

## Often Asked Questions

### Q: How can we be sure test results are kept private?

**A:** GeneWize maintains a strict confidentiality policy. All information provided is kept on a secure server and all samples are identified by numerical barcode only. Private information is never shared with a third party and all DNA samples are destroyed after genotyping.

### Q: Is this product FDA approved?

**A:** Because your personal formula is not a pharmaceutical product that requires a prescription, it does not require FDA approval. All of the ingredients we use are classified as GRAS (Generally regarded as safe). Your formula contains 100% natural active ingredients. No artificial preservatives, parabens or petroleums are included.

### Q: How long before I begin to see results?

**A:** Everyone is unique, however, most people begin to see visible results within 2 – 3 weeks of regular use of the product.

### Q: Why is it important to customize my product? Couldn't I receive the same benefit from an all-in-one formulation?

**A:** Very simply, everyone's skin biochemistry is not the same and more is not always better. Our customized formula focuses on providing maximum support for your individual skin health needs, as determined by your DNA assessment.

## Key Skin Aging Genes and Proprietary Blend

Unique inherited capabilities for environmental defense and resistance to skin damage are determined by tiny differences in DNA, called SNPs (pronounced "snips"), which is the scientific abbreviation for Single Nucleotide Polymorphisms. The six "SNPs" we measure, through double-strand DNA assessment, are key genetic "heavy lifters" related to overall skin aging. These SNPs are listed below, along with our active ingredients, which have been clinically shown to enhance or diminish these aging genetic variations:

**SOD 2:** Defends against oxidative stress by detoxifying super-oxide free radicals.

**SNPActive®:** Aloe (Aloe Barbadensis Leaf Extract), Lecithin (Phospholipids), Glycerin, Olive (Olea Europaea (Olive) Oil unsaponifiables), Superoxide Dismutase, Saccharomyces/Manganese ferment, Saccharomyces/Copper ferment.

**GPX1:** Protects against oxidative stress by removing and eliminating hydrogen peroxide free radicals.

**SNPActive®:** Aloe (Aloe Barbadensis Leaf Extract), Lecithin (Phospholipids), Glycerin, Olive (Olea Europaea (Olive) Oil unsaponifiables), N-Acetylcysteine, Glutamine, Glycine, Fennel extract (Fennel (Foeniculum vulgare) extract), Grape extract (Vitis vinifera (Grape) fruit extract), Saccharomyces/Selenium ferment.

**TNF-A:** Proinflammatory

**SNPActive®:** Aloe (Aloe Barbadensis Leaf Extract), Lecithin (Phospholipids), Glycerin, Olive (Olea Europaea (Olive) Oil unsaponifiables), Clover leaf extract (Trifolium pratense (clover) leaf extract), Red algae extract (Pikea robusta (red algae) extract)

**EPHX:** Measures your skin's ability to detoxify and protect skin cells against damage from environmental pollutants.

**SNPActive®:** Aloe (Aloe Barbadensis Leaf Extract), Lecithin (Phospholipids), Glycerin, Olive (Olea Europaea (Olive) Oil unsaponifiables), N-Acetylcysteine, Fennel extract (Fennel (Foeniculum vulgare) extract), Trimethylglycine, Folic acid

**MMP1:** Regulates cell growth, collagen breakdown and photo aging.

**SNPActive®:** Aloe (Aloe Barbadensis Leaf Extract), Lecithin (Phospholipids), Glycerin, Olive (Olea Europaea (Olive) Oil unsaponifiables), Saccharomyces cerevisiae lysate, Vitamin B (Panthenol), Polyglucan, Saccharomyces cerevisiae peptides, Ethylenediaminetetraacetic acid.

**NQ01:** Determines which form of COQ10 (Ubiquinone, Ubiquinol) you need to help fight free radicals.

**SNPActive®:** Ubiquinone, Ubiquinol

## LifeMap me™ DNA Skin Repair Serum Historic Evolution in Skin Care

Genetically Customized Skin Care Made Exclusively for You.



## What Do Your Genes Know That You Don't?

DNA profiling revolutionized the legal world, and now it's doing the same for skin care. Now the same technology can be used to identify a whole new set of perpetrators. The main suspects? Collagen breakdown, sun damage, sensitivity, and oxidative stress caused by free radical activity due to environmental pollution.

So how do you know how susceptible you are to these aging culprits?

Take a minute to swab inside your cheek. Place your DNA sample inside our bar-coded envelope, and send it to our lab. We assess six skin health genes to tell you what skin aging problems you're likely to face as you age.

The information is then used to customize a skin repair serum using a combination of active ingredients selected to compensate for particular deficiencies in areas of skin aging, wrinkling, collagen breakdown, irritation and the skin's ability to defend against environmental stresses.



