Präcriterion
PRECISION NUTRITION... ONLY FOR YOU!
The Future of Well-care is Here!
Our Current Healthcare System...

- Primarily episodic – visit-to-visit
- Primarily sick-care based
- Reimburses for treatment only
It May Be The Best Treatment System In The World...

...but we’re missing important ingredients...
A Healthier Baseline Population!

HOW?

The True Solution To Our Healthcare “Crisis”...
What We Need To Add...

- Continuity of Care
- Financially Viable Long-Term Health Improvements
- Scientifically Validated “Well-care”
ENTER...

Präctrition™
PRECISION NUTRITION... ONLY FOR YOU!
As Easy As...

- DNA Test
- DNA Report
- DNA-Customized Nutritional Formula
Chief Science Officer

Dr. Shalesh Kaushal

- **Yale**: BS Molecular Biophysics
- **Johns Hopkins**: MD
- **MIT**: Ph.D.
The PräcTRITION Starter Kit Includes:

- Buccal Swabs (2)
- PrepTRITION™ 180 Capsules
- Branded Instruction Card
- Return Envelopes (Prepaid Postage)
LABORATORY DNA TEST
664,000 SNP ILLUMINA ARRAY

• CLIA Certified
• CAP Accredited
• HIPAA Compliant

Patient Data will never be shared with or sold to third parties.
<table>
<thead>
<tr>
<th>Gene</th>
<th>SNP</th>
<th>Description</th>
<th>Function</th>
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<tr>
<td>ApoB</td>
<td>rs693</td>
<td>Apolipoprotein B</td>
<td>Healthy Lipid Support</td>
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<tr>
<td>ATP5C1</td>
<td>rs1244414</td>
<td>Mitochondrial ATP Synthase</td>
<td>Mitochondrial Function</td>
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<tr>
<td>CRP</td>
<td>rs1205</td>
<td>C-reactive Protein</td>
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<td>CYP11B2</td>
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<td>Aldosterone Synthase</td>
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<td>EPHX1</td>
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<td>Microsomal Epoxide Hydrolase</td>
<td>Detoxification</td>
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<td>FTO</td>
<td>rs9939609</td>
<td>Alpha-ketoglutarate-dependent dioxygenase</td>
<td>Healthy Weight Management</td>
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<td>FUT2</td>
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<td>Vitamin B12</td>
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<td>Glutathione S-transferase P1</td>
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<td>IL6</td>
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<td>Interleukin 6</td>
<td>Health Immune System</td>
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<tr>
<td>MTHFR</td>
<td>rs1801131</td>
<td>Methylene Tetrahydrofolate Reductase</td>
<td>Homocysteine Folate</td>
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<td>Methionine Synthase Reductase</td>
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<td>NQO1</td>
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<td>Coenzyme Q10 Reductase</td>
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<td>rs662</td>
<td>Paraoxonase-1</td>
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<td>TNF-a</td>
<td>rs1800629</td>
<td>Tumor Necrosis Factor-alpha</td>
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<tr>
<td>VDR</td>
<td>rs2228570</td>
<td>Vitamin D Receptor</td>
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### Patient's Name Here

<table>
<thead>
<tr>
<th>Scientific Gene / SNP Name</th>
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<td>ApoB_rv635*</td>
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<td>FTO_rv1829162*</td>
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<td>HTR3A_rv1301133*</td>
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<tr>
<td>VDR_rv1226970*</td>
<td>Vitamin D Receptor</td>
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*Note: This information is for educational purposes only. Please consult with a health professional for personalized advice. This document contains general information and should not be relied upon for medical or legal advice.*
Color-Coded For Your Patients Convenience

INTUITIVE FOR YOUR PATIENTS

Neither parent gave you the variant
One parent gave you the variant
Both parents gave you the variant
For You AND Your Patients

Wellness Action Plan Includes...

- Individual Genetic Results
- Information about every gene/SNP
- General Information About Nutrition
- Personalized Formula
30 day supply, choose Capsules or Powder

300 capsules or 225g powder
# Supplement Facts

**Serving Size: 5 Capsules (375mg)**  
**Servings Per Container: 60**

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<tr>
<th>Ingredient</th>
<th>Amount</th>
<th>% Daily Value</th>
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<tbody>
<tr>
<td>Calcium</td>
<td>165 mg</td>
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<tr>
<td>Iron</td>
<td>2 mg</td>
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<tr>
<td>Zinc</td>
<td>1 mg</td>
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<tr>
<td>Vitamin A</td>
<td>315 IU</td>
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<tr>
<td>Vitamin C</td>
<td>1 mg</td>
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<tr>
<td>Vitamin E</td>
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<tr>
<td>Vitamin K</td>
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<tr>
<td>Vitamin B6</td>
<td>24 mcg</td>
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<tr>
<td>Folic acid</td>
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<td>Iodine</td>
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<tr>
<td>Copper</td>
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<tr>
<td>Magnesium</td>
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<tr>
<td>Selenium</td>
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<tr>
<td>Choline</td>
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<tr>
<td>Taurine</td>
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**Proprietary Aloe Vera-Related Blend**  
Contains aloe vera, aloe vera sap, aloe vera juice, aloe vera gel, and aloe vera extract.

