

Key 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 twelve "SNPs" we measure have been scientifically shown to be the "heavy lifters" in nutrition. We measure these twelve genetic variations through double-strand DNA assessment and answer what we find with ingredients which have also been scientifically shown to enhance or diminish aging predispositions. The SNPs we measure and the ingredients used per SNP are the following:

APOB: The primary component in forming low-density lipoproteins (LDL) cholesterol. High levels of APOB and LDL can lead to the formation of plaque that can cause vascular disease (atherosclerosis) which in turn can lead to heart disease. Oxphyte® Green Tea extract [(Camellia sinensis) standardized to 90% polyphenols], Pomegranate extract [(Punica granatum) standardized to 40% ellagic acid], Artichoke extract [(Cynara scolymus) standardized to 4% chlorogenic acid/9% caffeoylquinic acid], Oxphyte® Grape Skin extract [(Vitis vinifera) standardized to 10% resveratrol].

CYP11B2: Helps to maintain blood pressure in normal ranges, essential for a healthy heart. Potassium (as Tripotassium citrate monohydrate), Organic Hawthorn Berry extract [(Crataegus laevigata) standardized to 1.5% polyphenols/0.5% flavonoids], Magnesium (as Magnesium Citrate), Acerola Cherry Extract [(Malpighia glabra) standardized to 17% Vitamin C], Garlic powder (Allium sativum).

GPX1: Protects against oxidative stress by eliminating hydrogen peroxide, reactive oxygen species free radicals. **Proprietary Blend:** Citrus Bioflavonoids powder (Citrus limonum, Citrus paradisi and Citrus sinensis), Milk Thistle extract [(Silybum marianum) standardized to 80% silymarin], Astragalus Root powder (Astragalus membranaceus), Ginkgo Biloba extract [(Ginkgo biloba) standardized to 24% Flavoglycosides/6% Terpenes Lactones], Oxphyte® Grape Skin extract [(Vitis vinifera) standardized to 10% resveratrol], Alpha Lipoic Acid, Organic Blueberry extract [(Vaccinium angustifolium) standardized to 2% polyphenols], Organic Black Currant extract [(Ribes nigrum) standardized to 2% polyphenols], Tumeric extract [(Curcuma longa) standardized to 95% curcumin], Garlic Powder (Allium sativum), Selenium (as Selenium Amino Acid Chelate).

MTRR: Helps keep homocysteine in check to preserve cardiovascular health. Trimethylglycine, Zinc (as Zinc Amino Acid Chelate), Dong Quai extract [(Angelica sinensis) standardized to 1.0% Ligustilide], Vitamin B3 (as Niacinamide), Vitamin B2, (as Riboflavin), Vitamin B12 (as Cyanocobalamin), Vitamin B6 (as Pyridoxine hydrochloride), Folate (as folic acid).

NO01: Determines which form of COQ10 (ubiquinone, ubiquinol) your body needs to help fight free radicals. Ubiquinone/Ubiquinol

PON-1: Plays a major role as an anti-atherosclerosis component of high-density lipoprotein (HDL) cholesterol. Organic Reishi Mushroom extract (Granoloma lucidum), Organic Shiitake Mushroom extract (Lentinus edodes), Maitake Mushroom extract [(Grifola frondosa) standardized to 20% polysaccharides], Vitamin E (as di-alpha tocopherol acetate).

SOD2: Protects against oxidative stress by eliminating toxic superoxide free radicals. Spirulina powder (Arthrospira platensis), Oxphyte® Green Tea extract [(Camellia sinensis) standardized to 90% Polyphenols], Oxphyte® White Tea extract (Camellia sinensis) standardized to 90% Polyphenols], Bilberry extract [(Vaccinium myrtillus) standardized to 5% anthocyanins], Vitamin B3 (as Niacinamide).

TNF-alpha: Proinflammatory. Milk Thistle extract [(Silybum marianum) standardized to 80% Silymarin], Oxphyte® Green Tea extract [(Camellia sinensis) standardized to 90% Polyphenols], Pomegranate extract [(Punica granatum) standardized to 40% Ellagic Acid], Oxphyte® Grape Seed extract [(Vitis vinifera) standardized to 95% polyphenols].

VDR: Vitamin D receptor, measures your ability to use vitamin D. Calcium (as Calcium Carbonate), Vitamin K1 (as phytanone), Vitamin D3 (as cholecalciferol).

MTHFR: Determines which form of folic acid (folate or L-methylfolate) your body needs to help clear homocysteine. Trimethylglycine, Choline Bitartrate, L-methylfolate.

MMP-1: Regulates cell growth and collagen which is the main component in cartilage, ligaments, & bone. Tomato powder [(Solanum lycopersicum) standardized to 0.8% lycopene], Oxphyte® White Tea extract [(Camellia sinensis) standardized to 90% polyphenols], Oxphyte® Grape Seed extract [(Vitis vinifera) standardized to 95% polyphenols].

EPHX: Detoxification measures your ability to detoxify pollutants, pesticides, alcohol, tobacco, etc. Milk Thistle extract [(Silybum marianum) standardized to 80% silymarin], Oxphyte® Green Tea extract [(Camellia sinensis) standardized to 90% polyphenols], Broccoli extract [(Brassica oleracea) standardized to 1.2% sulforaphane], Burdock Root powder (Arctium pubens), Kale powder (Brassica oleracea), Artichoke extract [(Cynara scolymus) standardized to 4% chlorogenic acid/9% caffeoylquinic acid], Schizandra Berry powder (Schisandra chinensis), Gotu Kola extract (Centella asiatica).

 Making Wellness Personal

Call your GeneWise Affiliate:
www.genewize.com

LifeMap *me*

DNA Customized Nutritional Supplement Healthy Aging is Now as Close as Your DNA!

Genetically Customized Nutritional Supplements Made Exclusively for You.



 Making Wellness Personal

What Do Your Genes Know That You Don't?

The fields of biochemistry and genetics have found that our genes actually depend on many nutrients to do their assigned jobs. Each of us has a unique combination of advantaged and disadvantaged genes that can affect our nutritional needs. If we know which genes are disadvantaged, we can consume specific nutrients targeted to help compensate. What may have sounded like science fiction a few years ago has now become a reality thanks to recent advances in genomics and nutritional science.

Today, the DNA technology that revolutionized the legal system, can now be used to identify a whole new set of perpetrators. The main suspects? Oxidative stress. Environmental pollutants. Collagen breakdown. Lack of antioxidant-rich foods in our diets.

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 twelve healthy aging genes to tell you what aging problems you're likely to face.

The information is then used to customize a nutritional supplement using a blend of phytonutrients and antioxidants selected to compensate for particular deficiencies in areas of bone and heart health, oxidative stress, lung and breast tissue health, immune health, eye health, joint health, skin health, brain and cognitive health and your ability to detoxify pollutants.

LifeMap me DNA Nutritional Supplement. Made Exclusively.