### LifeMap me™ DNA Skin Repair Serum. Made Exclusively.

The only true custom-created skin care, LifeMap me™ was developed by the pioneering biosciences company, GeneLink, Inc. and is marketed by independent business owners through GeneWize Life Sciences. This new generation of skin care is the result of scientists applying a greater understanding of how your genetic machinery can influence the skin aging process.

### How Does It Work?

The key area in skin repair is the dermis, a layer of skin sandwiched between the outer epidermis and the deep hypodermis. The dermis contains blood vessels that nourish the skin, and proteins called elastin and collagen that keep it taut. As we age, our bodies struggle to replenish stores of collagen and elastin, and some people are genetically primed to break these down faster than others. The patented, non-invasive simple swab allows you to peek into your genetic variations to discover what your genes have to say about your skin aging future.

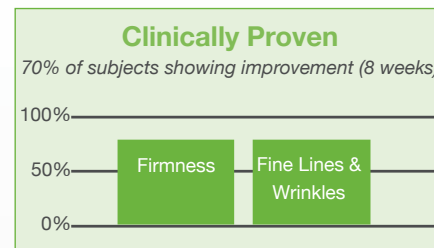
Then, depending on the level of need identified in your genetic assessment, our laboratory blends a combination of active ingredients to create your personal DNA customized formulation. Through a liposomal delivery system similar to the nicotine patch and birth control patch, the ingredients go beneath the first layer of dead skin cells to the dermis where all the benefits of antioxidants and vitamins can work to help replenish and restore collagen and elastin.

## Clinically Proven Results

An eight-week, double-blind, randomized and controlled clinical study compared the performance of placebo skin care versus the performance of the "genetically-customized" skin care formula containing active ingredients designed for each participant. For those using the genetically-customized formulation, 62% reported substantial reduction in the appearance of wrinkles after 14 days of treatment. After 56 days, the number of participants reporting reduction in the appearance of wrinkles rose to 70%. Similarly, after 14 days, 56% of the participants indicated improved skin firmness and after eight weeks of treatment those with improvements in skin firmness rose to 70%.

### Why should I use both the LifeMap me™ (made exclusively) Nutrition & Skin formulas?

- Skin is the largest organ.
- The LifeMap me™ (made exclusively) formulas are the ultimate inside out approach to aging.
- Clinically & Scientifically proven.



### Sample 1: Wrinkles and Lines



### Sample 2: Wrinkles & Redness



### Sample 3: Capillaries



## LifeMap me™ DNA Skin Repair Ingredient List

Thanks to the custom nature of our product, the ingredient list will represent the latest breakthrough ingredients which have been clinically proven to enhance or diminish aging genetic variations. Our current ingredients in our base formula are essential to skin care health and are in everyone's formula:

**Skin Essentials Proprietary Blend Formula:** Aloe (Aloe Barbadensis Leaf Extract), Vitamin B5 (Panthenol), Glycerin, Glycine, Sorbitol, Soy Protein (Glycine Soja (Soybean) Protein), Copper Peptide (Copper Tripeptide -1), Rice Bran Oil (Rice Oil Glycereth-8 Esters), Balm Mint Extract (Melissa Officinalis (Balm Mint) Leaf Extract), Rutin (Disodium Rutinyl Disulphate), Barley Extract (Hordeum Distichon (Barley) Extract, Oat Extract (Hydrolyzed Glycosaminoglycans), Corn Extract (Sodium Levulinate), Konjac Mannan (Mannan), Rice Extract (Sodium Phytate), Green Tea Extract (Camellia Sinensis (Green Tea) Leaf Extract), Polyglyceryl-4 Caprylate (and) Sodium Lauroyl Glutamate (and) Decyl Glucoside (and) Diglycerin, Milk Thistle Extract (Silybum Marianum (Milk Thistle) Extract), Cabbage Leaf Extract (Brassica Oleracea Capitata (Cabbage) Extract), Cat's Claw Extract, Acai Extract (Euterpe Oleracea (Acai) Fruit Extract), Goji Extract (Lycium Barbarum (Goji) Fruit Extract), Mangosteen Extract (Garcinia Mangostana (Mangosteen) Peel/Fruit Extract), Pomegranate Extract (Punica Granatum (Pomegranate) Extract), Tomato Extract (Solanum Lycopersicum (Tomato) Extract), Lecithin (Phospholipids), Vitamin E (Tocopheryl Acetate), Vitamin A (Retinyl Palmitate), Vitamin C (Ascorbyl Palmitate), Potassium Sorbate, Natural Fragrance (Fragrance).