable.

We work with experts in the fields of genetics and sports science and a number of professional athletes. They put us to the test before discussing DNAFit and have seen what the results of the report can do for them. It's not only about knowing but creating confidence.

After establishing our Scientific Advisory Board to conduct research on genes we put DNAFit to the test. We are now the only organisation in our field to have an independent peer-reviewed study conducted, based around our genetic algorithm. It proves that DNAFit really does work if it is properly applied and can radically change your lifestyle and how you interact with your environment. Amid skepticism we're obviously not stopping there and are in process of conducting new studies into the validity of DNAFit being applied to real life. We have full confidence that what the results reveal to you will change the way you live, for the better.

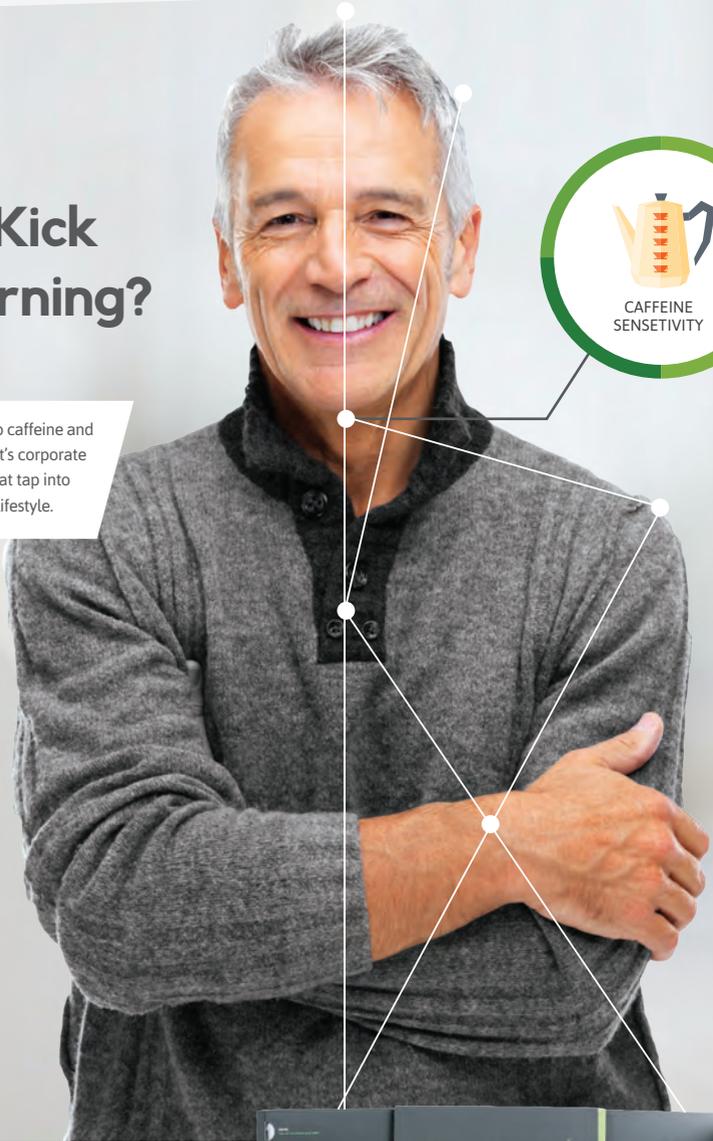




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Need A Caffeine Kick In The Morning?

Find out how sensitive you are to caffeine and your morning coffee with DNAFit's corporate health and wellness solutions that tap into your genetics to empower your lifestyle.



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65% of the world is lactose intolerant, are you?

Know the truth about how you personally tolerate lactose with DNAFit's corporate health and wellness solutions that tap into your genetics to empower your lifestyle.



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Maximise Your Fitness Regime

Discover how you respond to power or endurance training with DNAFit's corporate health and wellness solutions that tap into your genetics to empower your lifestyle.



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