The only true custom-created nutritional formula, 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 nutrition is the result of scientists using a greater understanding of how the genetic machinery of our bodies influences the aging process.



Why These Aging Genes?

Although human DNA contains several million natural genetic variations (called SNPs), GeneLink scientists used the following criteria to choose the SNPs for the GeneWize Healthy Aging DNA Assessment:

- 1. Valid:** The existence of the SNP is supported by solid, credible, scientific evidence.
- 2. Important:** A SNP predicts biochemical processes that are associated with significant physiological disadvantages.
- 3. Frequent:** the SNP is relatively common among the general population.
- 4. Actionable:** A SNP's negative potential has been scientifically proven to be modulated by nutritional supplementation.

LifeMap me DNA Customized Formulation ORAC Values

- The USDA recommends consuming a minimum of 3,000- to 5,000 Oxygen Radical Absorbance Capacity (ORAC) units per day.
- Studies have shown that eating foods with high ORAC score will raise the antioxidant levels in the blood by around 10 to 25%.
- The ORAC figure suggested by experts is around 5,000 units per day to have a significant effect on plasma and tissue antioxidant levels.
- Eating eight to ten servings of brightly colored fruits and vegetables or dark greens will help achieve this level.

The average LifeMap me Customized Nutritional Supplements will contain approximately 5,200 to 9,000 ORAC units per serving.

LifeMap me DNA Nutritional Supplement Ingredient List

The ingredients used have been shown to have a positive effect on biochemical pathways in the body, as validated by independent third-party research.

Nutritional Essentials Proprietary Blend Formula: Cat's Claw Extract (Uncaria tomentosa) Fructooligosaccharides, Flax seed powder (Linum usitatissimum), Acerola Cherry Extract (Malpighia glabra) standardized to 17% Vitamin C, Oxyphyte® Ultra Blend [White tea extract (Camellia sinensis) standardized to 90% polyphenols; Apple extract (Malus pumila mill.) standardized to 75% polyphenols; Rosemary extract (Rosmarinus officinalis) standardized to 9% rosmarinic acid], Vitamin E (as dl-alpha tocopherol acetate), Mixed Carotenes (from Dunaliella salina), Strawberry juice powder (Fragaria vesca), Raspberry juice powder (Rubus biflorus), Blueberry juice powder (Vaccinium corymbosum), Cranberry juice powder (Vaccinium macrocarpon), Spinach juice powder (Spinacia oleracea), Tomato juice powder (Solanum lycopersicum), Beetroot juice powder (Beta vulgaris), Carrot juice powder (Daucus carota), Broccoli juice powder (Brassica oleracea), Acai juice powder (Euterpe oleracea), Mangosteen extract (Garcinia Mangostana) standardized to 15% polyphenols], Goji extract (Lycium barbarum) standardized to 15% polysaccharides, Vitamin B3 (as Niacinamide), Zinc (as Zinc Aspartate Trihydrate), 1. Digestive Enzyme Blend (protease, amylase, lipase, cellulase), Vitamin B5 (as Pantothenic acid), Vitamin B2 (as Riboflavin), Vitamin A (as Vitamin A palmitate), Vitamin B1 (as Thiamine mononitrate), Vitamin B6 (as Pyridoxine hydrochloride), Folate (as folic acid), Biotin, Vitamin B12 (as Cyanocobalamin).

