



# DNAfit

## A smarter approach to diet and exercise

Personalised, holistic solutions for fitness,  
nutrition, general health and wellness.





## Who is DNAfit?

DNAfit is an award-winning global genetics company owned by the Prenetics group. We offer you a smarter, easier and more effective solution to health and fitness.

We took cutting-edge, genetic science out of the lab and put it to good use in the real world. Our goal is to change the way people approach diet and exercise, one DNA sample at a time. Why? To help each and every one of us look and feel like the exceptional individuals that we are.

DNAfit is not just any genetics company. We hold your hand every step of the way on your wellness journey, because we understand how overwhelming the world of health, fitness and nutrition can be. With DNAfit, you'll always have somewhere to turn if you need advice, motivation or a gentle nudge in the right direction.

Since we began in 2013, we've helped tens of thousands of people understand how their DNA affects their response to exercise and nutritional changes.

### How does DNAfit work?

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.

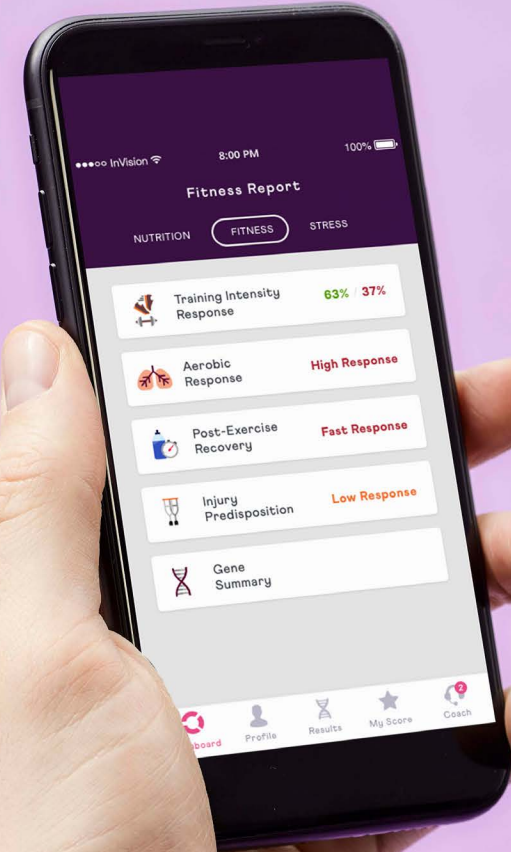
1. Buy your Pro Fit kit from a DNAfit professional reseller
2. Take our easy, at-home saliva swab test
3. Send your sample back to us in the mail
4. Receive your results after 10 working days



Proud winners of two  
Queen's Awards for Enterprise  
Innovation and international  
trade 2018







## Our Science and Research

We're aware that the field of genetics is in its infancy. However, we've put in place a strict code of practice to ensure that our results are reliable and accurate. We work with experts in genetic and sports science, nutrition and a number of professional athletes and have a robust Scientific Advisory Board that continuously conducts research into the genes included in our test.

We use hundreds of studies to bring you the genetic information in the DNAfit report. We will never include a gene in our report unless it has at least three peer-reviewed studies which show the link between the gene and its effect on health, fitness or nutrition. We're also the only direct-to-consumer genetics company to have an independent peer-reviewed study conducted on our genetic algorithm. We're confident that the results we share with you will change your life for the better.

