

WELOCITY[®]

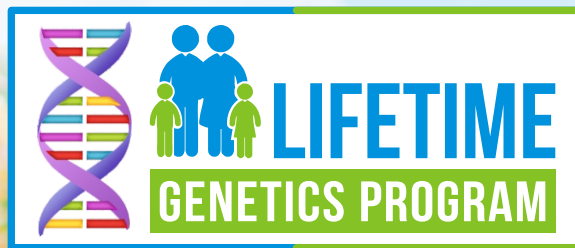
LIFE ON FAST TRACK

India's Premier Technology Driven Wellness Organization

UNLOCK YOUR GENETIC POTENTIAL

Discover the Secrets of A Healthy, Happy & Long Life

PRESENTING

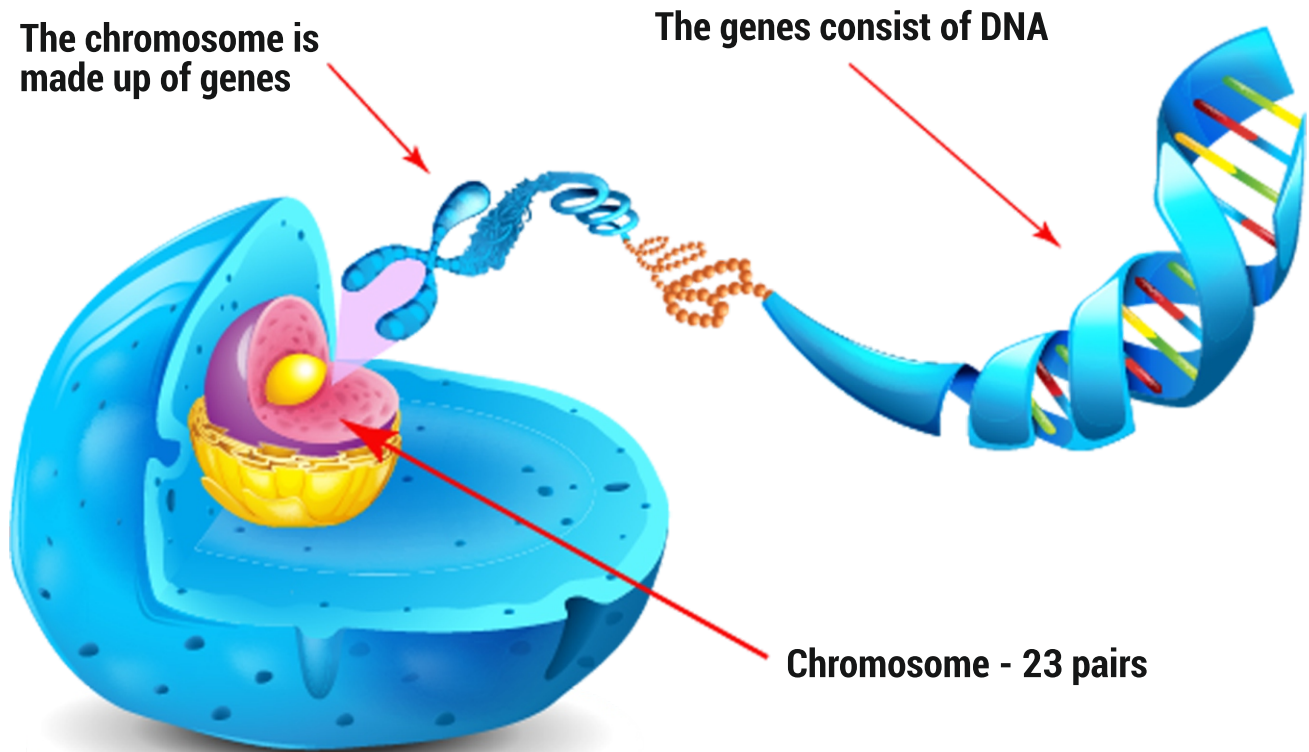


Genetic Based Preventive Healthcare Program

**2nd
YEAR OF
SERVICE**

BE A PART OF OUR MISSION OF CREATING
HEALTHY PEOPLE - HEALTHY NATION

KNOW YOUR DNA - DISCOVER YOURSELF



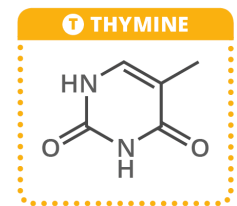
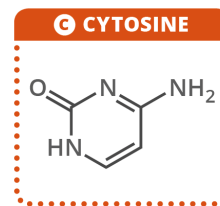
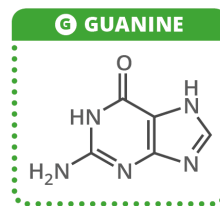
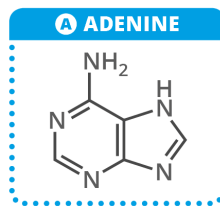
DNA is a long, complex and self-replicating molecule that is found in all living organisms and is the main constituent of chromosomes.