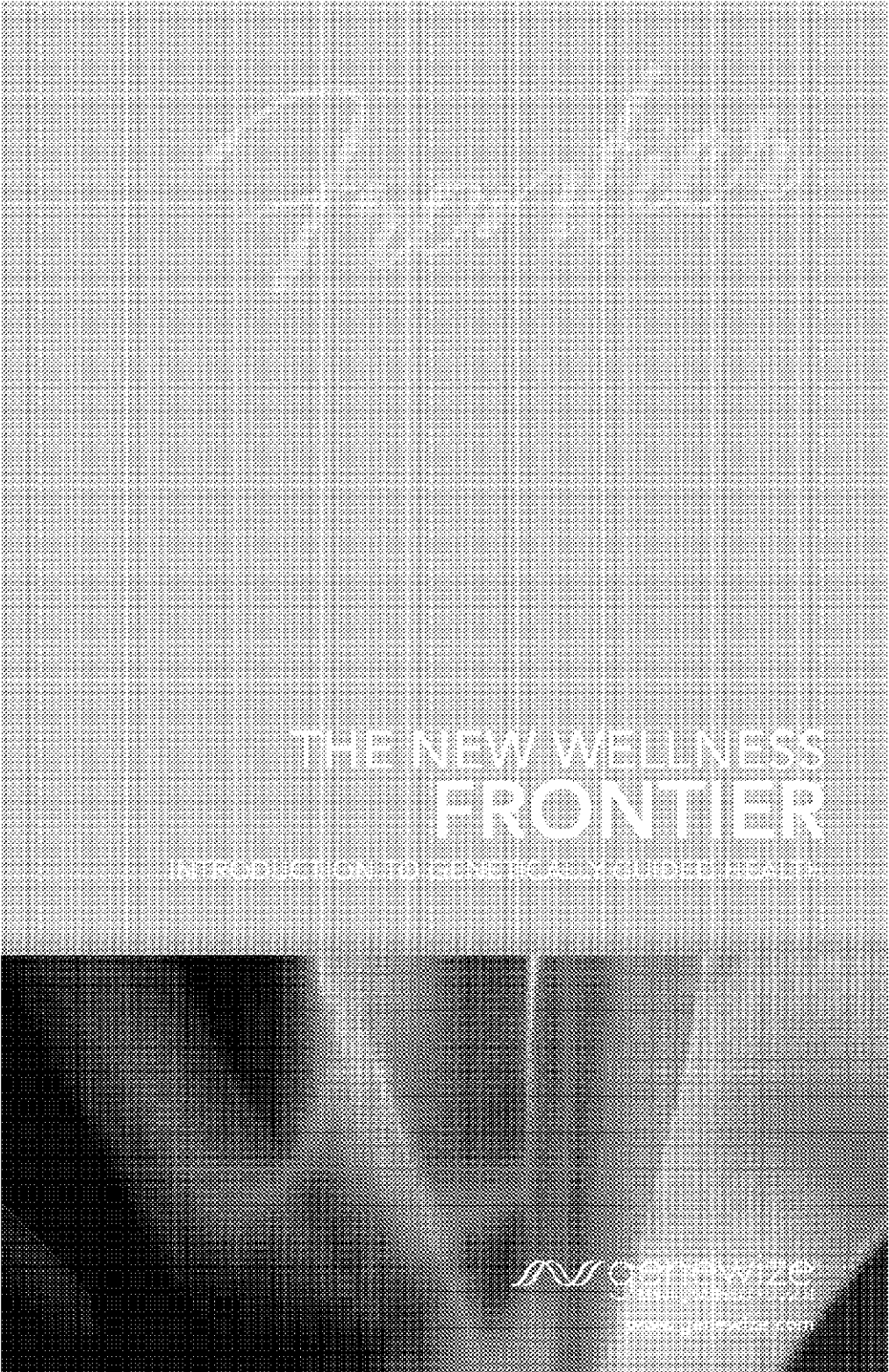
Often Asked Questions

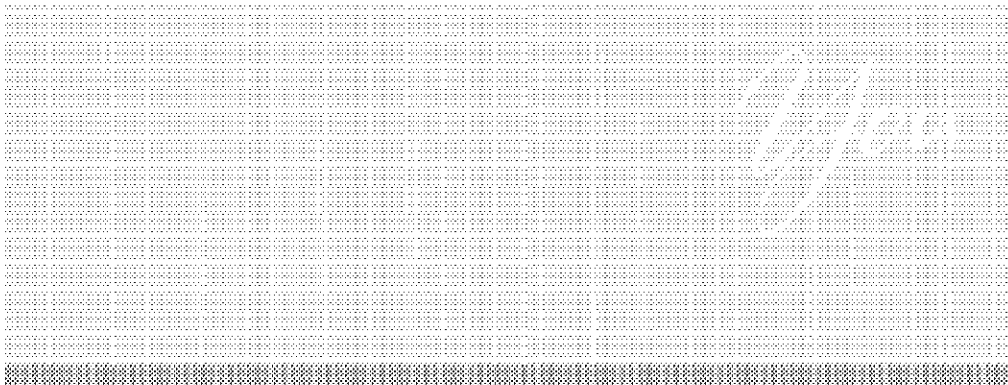
Q: How can we be sure test results are kept private?

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. The FDA does not "approve" any nutritional supplement product. The manufacturer is responsible for ensuring a dietary supplement is safe before its marketed. All our ingredients are classified as GRAS (Generally regarded as safe).





GENETICS AND PERSONALIZED HEALTH

Recently, scientists have confirmed that each of us has unique, "genetically determined" body chemistries.

Even small variations in your genes can have a significant influence on how well your body responds to food, nutrients, physical activity, environmental stresses and how you may be predisposed to a variety of other important health and physiological conditions.

By analyzing and understanding your unique genetic strengths and weaknesses, you can eliminate the guesswork and "genetically guide" the optimal nutritional supplement or skincare formulation to match your LifeMap Healthy Aging Assessment™.

This is a revolutionary new scientific approach to delivering formulations that fulfill INDIVIDUAL needs, based on confidential genetic testing.

GENETICS TUTORIAL

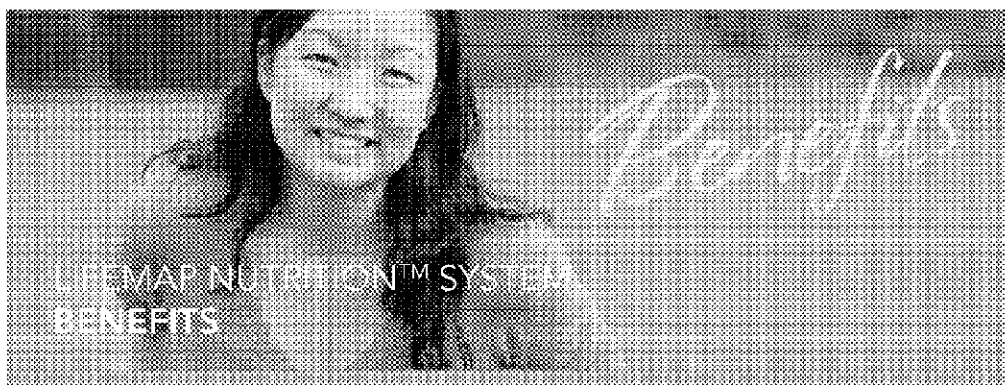
Within every human cell is an individual's blueprint for life—their DNA. DNA contains the master information that is needed to construct and maintain the human body.

SMALL CHANGES IN DNA THAT IMPACT OUR PHYSIOLOGY

On a strictly DNA basis, humans are surprisingly alike. Despite our apparent differences, the DNA between any two people is 99.1% identical. That 0.9% variation in DNA, however, is hugely important, accounting for most of our physical differences.

Small variations in DNA are called polymorphisms. Skin type is a common human polymorphism. Depending on the order in which the nucleotides in your DNA line up, you could have different skin. Some polymorphisms are so small, they affect the order of just one pair of nucleotides. These are called single nucleotide polymorphisms or SNPs (pronounced "snips"). Research shows that we can measure SNPs and have the ability to impact the expression of our genes through proper nutritional support.





THE LIFEMAP NUTRITION™ SYSTEM HAS THESE FEATURES:

- ✦ Pharmaceutical grade manufacturing
- ✦ Significant antioxidant support
- ✦ Whole foods
- ✦ Organic ingredients
- ✦ 5,000 to 9,000 ORAC units
- ✦ Includes Cat's Claw for its antioxidant activity.
- ✦ Less caffeine than 1/4 cup of coffee
- ✦ Affordable at about \$3/day

ENVIRONMENTALLY FRIENDLY, SOCIALLY RESPONSIBLE PACKAGING

GeneWize is an environment-friendly company. Here are some ways we deliver socially responsible nutrition.

- ✦ Recycled packaging
- ✦ No plastic bottles or boxes
- ✦ Reusable daily pouches
- ✦ Vegetable-based capsules
- ✦ No animal products or testing

COMMON QUESTIONS...

Do I need to take my other supplements?

The LifeMap Nutrition™ System will in many cases replace most multivitamins you are taking and your formula is so rich in antioxidants, you may be able to replace those supplements too. Certain supplements may not be available in the LifeMap Nutrition™ System.

What do you do with my DNA and how do you protect my privacy?

Your privacy is very important to us. We protect you by sending your DNA to our lab with only a bar code so your name is not identified with the sample. Once the analysis is completed your DNA is destroyed and your results are sent to our secure database to create your personalized supplement.

What will I feel after taking my LifeMap me Formula?

Since everyone's body is different, you'll likely receive unique benefits from your product. Some of the benefits you may notice and some you may not. Some of the most common benefits people report include:

- ✦ Ability to fall asleep faster
- ✦ Longer, deeper sleep
- ✦ More energy during the day
- ✦ Softer skin
- ✦ Stronger hair and nails

You may or may not experience these same results. Your body is unique and so is your formula. It makes sense that your results will be unique too.



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Exhibit C

New Science

THE NEW SCIENCE OF NUTRAGENETICS AND DERMAGENETICS

Nutrigenetics and Dermagenetics are a combination of the sciences of genetics, nutrition and skin care that reveal personalized information regarding an individual's status and provides the basis for selecting a dietary, nutritional and skin care program best suited to achieving the healthiest and longest life possible.

- » Nutrigenetics and Dermagenetics use SNP testing to identify areas of an individual's genetic make-up that may be functioning less than optimally.
- » Nutrigenetics and Dermagenetics can help guide individuals in choosing the optimal combination of nutrients and vitamins and topical active ingredients matched to their unique genetic make-up.

