



OVERVIEW

*Predictive
Genomics for
Personalized
Medicine*

About Genovations™

Genovations is a preventive health care approach that uses genetic analysis to provide individuals and their physicians with critical information to more effectively control present and future health. Genovations uses information stored in each person's genes to reveal disease risks and to help each individual lead a healthier life through focused prevention and individualized treatment.

Genes provide the key to a wealth of information unique to each individual that, once unlocked, can serve as a comprehensive guide to a healthier life. By identifying specific genetic risk factors and changes in dietary, lifestyle, nutritional supplements and medications that are most likely to improve each patient's health, Genovations enables physicians to practice truly individualized preventive medicine.

How it Works

Using a small sample of blood, Genovations tests evaluate specific portions of the genetic code that vary from person to person. These variations are called single nucleotide polymorphisms, or SNPs (pronounced "snips") for short.

Everyone has SNPs—they're what make us different from one another—our hair color, our voices, our height—even aspects of our personality. In this way, SNPs are the very seat of individuality. Some SNPs also may make people more susceptible or more resistant to specific diseases, may make their bodies respond differently to certain diets and lifestyles and may increase the likelihood that certain drugs trigger severe side effects.

Genovations testing focuses only on SNPs in the genetic code that are associated with common health conditions, such as heart disease, osteoporosis, allergies and asthma, for which simple treatment strategies exist to reduce risk. Testing also evaluates SNPs that affect how each person's body is likely to respond to specific diets, supplements, and medications. In this way, test results can provide the physician with a "road map" for developing a comprehensive, personalized health action plan for each patient.

Individualized Preventive Medicine

Genovations replaces the guesswork of “assembly line medicine” with a precise genetic road map that identifies an individual’s health risks and provides information to help avoid potential “roadblocks” to good health.

| Medicine for the Masses | Preventive Medicine with Genovations |
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| <ul style="list-style-type: none"> • Uses universal treatment guidelines for all individuals regardless of genetic differences. Disease prevention based on effectiveness for the greatest number of people | <ul style="list-style-type: none"> • Uses a person’s genetic makeup to identify individual genetic disease risks and a specific action plan to achieve a healthier life. Disease prevention based on effectiveness for the individual |
| <ul style="list-style-type: none"> • Over-generalized approach that leads to conflicting reports on how to avoid heart disease, osteoporosis, and other common conditions | <ul style="list-style-type: none"> • Personalized approach that recognizes individual genetic factors and points to specific treatments that are most effective for each patient |
| <ul style="list-style-type: none"> • Trial-and-error method for disease prevention, fraught with “paradoxes” that often confuse the decision-making process | <ul style="list-style-type: none"> • Direct personalized guidance to make clear, informed decisions about hormone replacement, diet, supplements, etc. |
| <ul style="list-style-type: none"> • Assembly line recommendations for diet, exercise, lifestyle and medications based on the “average” person | <ul style="list-style-type: none"> • Customized recommendations for optimizing a person’s health through diet, lifestyle, nutritional supplements and medication changes based on genetic differences |

Setting a New Standard in Preventive Medicine

What most people think of as “preventive” medicine today is really early detection and treatment of disease. For example, measuring bone density in women at risk for osteoporosis allows only early detection of bone loss that has already occurred. Genovations’ genetic analysis takes a more active approach by identifying treatment strategies that may be started even earlier to prevent bone loss *before* it occurs.

Genovations is a pioneer in the field of preventive health care. We were the first to use focused genetic analysis for common conditions with modifiable risk to provide physicians and their patients with the critical information they need to create personalized preventive health plans.

The rapidly expanding field of genetic research continues to provide medicine with insight into how people’s genes affect their health and wellness. According to the Centers for Disease Control, virtually all human disease results from the interaction of an individual’s genes and his or her environment and lifestyle. Understanding this relationship can lead to more precise, targeted treatments and more effective disease prevention.

Genovations' laboratory has been a leader in health risk assessment and disease prevention for over 17 years. During this time, we have developed proprietary and patented technologies to transform advances from the Human Genome Project and other genetic and medical research into a comprehensive program of individualized preventive health care.

Genovations' proprietary testing helps patients and their doctors determine what specific health risks might lie ahead – long before any physical problems appear. It also provides unique information that will help each patient lead a healthier life and minimize the risk of developing disease.

Available Only Through Licensed Health Care Practitioners

Genetic testing is most meaningful and best understood within the context of a patient's complete health history. For this reason, Genovations tests are only available through licensed health care practitioners. Not all practitioners are adequately trained to clinically interpret the genetic information revealed in Genovations' tests, so Genovations has taken a leading role in providing genetic medical education to health care practitioners.

Patient Privacy Protection

Genovations is dedicated to safeguarding patient privacy and protecting the confidentiality of all patient health records. For this reason, genetic test results are treated as private medical information shared only between the patient and the health care practitioner ordering the test. All patient records —electronic and hard copy —are maintained under this strict policy of confidentiality, as required by law.

How to Learn More

People can learn more about our genetic testing at www.genovations.com or by calling 828-253-0621. Genovations can send information about the tests to individuals and their health care practitioners. We can also provide a list of physicians experienced in using genetic analysis as a foundation for individualized preventive medicine.

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