DNA contains instructions an organism needs to develop, live and reproduce.

These instructions are found inside every cell and are passed down from one generation to the other. The entire human genome contains approximately 3 billion base pairs, which reside in the 23 pairs of chromosomes within the nucleus of all our cells. Each chromosome contains hundreds to thousands of genes, which carry the instructions for making proteins. 99% of the base pairs are same in all people. However, the balance 1% is unique, which causes all the difference.

DNA is the **UNIVERSAL BLUEPRINT** for life on earth.

DNA is made up of molecules called nucleotides. The information inside the DNA is stored as a code made up of four chemical bases i.e. adenine (A), guanine (G), cytosine (C) and thymine (T). These DNA bases pair up with each other, A with T and C with G, to form units called base pairs. Each base is also attached to a sugar molecule and a phosphate molecule. Together, a base, sugar and phosphate are called a nucleotide.



EVERY CELL
in a person's body has
EXACTLY THE SAME DNA.

The most important property of DNA is that it can replicate or make copies of itself. Each strand of DNA in the double helix can serve as a pattern for duplicating the sequence of bases. This is critical when cells divide because each new cell needs to have an exact copy of the DNA present in the old cell. Sometimes when cells in the body replicate to make new cells, mistakes are made. Hence a gene that was supposed to code for a specific word now reads it differently by changing just one letter or just one base. Understandably, that specific gene now has a totally new meaning and function. These variations are called Single Nucleotide Polymorphisms (SNPs). These changes or mutations in bases that code for a protein in the body can be very profound.

Just imagine hypothetically that if CAT coded for a cat and then a mutation in your sequence changed the C to an R you would get RAT which would code for a completely different animal. That's how impactful these changes can be. These small variations in DNA are expressed in many ways. They can influence how we metabolize the food we consume and which type of exercise is best suited for our body. By identifying our own unique gene variations, we can customize lifestyle approaches and nutritional supplementation to maximize our genetic potential promoting optimal health like never before.

A four-letter alphabet called DNA

PRESENTING, FOR THE FIRST TIME IN INDIA



Genetic based Personalized Preventive Healthcare Program

What is Nutrigenomics?

Nutritional Genomics is a new scientific discipline that uses modern genomics technology to study the interrelationship between genes, nutrition and health. It has long been apparent that some people respond differently from others, to foods. And we all know that the right foods can be therapeutic in nature, especially if they are consumed in accordance with your genetic profile. Nutritional Genomics allows us to understand how our genes affect our behaviour and response to the foods, beverages and the supplements we consume. It also affects how our foods have an impact on gene expression.



Saliva Sample
Collection Kit from
CANADA



DNA Sequencing
Technology from
USA



Bioinformatics
Genetic Analysis from
INDIA



Cracking Your Genetic Code is Like Rediscovering Yourself

Lifetime Risk for Vitamin A Deficiency & Hypothyroidism



Are you suffering from hyperthyroidism or other conditions like liver disorders, high LDL cholesterol, loss of pancreatic B-cell mass, vision problems, low resistance to infections, weight gain, skin problems, brittle teeth and inflammation? Pay attention particularly if you are a vegetarian.

Lifetime Risk for Vitamin B12 Deficiency



Are you absorbing adequate amount of B12 from foods? Did you know that people with diabetes are more prone for Vitamin B12 deficiency? Your genotype can identify the root cause of your Vitamin B12 deficiency and help in determining your base line risk, unlike a blood test.

Lifetime Risk for Vitamin D Deficiency



Are you afraid of getting Osteoporosis? Did you know that your genes play a vital role in transporting Vitamin D in your bloodstream to where it is needed? In fact, you may be suffering from Vitamin-D deficiency in spite of having normal levels of Vitamin-D in your blood test results. Find out the root cause of your Vitamin-D deficiency related health conditions such as muscle weakness, fatigue, osteoporosis etc. Also, Vitamin-D deficiency can increase your risk for diabetes

Gluten Intolerance



Did you know that some people have an autoimmune reaction when they consume roti, bread etc. that contains gluten (wheat, barley or rye)? Find out if you are allergic to wheat, barley or rye? Did you know that your villi in the small intestine can get inflamed and cause mal-absorption of other essential nutrients causing all sorts of health conditions?