For the first time, this revolutionary SNP science is making it possible to personalize and tailor health and skin care products. How is this done?

GENETICALLY GUIDED PERSONALIZATION OF NUTRIENT AND SKIN CARE FORMULATIONS.

The Nutrigenetic and Dermagenetic SNP assessments examine a variety of genes which are responsible for making proteins that play a very important role in our overall health. These include oxidative stress, heart

and circulatory health, immune health, bone health, pulmonary health, eye/vision health, defense against environmental pollutants, collagen breakdown, photoaging, skin slacking & wrinkling and mild irritation.

KEY POINT *If the Nutrigenetic and Dermagenetic SNP test predicts that you might not be as efficient as possible in any given health area, you may be able to do something about it. For every SNP tested, there are potentially compensating and enhancing nutrients that can put you on a better path toward optimal health.*

KEY POINT *Due to our busy lifestyles and environmental exposure, most people don't have enough time in everyday life for 5-6 servings of fruits and vegetables as well as a total skin care regime. It is logical then that most everyone should use a basic multivitamin and mineral formulation as well as base topical skin care formulation to cover the major areas of general nutrition and skin fitness, and add additional ingredients based upon your personal genetic SNP test results.*

GeneLink's statistical results demonstrate that *virtually everyone* tested will require Added Support and/or Maximum Support in at least one or two gene SNP areas.

Why are the SNPs used in GeneLink's profiles selected over millions of others?

There are millions of SNPs. However, only certain subsets are associated with increased risk for disease and physiologic health conditions.

GeneLink selects only 'functional SNPs' which indicate poor enzyme function via epidemiological or biochemical studies.

Additionally, GeneLink selects only those SNPs which can be addressed using nutrients or formulations or lifestyle modifications.

These SNPs physically reside in either the coding region (protein portion) of the gene which can alter enzyme function or they reside in the promoter region which affects the level of expression of the gene in question.

What is the clinical research that ties nutritional supplements and topical skin treatments to support SNP predispositions?

All of the enzymes represented in the SNP profile have been well-studied and there is biochemical evidence in almost every instance that correlates why an enzyme affected by the SNP does not function properly. Additionally, there is leading clinical evidence linking SNPs to nutrition.

Thus, for major enzymatic players of oxidative stress, there is a clear fit with the genetics, epidemiology and biochemistry.

For several of the SNPs, there is a direct link between having the SNP and being able to lower oxidative stress or the potential health risks associated with oxidative stress by the

ingestion or application of particular antioxidant nutrients and active ingredients.

For example the SNP for methylenetetrahydrofolate reductase (MTHFR or Heart, Circulatory Health-2), produces an enzyme with decreased affinity (Km) for its direct substrate, 5,10 methyleno-THF, which can cause a build up of homocysteine, which is deleterious to heart health. Increasing folic acid (upstream substrate) or the product of the enzyme reaction (5 methyl-THF) can ameliorate the build-up of homocysteine.

For some SNPs there is no definitive clinical evidence available to date that directly links the benefit of a nutrient to the SNP. These studies will come in time. Nevertheless, the fact that the biochemical parameters for all of the SNPs are so well known provides a *rational nutritional approach* to addressing unfavorable physiological conditions, based on scientific knowledge of how the SNP specifically functions.

Who conducted the research and who endorses GeneLink's research?

GeneLink's medical and scientific advisors along with independent academic laboratories and medical centers have conducted nearly 100% of the work. GeneLink's medical and scientific advisors hold positions at major research institutions.

The science and technical information behind GeneLink's technology has been favorably reviewed by the scientific staff department of our various clients and collaborative partners.

Studies have been statistically quantified and involve sophisticated molecular biology, biochemistry and genetic analyses.



Welcome
to



What Are Your Options To Improve Health and Wellbeing?

- Eating healthier?
- Pharmaceuticals?
- Exercise?
- Guessing at supplements?
- Genetically guided nutrition!

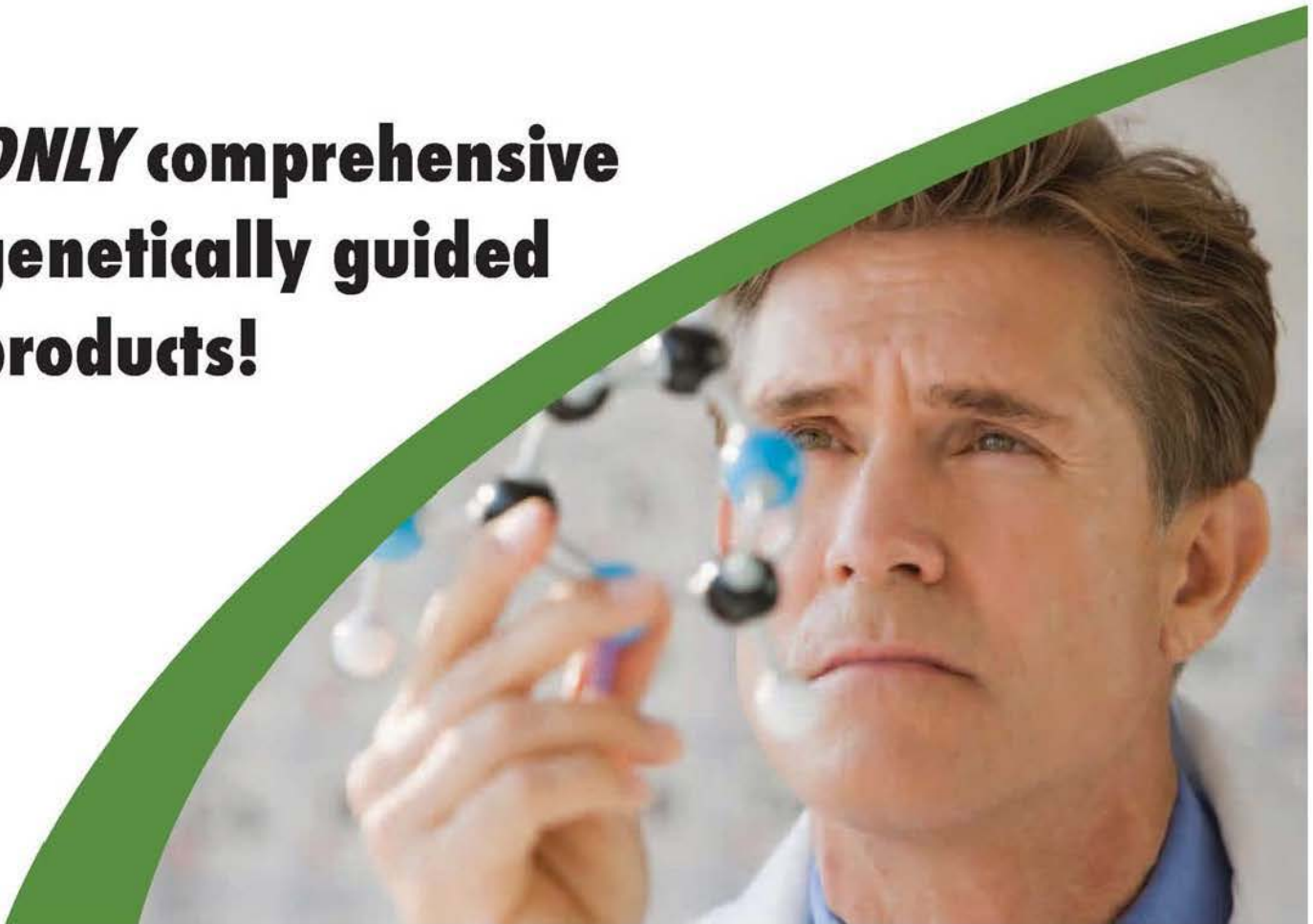
Do you have a plan to capitalize on this new science?