**Proprietary CYP3A4 Blend**  
Contains a proprietary blend of compounds known to support liver health.

**Proprietary MMP-1 Blend**  
Contains a proprietary blend of compounds known to support joint health.

**Proprietary ApoB Blend**  
Contains a proprietary blend of compounds known to support heart health.

**Proprietary MTHF Blend**  
Contains a proprietary blend of compounds known to support brain health.

**Proprietary 50:50 Blend**  
Contains a proprietary blend of compounds known to support overall health.

**Proprietary TM-3x4 Blend**  
Contains a proprietary blend of compounds known to support cognitive function.

**KATRIN Supplements**  
Contains a proprietary blend of compounds known to support immune health.

**KAPHI Supplements**  
Contains a proprietary blend of compounds known to support digestion.

**KMS Oblipica™**  
Contains a proprietary blend of compounds known to support skin health.

**Other Ingredients:**  
Gelatin, Procapria, Sodium Bicarbonate, Citric Acid, Ascorbic Acid, Tocopherol, Propyl Gallate, FD&C Blue No. 1 All-Red, FD&C Yellow No. 6, FD&C Yellow No. 5.  

**Allergen Information:**  
Contains milk, soy, fish, and tree nuts.

**Manufactured in a facility that processes milk, soy, fish, and tree nuts.**  

**Disclaimer:**  
While every effort has been made to ensure the accuracy of the information displayed on this page, it is recommended to consult a healthcare professional before making any dietary changes.

**Order Date:** 07/08/2019

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**ONE Formula from almost 400 million**
BASE INGREDIENTS IN ALL FORMULAS:

Organic Inulin 90% (root), Organic Flax Seed Powder (seed), Acerola Cherry Powder Extract [(fruit) standardized to 18% Vitamin C], Nu-FLOW® (ground rice hulls), White Tea Extract [(leaf) standardized to 95% polyphenols], AppleActiv™ Organic Dried Apple Peel Powder (fruit peel), Rosemary Leaf Extract [(leaf) 7.5% rosmarinic acid HPLC], Vitamin E (as dl-a-tocopheryl acetate powder 50%), Blueberry Juice Powder (fruit), Beetroot Juice Powder (root), Mixed Carotenes (dunaliella salina), Raspberry Juice Powder (fruit), Cranberry Juice Powder (fruit), Organic Spinach Juice Powder (fruit), Tomato Juice Powder (fruit), Carrot Juice Powder (root), Broccoli Powder (whole plant), AcaiVida® Acai Juice Powder (juice), Mangosteen Extract (pericarp), Wolfberry (Goji) Extract (fruit), Vitamin B3 (as niacinamide), Zinc Aspartate (Zn 20%), D-Biotin (1%), Enzyme Blend (cellulase, protease, amylase, lipase), Vitamin B5 (as pantothenic acid), Vitamin B2 (as riboflavin), Vitamin A (as palmitate), Vitamin B1 (as thiamine mononitrate), Folate [from Quatrefolic®, (6S0-5-Methyltetrahydrofolic acid, glucosamine salt)], Vitamin B6 (as pyridoxine)
Highlighted Ingredients

Also In All Formulas

- AC-11
- Astaxanthin
- Frankincense
Examples when a Health Professional may want to slightly modify a formula

• Possible allergies to one of the boost ingredients?

• Possible boost ingredients with drug metabolism complications?

• Add a boost not genetically required
Patient Consent

KIT IDENTIFICATION NUMBER
0781254589900

[REDACTED] authorize Genesis to create custom supplements based on my DNA report. I authorize the associated fees and agree to the Terms of Use and Privacy Policy set by Genesis. I acknowledge that I can view a copy of those Terms of Use and Privacy Policy by clicking on the link and I will receive an email copy once I complete registration.

Please review both the Terms of Use and Privacy Policy before agreeing to use the product.

[Option] I provide my consent.
[Buttons] BACK AGREE

END
Blood Work vs DNA Testing

- Snapshot
- Blueprint
- Results Change
- Sequencing Does NOT Change
- Guidance / Recommendations
- Direction – Removes Guesswork
- Supports Genetic Findings
- Shows Metabolic Weaknesses
- Monitor Progression
- Enhances Recovery Potential
- Therapeutic Dosing
- Specific and Personalized

Aren’t Blood Tests Enough?
Aren’t Blood Tests Enough?

That’s why...

YOU WANT BOTH!
Scientific Validation

APPENDIX (Continues)

34. Kinuthia 1511-8.
37. Martim 288-94.
40. Ritwan 154-162.
41. Stahl W, 1549-161.
42. Masqua 1511-8.
43. Bombar 43(1).
44. Madher 41(3).
46. Challen Keats 1511-8.
47. Schrynd 1511-8.
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<tr>
<td>50-299</td>
<td>35%</td>
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<tr>
<td>300+</td>
<td>40%</td>
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Who May Participate?

- MD (Medical Doctors)
- DO (Osteopaths)
- DC (Chiropractors)
- Pharmacists
- Medical Directors/Corporate HR
- PA (Physician’s Assistants)
- NP (Nurse Practitioners)
- DPT (Doctors of Physical Therapy)
The Invitation

HOW CAN THE PRACTRITION PROGRAM HELP YOUR PRACTICE?

Improve patient engagement and treatment adherence to improve health outcomes

Attract New Patients
- 74% of the population is interested in DNA testing but only 6% have done one
- Receive supplemental marketing & promotional material
- Participate in our exclusive referral network

Retain Existing Clients
- Improve treatment protocol and program adherence
- Save time and reduce stress and error through genetic testing
- Provides a more satisfying patient-doctor experience

Increase Overall Revenue
- Significant margin on additional panels and products
- Expand your package offering to drive higher engagement and revenue
- Recommendations support a personal and patient experience
The Future of Well-care is Here!