Lactose Intolerance



Did you know that lactose (natural sugar found in milk and dairy products) can create health challenges such as burps, gas, bloating, nausea, diarrhea, belly pain and even cramps, if not digested by your body? Find out if your small intestine is making enough of lactase, an enzyme that breaks down or digest lactose?

Blood Pressure & Heart Attack Response to Caffeine



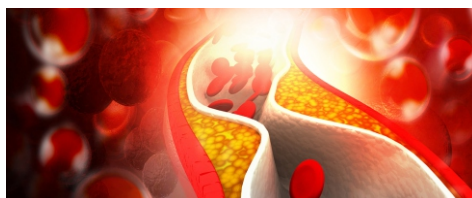
Did you know that based on your genotype consuming caffeine (found in coffee, aerated drinks, chocolates etc.) can cause a heart attack and high blood pressure / hypertension? Find out what causes heart attack and hyper tension and how to prevent it?

Hypertension Reversal



Did you know that many land mark clinical studies have shown that based on your genetic profile you may be able to use nutrition based target reversal therapy that can help you significantly lower your blood pressure and potentially get you off anti-hypertensive medication?

Cholesterol & Lipid Profile



Are you genetically predisposed to increased bad cholesterol that can contribute to formation of plaques that increases your risk for coronary heart diseases. Do you have an increased risk for hypertriglyceridemia? Dyslipidaemia is elevation of plasma cholesterol, triglycerides (Tgs), or both, or a low high-density lipoprotein level that contributes to the development of atherosclerosis.

Triglyceride Response to EPA



Find out if you can lower your triglycerides by over 60% based on your genotype. EPA is one of several omega-3 fatty acids found in cold-water fatty fish, such as salmon and fish oil supplements, along with DHA. getting more EPA in your diet has positive effects on coronary heart disease, high triglycerides (fats in the blood), high blood pressure, and inflammation.

Homocysteine Risk (Folate metabolism pathway)



Are you at risk for high homocysteine levels that can cause countless diseases? Homocysteine is an unwanted amino acid that is converted to methionine (an important amino acid) in the body. Methylated Tetra Hydro Folate (MTHF) plays a vital role in converting homocysteine to methionine. Find out if your body is converting enough Folate to MTHF in order to prevent buildup of homocysteine in your body. Also get to know whether folic acid is the correct solution to this problem.

Insulin Sensitivity (Diabetes Risk)



Are you likely to get diabetes? Insulin sensitivity is the relationship between how much insulin needs to be produced in order to deposit a certain amount of glucose in your body. Insulin resistance (IR) is generally regarded as a pathological condition in which cells fail to respond to the normal actions of the hormone insulin.

HBA1c Response to Fiber



Did you know that fiber can be harmful in managing your HBA1c levels? For people with diabetes this is important as the higher the HbA1c, the greater the risk of developing diabetes-related complications. Generally, individuals with high HbA1c levels are given high fiber diet. But this can have a negative effect on some individuals, find out is that individual is you.

Metformin Response



Did you know that metformin, a diabetes medication, hampers absorption of Vitamin B12 in the long run? If you are consuming metformin, it is imperative to know if your body's methylation cycle is functioning swiftly. Some people are at greater risk when they consume metformin, for Vitamin B12 deficiency if they are not supplementing with the correct form of the vitamin.

Wholegrain Response to Glucose



Generally, individuals with high blood glucose levels are given a high whole grain diet. Did you know that the protective effectiveness of whole grains can be negated in some people? Many studies suggest that by controlling your whole grain consumption, you can modulate your risk for type II diabetes.

Obesity Risk



Does your body have a genetic tendency to gain weight, especially belly fat, hips, butts, thighs and underarms? Did you know that obesity can increase the risk of many other life threatening diseases such as diabetes, cardio vascular disease etc.? Did you know that 40% to 70% of your predisposition to obesity is inherited? Find out the foods and exercise strategies that can assist you manage your ideal body weight.

Appetite Response to Ginger Supplementation



Did you know that eating ginger helps some people to lose weight by controlling appetite? Genetically some individuals are unable to know when they are full and hence strategies like taking ginger may help curb an individual's appetite preventing them from obesity and its related diseases.