GeneWize...Connecting the Dots

- Over 14 Years R&D Prior To Launch
- Developed significant DNA tests for SNPs on “Heavy Lifters”
- Developed “SNP Boosts” to mitigate, compensate, or bypass SNP effects
- Powerful health and wellness benefits!

***ONLY* comprehensive
genetically guided
products!**



A View Into Your Patient or Customer...

- Patented DNA Collection Kit
- Sophisticated Assessment
- Confidentiality
- Pinpoint Genetic Predispositions
- Personalized Formula

Over 500,000

Possibilities

With a simple cheek swab...



We Assess...Others Guess

Targeted Genes Include:

- Oxidative Stress
- Detoxification & Environmental Challenges
- Cardiovascular Health
- Breast and Lung Tissue
- Immune Health
- Neurological Health
- Pulmonary Health
- Eye/Vision Health
- Collagen
- CoQ10
- Bone

Custom Is Better

<p>...er levels of ...</p>	<p>... essential to a healthy heart, ... hormone synthase, which plays ... CYP11B2 gene can decrease ... (restrict in response to changing demands ... blood flow is needed during exercise.) That ... properly can set the stage for cardiovascuar</p>	<p>GENETIC FUNCTION</p> <p>--</p>
<p>... through the bloodstream on various lipoproteins: low-density ... density lipoprotein (HDL), and very low-density lipoprotein ... proteins make up the protein part of lipoproteins. One of the more ... lipoproteins is apolipoprotein B (ApoB); it constitutes the protein ... LDL, the "bad" kind of cholesterol carrier. In fact, without ApoB, LDL Because people with SNPs on the ApoB gene have higher ApoB ... they experience moderate increases in total cholesterol, LDL cholesterol, ... triglycerides, ... as well as impaired glucose tolerance ... and ... increased blood lipid response after meals.</p>	<p>ADDED SUPPORT</p> <p>+ -</p>	
<p>... Healthy Aging DNA Assessment results support level.</p> <p>... gene SNPs in this nutritional ...</p> <p>... result (Homozygous Negative) ... you do not have the variant SNP ... gene is functioning optimally to ... specific enzyme, hormone, cytokine ... tal protein. A comprehensive BASIC ... al support for this area is added to keep ... y functioning optimally.</p>	<p>ADDED SUPPORT</p> <p>Heterozygous Positive</p> <p>One chromosome carries the SNP</p>	<p>MAXIMUM SUPPORT</p> <p>++</p>
<p>... One disadvantaged gene SNP from one of your parents in this nutritional health area</p> <p>A YELLOW test result (Heterozygous Positive) indicates that you have one variant SNP and that the protein molecule expressing a specific enzyme, hormone, cytokin or structural protein is functioning less than optimally. ADDED nutritional support (SNPNutri nts™) for this ar is added to keep the body functioning optimally.</p>	<p>MAXIMUM SUPPORT</p> <p>Homozygous Positive</p> <p>Two chromosomes carry the SNP</p>	<p>MAXIMUM SUPPORT</p> <p>++</p>



LifeMap Essentials™
Your Foundation for Optimal Wellness

Welcome and congratulations for taking an important next step toward healthy aging with the most advanced and scientifically proven nutritional supplement programs available – the **LifeMap Nutrition™ System**, which consists of the following:

1. The **LifeMap DNA collection kit** (provided by GeneLink, Inc.)
2. The **LifeMap Essentials™** formula (A non-custom foundation supplement to be taken while awaiting your Healthy Aging Report & DNA guided LifeMap Custom formula)
3. The **LifeMap DNA Healthy Aging Report™** (results in about 4 weeks after mailing your DNA collection kit)
4. The **LifeMap Custom™** formula (A totally customized formula based on your DNA)

Your LifeMap Essentials™ formula is the cornerstone of the LifeMap Nutrition System and forms the 'base foundation' for every individually customized LifeMap Custom product.

LifeMap Essentials is a premium plant based formula, carefully designed to provide the "key essentials" of a proper diet and to help you prepare and maintain optimal nutritional support while you are awaiting the results of your LifeMap Healthy Aging DNA Assessment and your personal DNA-guided LifeMap Custom formula (Please note: the processing time for your DNA assessment & LifeMap Custom formula is about 4 to 8 weeks from the time you mail back your DNA collection kit).

It contains a generous selection of fruits and vegetable powders with the highest phytonutrient content along with important anti-aging "superfruit" extracts such as the Brazilian acai berry, the Himalayan goji berry and the Southeast Asian mangosteen. In addition, your Essentials formula also contains a comprehensive vitamin blend, flax seeds (a source of omega-3 fatty acids) and fructooligosaccharides – a natural prebiotic fiber that promotes enhanced intestinal health for optimal nutrient absorption.

For antioxidant protection, **LifeMap Essentials** contains over 7500 ORAC (Oxygen Radical Absorbance Capacity) units, the equivalent ORAC value of eight (8) servings of fruits and vegetables. For even extra antioxidant protection, we've added OxyPhyte® Ultra, a proprietary blend of antioxidant-rich apple, white tea and rosemary extracts which has proven bioavailability in human clinical studies.

For DNA repair, we've included 350 mg of AC-11®, a patented, advanced, clinically-tested bioactive compound derived from the South American herb *Uncaria tomentosa* (Cat's Claw). AC-11® has been clinically demonstrated systemically to reduce both oxidative damage and non-oxidative damage to DNA caused by stress, viruses or bacteria as well as reduce inflammation and improve immune function in human clinical trials.

Directions for use:

Take five (5) capsules in the AM and five (5) capsules in the PM (with or without food) for a total of ten (10) capsules daily. These vegetarian capsules are specially designed that can be swallowed as you would any capsule or tablet, or if you prefer, can be broken open and mixed with your favorite juice or beverage.

We are truly grateful for you and excited to be a part of your health future.

