

## Media Release

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### DNA TESTING FOR ANCESTRY AND LONG-TERM OPTIMAL HEALTH: THE PERFECT GIFT FOR THE GENETIC AGE.

DNA testing just got more accurate, relevant and fun! Now anyone can learn important and useful information to optimize their health, avoid ineffective or unsafe medicines, and trace their ancestral heritage, all with an easy swipe of a swab right in the privacy of the home.

### NUTRITIONAL GENETIC TESTING

Everyone has different dietary needs according to their genetic makeup. Genetic testing combined with a lifestyle assessment, provides a scientifically based, personal blueprint for optimizing health. Implementing the specific diet and supplement changes outlined helps people avoid genetic predispositions such as heart disease and cancer.

### ANCESTRY DNA TESTING

Genetics has revolutionized our ability to understand our past. Many of us know a bit about our grandparents, even great grandparents, but few of us know anything about the genetic makeup of our ancestors, or where they came from. DNA tests, now available, can tell you about the major human population groups that you've descended from. You can now learn if any of your ancestors were Native American, Asian, African or European. Most of us are a mix of these groups and DNA tests can tell you your personal mix. More advanced tests, based on maternal inheritance can now tell you which of the thirty-three original maternal lines is yours, including the seven historical "Daughters of Eve. Just as amazing, tests based on paternal inheritance, can even place you in specific ethnic groups, or link you to surname groups that can put you in touch with potential living distant relatives.

## PRESCRIPTION DRUG REACTION TESTING

Considered the bell weather test for the age of personalized medicine, this test measures your genetic ability to process drugs. This knowledge helps physicians reduce the dangers and optimize the effectiveness of more than one-third of the most commonly prescribed drugs including anti depressants, heart drugs, and pain-killers. More than half of the population has genetic variations that may contribute to their susceptibility to adverse drug reactions, currently the fourth biggest killer in the U.S., taking more than 100,000 lives every year.

Testing can be especially important for patients taking Warfarin. One third of people have a genetic variant that greatly increases their chance of having an adverse bleeding event that could lead to hospitalization or even death.

Genelex Corporation, the only single source of all of these informational DNA tests, founder, Howard Coleman stated, "We've made these tests easily available and understandable so more people can have access to the growing number of benefits available from DNA testing. These tests allow people to learn more about themselves, and the more we know about ourselves, the better care we can take of ourselves and others."

Ordering these tests as a package, possible now for the first time, reduces the cost to less than \$1500. Individual tests can be ordered for as little as \$250.