



# DNA Doesn't Lie

## The Future of Health and Nutrition Right Now

### Generalized Nutrition: Does it Work for You?

Nutritional companies have known for years that their products are not effective for as many as 2/3rds of their customers. This is because nutritional products are formulated for the 'average' person -- but who is average? Are you?

To distract us from these alarming statistics they promote secret ingredients from exotic places and perfect mixtures that produce extraordinary results. They feed us lines about how others have lost weight, gained energy and look younger. They put us in a "trance of hope" just long enough for us to buy what they have -- not what we need. It's time for a change.



"I was amazed when I learned I had been taking the wrong supplements all my life."

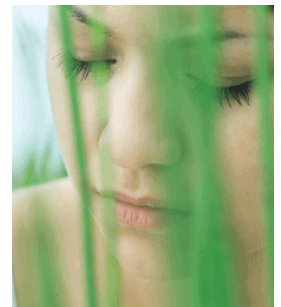
-- Tom Wood, Massachusetts



### The Science of You -- Discover Your Uniqueness

You are different from every living thing in the universe -- and your DNA proves it. Billions of SNPs (snips) make up the genes that make up your one-of-a-kind DNA. Your uniqueness means that you'll respond differently than other people to generalized (one-size-fits-all) nutrition. Your body has unique nutritional needs based on your genetic code and until you know what that is, you're just guessing.

The secret to better health doesn't come from any product; it's etched in your genetic code -- a scientific truth you can count on. **Your DNA doesn't lie.**





## Genetically Personalized Nutrition in Harmony with Nature

GeneWize, a revolutionary new company, tells you the truth about the nutrition your body needs and individually customizes a product specifically for you.

The scientists at GeneWize assess the genes that have the most significant impact on your health and aging to determine what nutritional supplements will best harmonize with your body. More than 177,000 combinations of ingredients are possible to support your specific DNA.



The GeneWize DNA kit shows you how to take a simple swab of your inner cheek and mail it to our lab of scientists. In less than two weeks you'll know exactly what your body needs to thrive. Along with the assessment you'll get a genetically customized supplement created specifically for you!

"I get what my body needs, not what companies want to sell me"

-- Brett Dabe, Ohio



## The Peace of Mind from Knowing the Truth

Once you learn exactly what your body needs you'll discover where you've been under-nourished and where you've been over-sold.

Once you know the truth, you'll easily ignore the stories about secret ingredients and you'll recognize that one person's results are not your results. Once you know your unique genetic needs, you will always know.

"Getting my DNA assessment was simple."

-- Michael Carnevale, Florida





## A New Industry with Enormous Potential

Genetics and Nutrigenomics (nutrition and genetics) is rapidly transitioning from pure research to high-value consumer products that change the way we live.

"DNA analysis can identify potential health problems and prevent drug reactions."  
-- MSNBC 1/25/2005



"Genetic testing sounds like a concept straight out of a science fiction novel. But this chance to peek into the future of your health is an opportunity some people are taking today. People with a family history of certain medical conditions can plan for their futures by understanding their health risks." -- CNN 4/12/2006



"[There's a] new and growing industry in personal DNA analysis" -- *Time Magazine*, "Diving into the Gene Pool", 8/20/2006

"Genetic testing is already a \$5 billion industry. But if you want to scan your DNA for potential diseases, you have to choose between a research institution, which can take weeks to return results, and a commercial lab, which can be expensive."  
*Business 2.0* -- "Spinning Gold from the Double Helix", 6/19/2007

**BUSINESS 2.0**  
MAGAZINE



"Google-Funded 23andMe Offers \$999 DNA Test -- The mission of 23andMe is to take the genetic revolution to a new level by offering a secure, Web-based service where individuals can explore, share and better understand their own genetic information," said 23andMe co-founder Linda Avey. Eventually users, who sign up for the saliva test online and receive it by mail, will also be able to participate in research." *Reuters* -- 11/9/2007



"There are a few definable moments that change the direction of our lives. After seeing the presentation, and listening to the science behind the product, I realized that we are standing at the threshold of one of those definable moments."



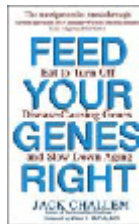
-- Scott Reese, Virginia



## A Proven Science at the Tipping Point

All the excitement in nutrition is the how the new science of Nutrigenomics will change people's lives. Here are some excerpts from leading authors in the field.

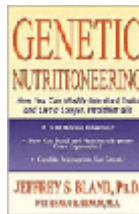
"You can offset age-related genetic damage with certain nutritional supplements, eating habits, and other lifestyle improvements."



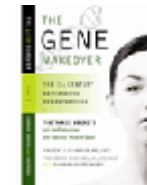
"We are entering a new era of medicine: gene therapies... personalized medicine... and much more equally revolutionary research that remains unfamiliar to the public."



"Food and nutrients can improve the expression of your genes."



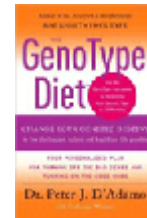
"Today we understand the secret of aging is in our DNA"



"Genes do not determine disease on their own. They function only when they are expressed and nutrition plays a critical role in determining which genes are expressed."



"You don't follow a one-style-fits-all approach to fashion, so why would you follow a one-diet-fits-all approach to losing weight?"



Timing is everything in business and the the time to participate and profit in a revolutionary industry like this has never been better. We'll see much more coverage in the media of this life-changing technology in the coming year. Now is the time!



## Three Simple Steps

It's a simple and surprisingly inexpensive process to get your genetically customized nutritional supplement from GeneWize.

**1. Assess** -- it's simple to get started. Order a GeneWize swab kit, follow the instructions and in less than two weeks you'll have your DNA assessment and a genetically specific nutritional supplement.

**2. Customize** -- you'll eventually be able to add lifestyle boosts to customize your genetically-specific formula if you want to replace any nutritional supplements you're currently taking. This "single serving solution" is more convenient, will save you money and is better for the environment.

**3. Share** -- it's hard to keep this a secret and we want to reward you for telling others. Become an affiliate and we'll pay you when your referrals get a supplement designed just for them. Refer 4 and your product is free. Customers will get a Lifetime Guarantee on the product and affiliates will get a full 90-day guarantee.

The person who invited you here will have more information about when you'll be able to order your GeneWize products.

"Network marketing has launched some amazing and unique products in the last 50 years but nothing even comes close to what GeneWize has done."



-- Scotty Kufus, Washington



## Opportunity

The GeneWize opportunity is currently in **pre-launch** and is only available to a select few individuals who have been invited to participate as founding distributors.

**Get Back with the Founding Affiliate  
Who Referred You to Here  
for an Invitation to our Fly-In Event**

### **Corporate Events**

GeneWize Headquarters  
Longwood, FL

### **Executive Preview Event**

**April 25th & 26th**  
100 Guest Maximum

### **Pre-Launch Event**

**May 2008 (date not set)**  
500 Guest Maximum

### **Benefits of the Events**

- Discuss the 12 year history and future strategy of the company with the CEO, Monte Taylor.
- Meet the Chief Science Officer and discuss the scientific breakthroughs the company has achieved.
- Meet the operations and member services people who will support your business.
- Get trained by the VP of Sales and Marketing and top field leaders on how to build a massive organization.
- Be the first to join and receive your personalized LifeMap Nutrition System.