Ideal Weight Loss Diet



Find out which diet type is most effective for you based on your genetic profile. How much carbs do your body need? Will a low carb diet or a low fat diet be more effective for you? What foods suit one person may not always suit everyone and what suits everyone may not help you achieve your goals in terms of weight loss.

Resting Metabolic Rate



Did you know that on an average 50% - 75% of one's daily energy expenditure is attributed towards their Resting Metabolic Rate (RMR)? Find out if you are genetically susceptible to a higher or lower RMR.

Weight Regain Risk



Do you tend to regain weight eventually in spite of controlling your food habits and regular exercise? Most of the obese population suffer from the Yo - Yo effect, which is more harmful to your body than just maintaining the higher body weight.

Ideal Weight Maintenance Diet Type



What can you do to prevent weight regain? Find out how to precisely control and prevent weight regain in the long run?

BMI Response to Dieting (600 K Calorie Deficit)



Find out if you are a high responder or a poor responder to dieting (600 K Calorie deficit) in terms of lowering your BMI (Body Mass Index)? Will eating less calories be effective in losing weight?

Satiety



Are your genes making you overeat? Satiety can be described as the feeling of being full. Satiety lasts until the recovery of hunger and readiness for the next meal. Find out how to prevent over eating with research based targeted nutrition therapy.

Food Desire & Emotional Eating



Have you noticed if you tend to overeat in an attempt to control, monitor or cope with negativity, sadness or depression? Since the strongest food cravings usually hit when one is at the weakest emotionally, you may turn to food for comfort - consciously or unconsciously - when facing a difficult problem, feeling stressed or even feeling bored, which may often lead to poor self-esteem, unwanted weight gain & obesity.

BMI Response to PUFA



Did you know that consuming Omega 3 can provide added benefit to some people by helping them reduce weight and lower diabetes risk? Find out the ratio in which you need to consume omega 6: omega 3 to keep inflammation in check.

BMI Response to MUFA



Did you know that a high MUFA diet is more harmful for some people based on the genetic profile? Can Olive oil and other MUFA oils make you gain weight?

BMI Response to Saturated Fat



How bad is processed food (high in saturated fats) for you? Find out what is your upper limit to prevent weight gain? Are saturated fats the bad fats or the good fats for your body. Will your BMI respond positively or negatively to ghee and butter?

Adiponectin Levels (Fat Burning Hormone)



Is your body producing enough of its natural fat burning hormone? Do you have a hormone imbalance that is causing weight gain? Adiponectin regulates metabolism of lipids and glucose, influences the body's response to insulin and has an anti-inflammatory effect on the cell linings of the walls of the blood vessels.

Ideal Weight Loss Exercise Strategy



Should you focus on high intensity or low intensity workouts? Will running or jogging daily be more effective? Find out if walking every day is enough for you to lose weight?

ACTN3 Profile (Power Vs Endurance)



Did you know that your genes affect your athletic ability, your muscle stiffness and the type of your skeletal muscle fibers? Find out if you have genetic variants associated with elite power athletes or elite endurance athletes.

Motivation to Train



Do you give up or discontinue walking, yoga, exercise /work out plans that you started so enthusiastically half way through your training? How motivated are you?

Ankle Injury (Achilles Tendinopathy)



Are your genes causing an increased stiffness and reduced flexibility in your muscles? Do you have a genetic risk for ankle injuries?

Knee Injury (Anterior Cruciate Ligament)



Are your genes causing an undesirable structural change in your ligaments? An ACL injury is the over-stretching or tearing of this ligament in the knees, this can be very painful and it takes a long time to heal.

Muscle Damage & Exercise Recovery Time



How much recovery time do you need between exercises to prevent muscle damage? In muscles and adipose tissue, the release of IL6 has both pro and anti-inflammatory impacts and is an essential component for muscle repair, may contribute to hypertrophy, and could be involved in glucose and lipid metabolism.

Risk of Muscle Cramps



Calves, Quadriceps, Hamstrings & ligament Injury: Are your genes causing reduced tensile strength and increased stiffness of your ligaments in your calves, hamstrings and quadriceps? Find out if you have a genetic risk for getting muscle cramps?

Aerobic Capacity Enhancement



Did you know that some people can actually increase the maximum volume of Oxygen their muscles can consume per minute? If you are lucky enough to carry this genotype, you will perform better at physical activities and you may find that you can run faster than your initial capacity.