### DNAfit is for those looking to:



Lose weight



Improve fitness



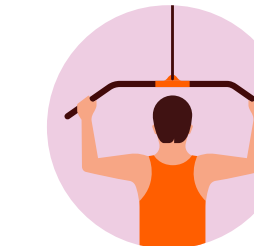
Improve health



Enhance performance



Reduce stress

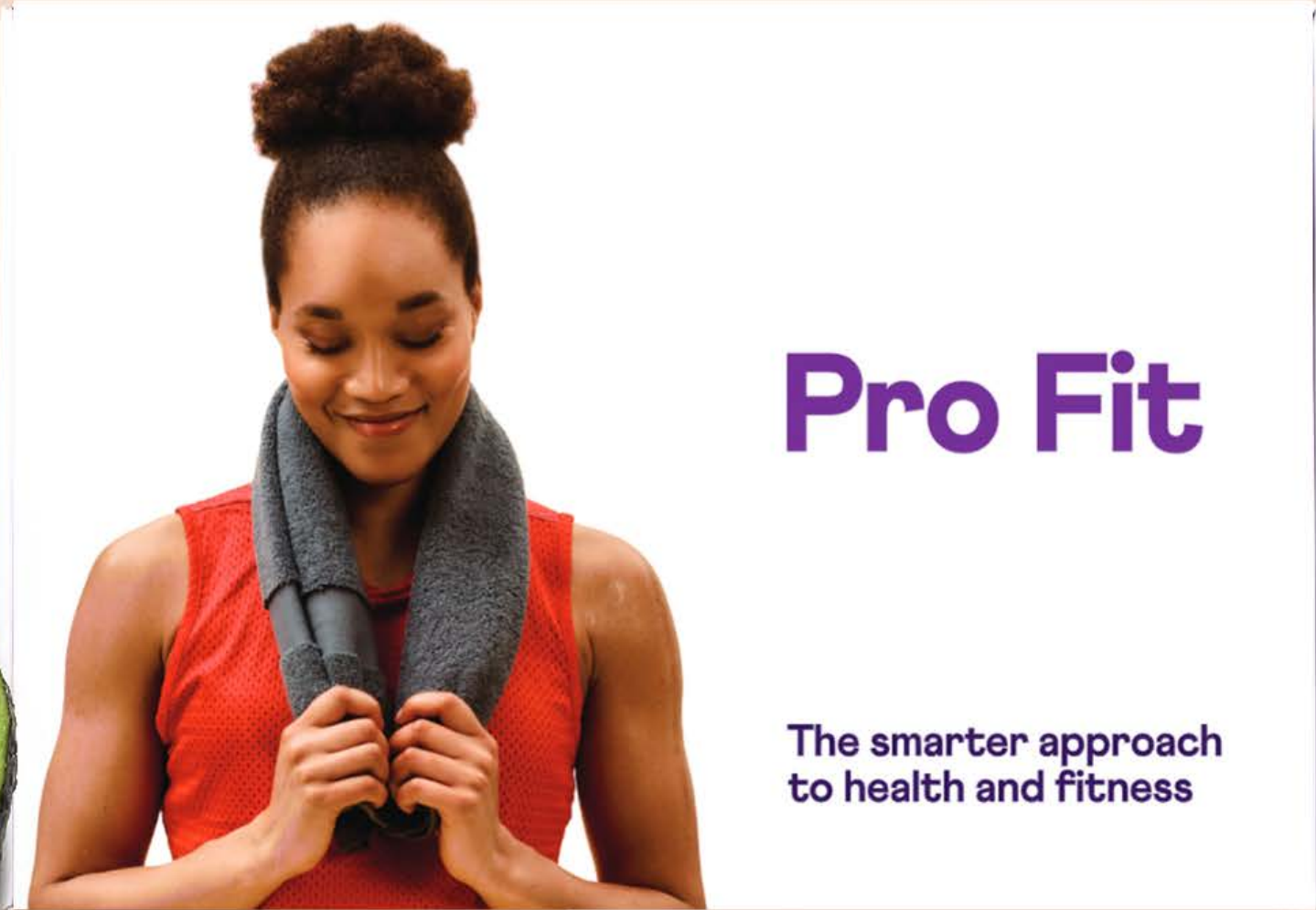


Biohack

If you're tired of wasting time and money slogging it at the gym and following restrictive diets that just don't work, then DNAfit is for you. If you're looking for a simple, effective and holistic approach to your health, that gives you a better quality of life and sustainable, long-term results, then this is it. If you're already super fit, and just want to take your performance to the next level, you're only a DNA test away from reaching your goals.

DNAfit is for everyone, no matter how old (as long as you're over 18). Whether you're an absolute beginner or an elite athlete, we can help you achieve great things.





## Pro Fit

Our most comprehensive DNA test yet - only available to buy from our Professional Resellers.

