

IT'S IN YOUR DNA

FitnessGenes is the British biotech firm offering DNA analysis 'to build the most complete picture of you'

➤ Co-founded by geneticists Dr Samantha Decombel and Dr Stuart Grice, FitnessGenes' in-depth analysis reveals how your unique genetic blueprint and physiology – together with lifestyle factors such as food choices and activity levels – impacts your health and performance.

“Many diets and workout programmes fail because they are generic and not tailored to an individual,” says Dr Decombel. “But FitnessGenes analyses your DNA and lifestyle data to provide you with workout, diet, supplement and lifestyle advice that’s personalised to your unique genetic make-up and physiology.

“For example, if your goal is to lose weight,

your genetics may be increasing your cravings or rendering you less able than other people to feel full when eating certain foods. Using this knowledge, we can provide actions that advise what foods to add to your diet, such as those that promote satiety, or ingredients that improve blood sugar levels and reduce inflammation – all issues that impact weight gain.

“Your personalised actions will give you tips on how to adapt your exercising, eating, and sleeping habits, too, and will suggest evidence-based ingredients, supplements, and dietary strategies (such as intermittent fasting) that are designed to promote weight loss, based on your particular physiology.”



Photography: Mark Bassett



HOW DOES IT WORK?



1. Order your DNA analysis kit
Your kit will be delivered to your preferred shipping address within three to five days.



2. Create your account
Create your secure online account and register your kit's unique 14-digit barcode.



3. Provide your sample
Follow the step-by-step instructions to provide your sample, then post it back.



4. Access your results
Once your DNA sample has been received, the process of extracting, analysing and uploading results takes four to six weeks.

WHAT DOES IT REVEAL?

Biological ageing

How biological ageing is likely to affect you, and how you can slow down cell damage and promote longevity.

Heart health

Better understand your cardiovascular risk and identify target areas to focus on.

Sleep tips

Which sleep-boosting techniques are likely to work best for you.

Muscle growth

How to maximise muscle size, strength and performance using your DNA to tailor your workouts.

Fat loss

How prone you are to gaining fat and what you can do to maintain a healthy level.

Hormone health

How to keep your hormone profile in good balance by gaining insight into where to focus your efforts.

Energy production

How efficient you are at converting the energy stored in food into fuel for your body.

Appetite control

What's driving your cravings and desire to eat, and which strategies are likely to be most effective for you.

Inflammation

Discovering if you are prone to inflammation, which can reduce your performance and damage your health.

Vitamin requirements

Which vitamins may be deficient in your diet and what you can do about it.

Try it for yourself by visiting **fitnessgenes.com**. For customers with existing DNA data to upload, the cost is £69. For first-time DNA testers, the price is £149.