Sincerely,
The Formulation Scientists at GeneWize Life Sciences

INTERNET ASSEMBLY

http://mygenewize.com/Testimonials.aspx?ID=www Go

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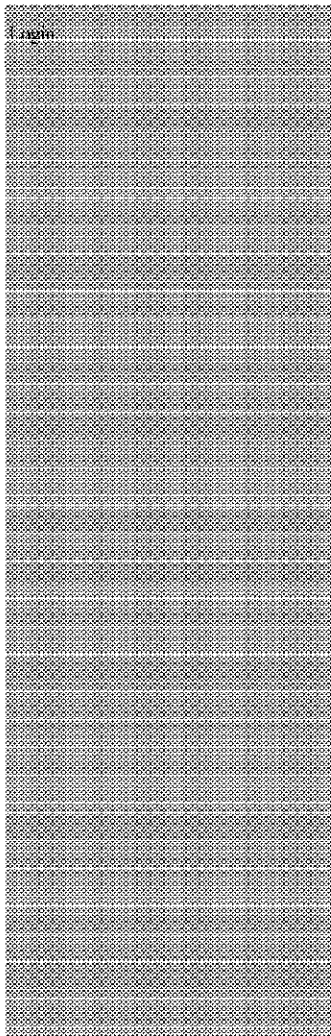
LifeMap Nutrition™ System Testimonials

Seeing is believing but I can't believe what am seeing!

"I was excited to learn about LifeMap Nutrition™ and now even more excited about the many changes I have experienced during the last four months of use. Although I have devoted the last twenty years to good eating and exercise, I love the fact that many that know me have been noticing improvements in my overall health and wellness appearance. I started noticing changes after two and a half weeks and they are still taking place. Hard nails and without ridges like never before, silky and soft hair, dry skin gone and now with a glow, sleeping deep without disruption like I did in my teens, waking up rested and ready to go, energy I didn't realize I could regain and the best of all is the lack of pain on my knees and hips when running. Running was my passion but severe knee and hip pain kept me from it the last 10 years. LifeMap is renewing me in ways I never thought possible.

Thank you to all those behind the Genewize Lifemap Nutrition™ System. I appreciate your devotion and determination for making a product like this. Now, can you imagine what LifeMap is doing to what we can't see!!!"

Loving life, Margarita Nido Stewart



Me and My Elbow Feel Great!

George Muresan

"I always took vitamins throughout my NBA Career. After an injury in 1998, my doctor gave me even more vitamins and minerals to take but I got very sick after taking them. I called the doctor, but he couldn't suggest anything other than to tell me to keep on taking the vitamins. I kept on feeling so sick that I decided just to stop taking supplements at all. When I was first introduced to GeneWize in 2008 I was very skeptical, but I decided to give it a try. After about a week of being on the LifeMap Nutrition™ a continual discomfort in my right elbow subsided. I also found I could sleep through the night again and my energy improved. I've been taking the LifeMap Supplements for several months now and just feel great."

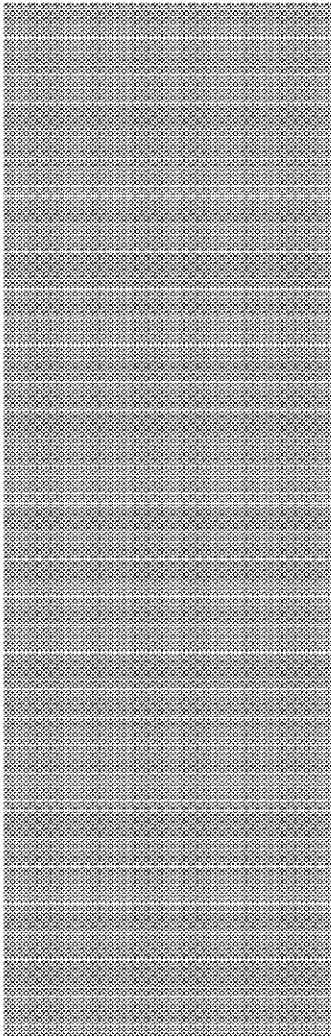
Gheorghe Muresan, Former NBA Player

Partnering with Your Body: Dialing it in by "Assessing, not Guessing"

"I have been supplementing for years as I have always believed it is necessary for me to partner with my body so it can care for itself and give it all the advantages necessary to maintain health and balance. I have always thought supplements were just that - a way to get my body what it needs so it can do its job. Once I looked through my assessment, I found that I was taking some supplements that I really didn't need and NOT taking ones I did need. The time, effort and money that the LifeMap customized supplement saves me every month is staggering. To try and put a product like this together on my own would cost a fortune and honestly, who has the time?"

"The results have been really substantial. I have always been a pretty good sleeper, or so I thought. The profound shift in the depth and quality of sleep I get now is amazing and I no longer have those afternoon lulls of energy. I can't imagine ever going back to generic, mass marketed off the shelf supplements. The GeneWize product is truly fantastic!"

Keith O'Brien, Independent Founding Affiliate



GeneWize has changed my health and my life!

"I'm in my 5th month on the LifeMap Custom supplements and I'm amazed by my personal results. So far I've experienced great sleep, great energy, great skin, and much more. Plus, I continually notice even more positive changes: prior to taking the LifeMap supplements, my memory wasn't the greatest - but now I feel much sharper mentally! This is very important to me because my Mother had Alzheimer's."

"The Healthy Aging DNA Assessment provided me with such valuable information. At 52, some of my assessment results weren't a surprise, but I wasn't expecting to learn I had a double SNP in my detox gene. In our toxic world, this is valuable information we could use when we're very young- the younger the better!"

"With all of great benefits I'm experiencing, I know the LifeMap Custom supplements are supplying me with the 'right fuel' and a much needed tune up! GeneWize has changed my health and my life for the better!"

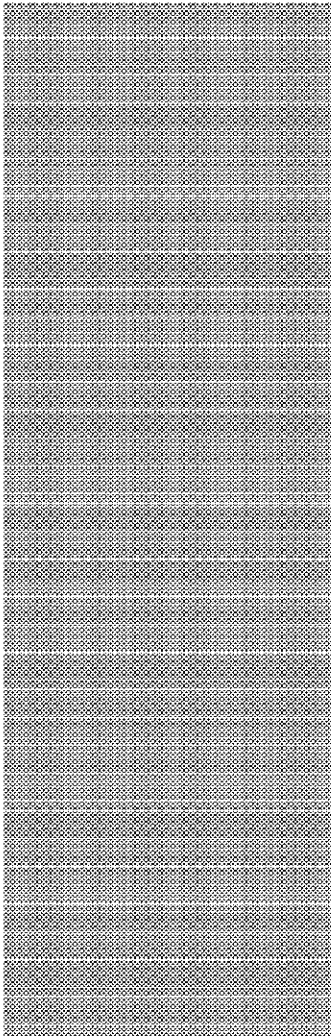
Roberta Johnson, GeneWize Affiliate, Miami, Florida

How To Get the LifeMap Edge

Greg Minor

"Taking care of your body is essential. With GeneWize's LifeMap Nutrition™ System and products, I am not only taking care of my body, I have an edge. I feel great knowing that I am giving my body exactly what it needs."