Inflammation & IL6 Expression



Are you genetically predisposed to various kinds of inflammation? Kindly know that inflammation has several ill effects on your body, including weight gain and many other serious health conditions. Did you know that you can have a precise diet based on your genotype to reduce its bad effects? Find out how?

Alcohol, Drugs & Nicotine Addictions



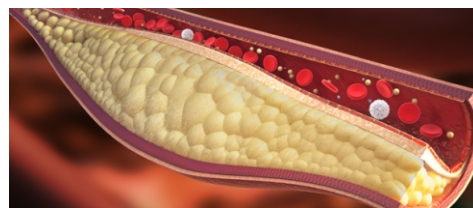
Do you want to quit smoking and your addiction to alcohol? Tobacco use can increase blood sugar levels and lead to insulin resistance. The more you smoke, the greater is your risk of diabetes. Do you have reduced dopamine function which is why you feel the need to seek rewarding substances?

Response to Mediterranean Diet



Did you know that researchers have found that people who eat a Mediterranean diet have lower chances of having a heart attack? Find out if a Mediterranean diet provides added benefit in helping you reduce your risk for cardiovascular diseases?

Triglycerides Response to Calorie Restriction



Should you be dieting for managing your cholesterol? Triglycerides are an important measure of heart health. Having a high level of triglycerides, a type of fat (lipid) in your blood, can increase your risk of heart disease.

Ideal Exercise Strategy for Muscle Building



When you plan your workout regime should you be lifting heavy weights and performing less repetitions or light weights and performing more repetitions? Find out the thickness of your type II muscle fibers which hypertrophy and based on that select and optimize your workouts to get best results without incurring any injuries.

Response to Paleo Diet



Will a paleo diet help me manage my diabetes? Paleolithic diets feature foods that were gathered or hunted by our ancestors before the agricultural revolution. Plant-based foods included fruits, shoots, flowers, buds and young leaves, roots, bulbs, nuts, and non-grass seeds. Find out more food sources that are part of the paleo diet and whether or not it's beneficial for your insulin resistance.

Did you know that nutrition and lifestyle choices account for of disease development in **OVER 80% HUMAN BODY?**

Who should buy Lifetime Genetics Program?

- ✓ Do you care about your health and well-being and are interested in learning more about your own body?
- ✓ Do you want to prevent most important common diseases?
- ✓ Are you unable to fully focus on understanding your bodies' specific needs due to fast-paced life?
- ✓ Aren't you able to figure out why you are feeling low or do not have enough energy to tackle daily tasks?
- ✓ Are you experiencing day-to-day stress and feel the need to make a change?
- ✓ Are you suffering from chronic diseases?
- ✓ Do you have diseases like diabetes, cardiovascular and bone diseases in the family and ancestral line?

Lifetime Genetics Program is a scientifically designed genetics based preventive healthcare system that is targeted to help you improve your overall well-being, energy level and metabolism. What's more, it will not only be able to identify but also successfully treat, in many cases, completely or partially, the root cause of many medical conditions.

If you truly want to achieve prime health, we highly recommend you to opt for Lifetime Genetic Program & understand your genetic profile and make personalized and smart lifestyle choices. It is a one-time cost you will incur to accurately understand your genetic profile and tailor your nutrition & lifestyle choices to your inherited genetic risks and profile.

This is your best chance to unlock your DNA using the cutting-edge genetic analysis & let our nutrigenomics experts design the right lifestyle program for you that can discover the new YOU.

Lifetime Genetics Program Procedure



- 1 Visit www.mywelocity.com and order 'Lifetime Genetics Program' of your choice
- 2 Receive Saliva Sample Collection DNA Kit home delivered within 7 working days
- 3 Give your Saliva Sample (Refer Video) and send it back to Welocity Corporate Office
- 4 Your LGP report (PDF) will be posted in your IBO Back Office within 3-4 weeks.
- 5 Receive Counselling call from Welocity Nutrigenomics Counsellor
- 6 Submit your 'Online Health Form' in your IBO Back Office, within 72 hours.
- 7 Your Customized Diet Plan (PDF) will be posted in IBO Back Office.
- 8 Avail Welocity Help Desk Assistance for 1 year

**TAKE CARE OF YOUR BODY
IT'S THE ONLY PLACE YOU HAVE TO LIVE IN**

BE SMART AND WISE

OPT FOR



Genetic Based Preventive Healthcare Program

AND

TAKE CONTROL

OF YOUR HEALTH...!



WELOCITY
LIFE ON FAST TRACK

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