### Here's what you'll get with Pro Fit

#### Diet Report

Ideal diet type, intolerances and macronutrient response

#### Fitness Report

Power vs endurance response, injury risk & recovery time

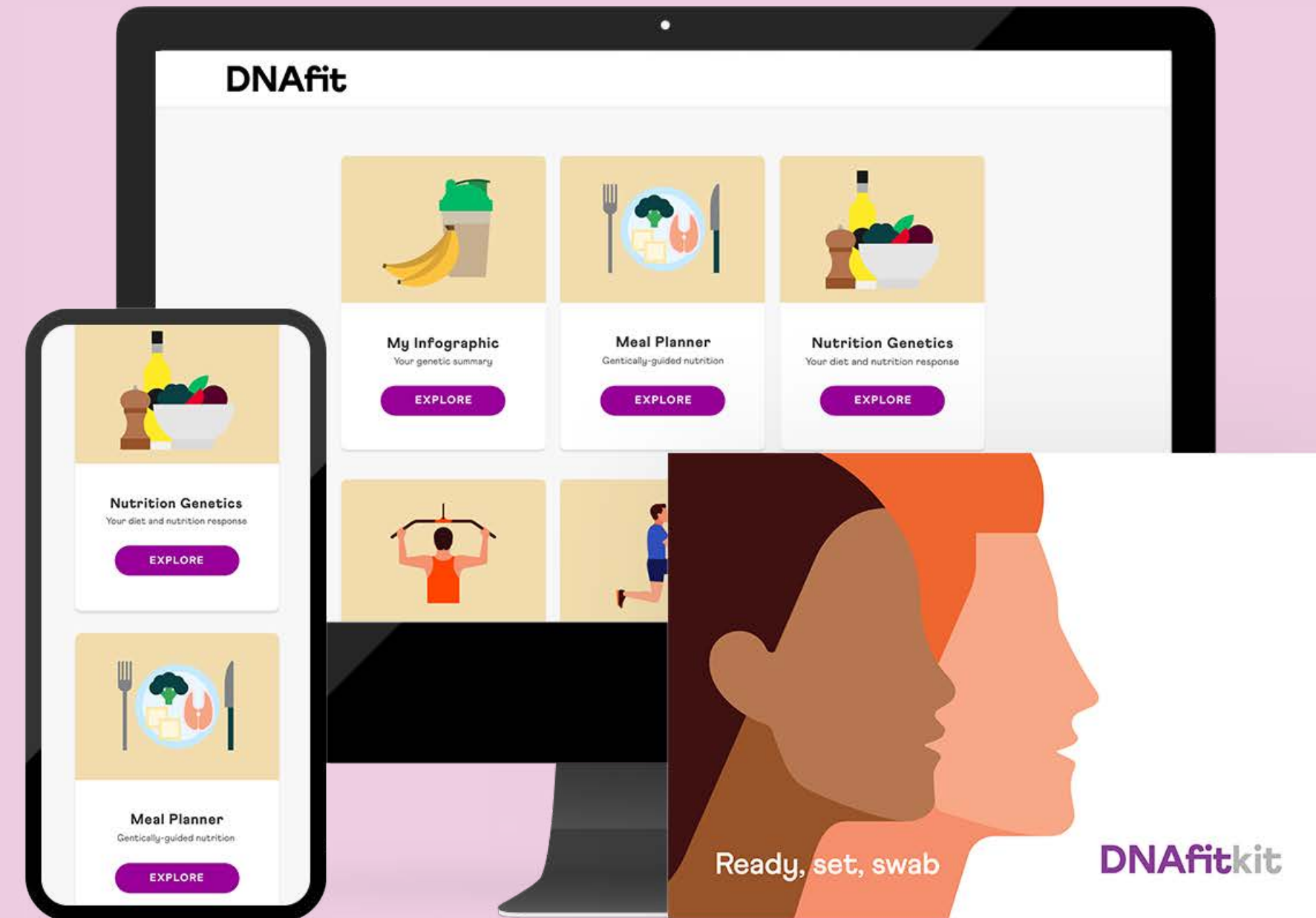
#### Wellness Report

Stress tolerance, chronotype, sleep quality & caffeine response

#### Obesity Report

Genetic predisposition to weight gain & obesity

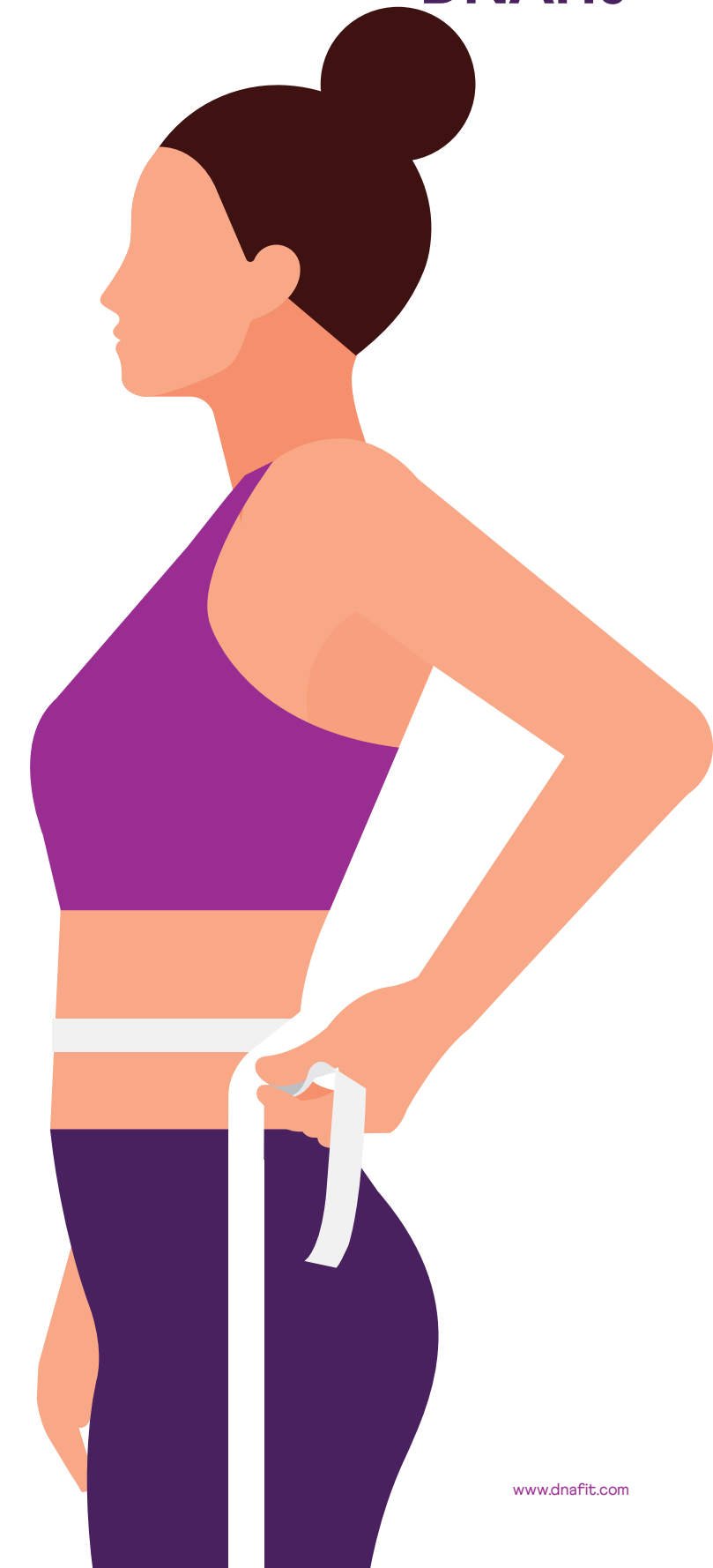




# Your DNAfit Professional Reseller will provide you with everything you need to succeed

We provide our resellers with an in-depth online training course to make sure they know exactly how to help you understand your reports.

They'll be able to guide you towards achieving your goals - informed by your DNA profile.







# Your privacy is our number one priority

We understand that our DNA is what makes us who we are. DNAfit has a strict data protection policy. We only test for the genes we need, and destroy your sample as soon as the lab completes their analysis. Your results are stored under an anonymised ID to create your reports.

We adhere to the UK Data Protection Act, we're GDPR compliant and are proud to be the first consumer genetics company to be awarded ISO27001 certification – the highest international standard for data security and management.

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Connect with us