Greg Minor
Former NBA Player for the Boston Celtics



after removing the acrylics, but it only took three months.

One other thing is I had a health assessment done last week with a Certified Natural Health Professional and she told me my GeneWize supplements actually make me stronger than if I wasn't taking them. I love our products and I am so grateful to be a part of our company.

Thank you GeneWize!

Jillian Montes De Oca

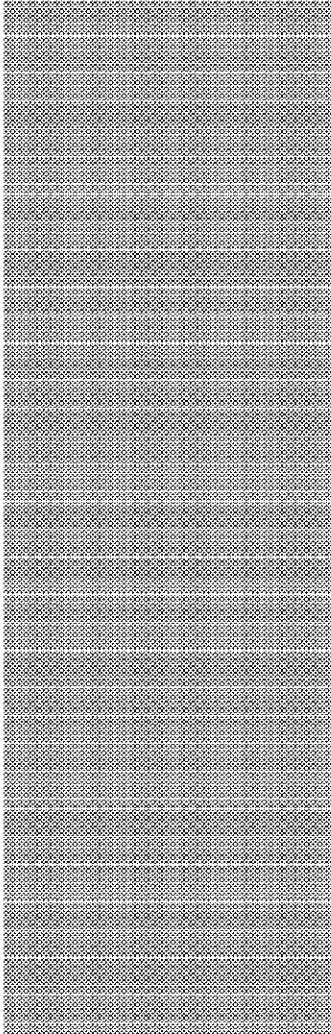
More Sleep, Less Starbucks

When I received my customized report I was surprised to see that (genetically speaking) I did not require any added support for the SNPs that affect cholesterol. I may have been wasting money buying supplements that my body doesn't actually need! I love that I now know in which areas I need genetic support, and it is so satisfying taking my LifeMap supplements with confidence that I'm doing the best thing for my body.

After taking the LifeMap Product for just a week I began noticing that my energy level throughout the day remained so constant. I was no longer experiencing dips in my energy in the mid-afternoon which used to have me looking for caffeine. Within two weeks, I found that I was getting a much better night's sleep--better than I've had since having children! I was falling asleep more easily, and would wake the next morning in the same position as when I'd fallen asleep. I wasn't waking several times throughout the night anymore.

I can only attribute these improvements to my LifeMap supplements because nothing else has changed about my daily routine.

Thank you, Genewize!
Anne Zirkle



Randy Keeps it Short and Sweet

After taking the LifeMap Product it made me feel more energetic

Randy Levine

Thanks for the Memories

When I received my customized report, I was very happy to see my DNA Assessment results, especially since I don't know about my parents. So in a way it was also a surprise!

I do have certain health challenges and when I started taking my LifeMap Product, after about a week and a half I was amazed to feel tremendous results! Before, I was getting only about three hours of sleep, now I can finally sleep! My concentration & memory also seem to be improving!

Thanks to all the scientists and doctors that made it possible!

Now is my turn to help people with the LifeMap Nutrition™ Product!

Lina M. Oliver

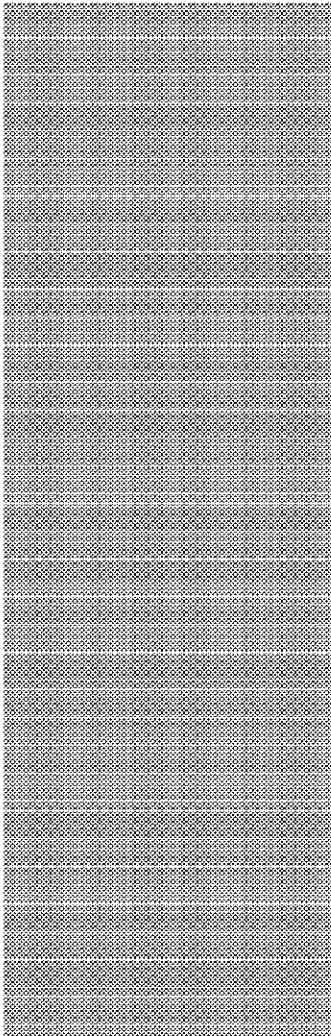
LifeMap Nutrition Meets Karaoke!

After taking the LifeMap Product for only two weeks I have a lot more energy and my dry skin has improved dramatically. (I noticed these changes within two weeks). I also began to see something amazing happen: I went from getting very little sleep at night to now sleeping like a baby! I've been waking up feeling so refreshed that I want to jump up and down on my bed like a child (I am 27 years old). I'm feeling so happy I've been out singing Karaoke and having a blast.

You couldn't pay me to stop taking the LifeMap Nutrition™. I have the energy to pursue my dreams of being a singer, and much more!

I can't THANK YOU enough GeneWize.

I LOVE YOU! XOXO



Talina Oblander

Wife Says, "Send me my LifeMap Nutrition too."

I have been taking the LifeMap Nutrition™ supplement now for two months.

Although I wanted my wife to try the program too, she just wouldn't budge. She said she'd have to wait to see how I felt first. Well, I'm now sleeping through the night for the first time in twelve years.

Oh, by the way, my wife is now waiting to receive her own LifeMap Nutrition™.

Thank You GeneWize!

Ernest Smith

Another Sleep Story. It's Making Us Sleepy

I've always had a problem with sleeping through the night. Within two days of taking the LifeMap product I immediately noticed I was finding the special peace a full seven to eight hours of sleep offers. Problem solved! GeneWize has revolutionized my life and I bless all the company every day for it's incredible science.

Warmest Regards,

Kent Riedesel

Lawn Mower Malaise

My husband and I have been taking our supplements for a month and a half now. We have both noticed differences and it is helping us in so many ways, not only nourishing our bodies and helping get rid of free radicals and all, it seems to be balancing us as well. What I mean by this is basically our moods.

Only When You're Standing on Higher Ground ...can you reach out and lift others. Someone is looking to you for the vision, the belief, the plan. Use what you gain here to clarify your purpose, fire-up your passion and go all the way to the top.

Principles that Make a Difference



There are two principles that will have a major impact on your enrolling results (for both customers and Affiliates) AND will impact your overall attitude.

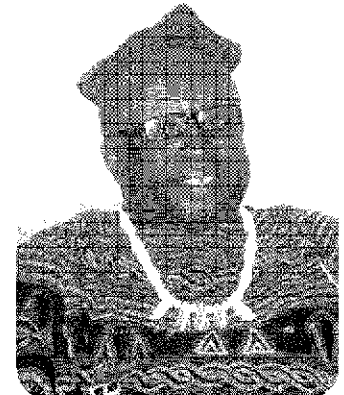
Taking this a step further, if you don't accept these principles, it's almost impossible to maintain a positive attitude as you build your business. I didn't invent these principles, but over time I've learned to understand and respect their power.

PRINCIPLE ONE: People need (and want) to Like and Trust You

If people don't buy you, they won't buy anything that comes out of your mouth. People must like and trust you if they are going to do business with you (as a customer or as an Affiliate). This is a life lesson – not just a business lesson.

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Spotlighting Top Leader Chief Alexander Taku: My Visionary Source Of Success In GeneWize



As a traditional ruler, community leader and philanthropist, at the age of sixty three, I have spent over four decades of my life dealing directly with the life of others. I am an American trained political consultant, and a traditional ruler from Southern Cameroons in Central Africa. I am a community leader and a former member of Parliament in Cameroon. At the end of my studies in the United States, I worked for 19 years as Human Resources Manager at Pecten Cameroon Oil Company, a subsidiary of Shell Oil, USA. I have also served in various positions in community based organizations: as member of the Washington, D.C. Mayor Task Force for International Affairs, Co-founder and Chair of the Continental African Community-Montgomery County; Member, Ethnic Committee and the African Affairs Advisory Board, Montgomery County, Maryland.

I have also recorded 15 years of experience and leadership positions in Network Marketing, the last of which was National Director with 5 Linx Enterprises. During my fifteen years in the Direct Sales Industry, I have not found any company with such a popular product which can improve the lives and health of every human being on earth.

I decided to enroll in GeneWize and know my DNA when Rob Podles presented the opportunity to me six months ago. He assured me of the possibility of processing my DNA and paying for my initial product for less than five hundred dollars. My health condition prior to this occasion was life-threatening. Like my parents and most members of my family, I was a serious diabetic and cardiac patient. My mother died of diabetes while my father died from a massive heart attack! I never dreamed of being able to get my DNA test because it was too expensive for a retired citizen like me. One would never have imagined for one moment that a company would come up with free DNA assessments for all! The next appreciation was the possibility for me to receive my products at no extra cost. Of course, I took the opportunity and immediately signed up four Affiliates and no longer had to pay a dime for my nutritional products. Six months on the products has produced wonderful results. My blood sugar has stabilized at 80/130 and my diabetic problem is over, while a recent medical report has revealed the reduction of my heart to normal size. Generally, I feel very strong. For the last six months, I have only been taking my free GeneWize nutritional supplements.

I salute the decision of the corporate management team to devote one

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We've heard story after story about how in some cases, Affiliates joined another Affiliate's business just by being asked. "If you're involved," they said, "let's get started."

Start being intentional about learning about other people's needs and you'll begin building a personal brand for yourself that says, "When I think of you, I think of someone that I like and respect."

If you focus on all of the little things that you can do to become more likeable and trustworthy (such as returning calls, keeping commitments, being interested in others, listening carefully, being more joyful, etc.) both your LIFE and your business will become more enjoyable AND fulfilling.

PRINCIPLE TWO: Like it or not, it's a numbers game, even IF people like and trust you.

You must understand that finding people to join your business and/or to purchase your products is a numbers game. The more people you speak to, the more you invite to your presentations the more people will join your team or purchase and experience our products. Yes, you can do a lot of things to increase your results over time, but you must accept and internalize the fact that success is a numbers game.

Before you start making calls and presentations, it's critical to recognize that not everyone will accept your invitation to learn about the products or the business. You will be turned down often, but you cannot allow those who decline your invitation to discourage you. It's absolutely vital that you maintain a positive attitude and move on to the next person.

To Your Good Health and Success



Monte Taylor
CEO GeneWize Life Sciences

Spotlighting Top Leader Chief Alexander Taku: (continued)

other issue of the Life Map News Letter as the E-lift edition, dedicated to recognizing top performers in the GeneWize community and about the tools that our organization offers to enable and sustain success and wellness in the Direct Sales Business.

I was proud and excited when I received the phone call from Rob Podles, inviting me to prepare this statement as a guest in the program. I also take this opportunity to explain how in the midst of my top leadership positions in other outfits in the Direct Sales Business, I chose GeneWize as the source of my lifetime success and legacy.

The secret of my stable road to success during my six months' affiliation with GeneWize has been hidden in my strong belief in the strength of the customized nutritional product. In fact, the scientific discovery of Human DNA, especially in Wellness, constitutes a landmark in our civilization. Luckily for me, the nutritional and skin care products manifested openly favorably on me. The DNA results clearly reflected my bill of health. The success of the product in reawakening and sharpening my genes to contain and neutralize my health problems has tremendously changed my life. My choice of GeneWize over the other direct sales businesses became obvious, especially, because, we are talking about me, you and us. This business is about our lives and life has no duplicate!!!

The success of the products on me, coupled with the wonderful effective system placed at my disposal by the company are responsible for my ability to successfully reach out and sign-in several Affiliates in the GeneWize Wellness Empire. My enhanced ability to successfully create a favorable environment accounts for my increasing enrollment of more Affiliates to benefit from the GeneWize Revolution.

My approach has been to keep it simple. I make sure that our product speaks for itself and utilize the system to work for me. The effect of wonderful product, the excellent tools provided in my Website and the unmatched dynamic team in Customer Service, Compliance and the dynamic team of the passionate consumer-friendly Up-line have combined to begin the successful journey of transforming my mighty circle of influence into a huge success of Healthy Wealth. That is why my success cannot be attributed to me alone - it is rightly the result of the best product, the best system, and the best team in the Direct Sales Industry.

The success we are recording today in GeneWize must be rightly attributed to our founders and God's inspiration for their scientific breakthrough and the timing for us to be the standard bearers of the transformation to the Healthy Wealth that GeneWize brings to the World.

Where do I go from here with this mighty opportunity? Sky is the limit. I now feel more than twenty years younger and have begun living my dreams. I now feel, this is the time to build a legacy for my grand children my community, my tribe, my country and the world to remember me as one of those pioneer Affiliates who helped to change the world through the opportunity provided by the GeneWize Life Sciences. This way, I have paved the way for a healthy wealthy life, while helping to assure that I live on many years in health and wellness.

Chief Alexander Taku Fuasonganyi



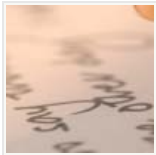
Enter search keyword



Genewize Testimonials

Sat, Dec 27, 2008

Featured Articles, Testimonials, Zero Limits Team



I've been fielding a lot of questions about just what Genewize has done for people. I myself can report deeper sleep and healthier feeling skin. I've talked with a number of people who have experienced improvements in everything from blood pressure to eczema to hormonal issues to arthritis.

The most common observations people note are better sleep and improved energy levels.

Below are a few Genewize testimonials from people who felt compelled enough to write directly to Genewize to relate their story:

"I am a Massage Therapist and have had tremendous pain and stiffness in the morning after doing too many massages for the last few years. I used to take Glucosamine, which did seem to help with the pain and stiffness, but it wasn't total relief. After taking the LifeMap product it hit me one day that I was no longer in pain when I woke in the morning, and the stiffness had disappeared. You see, my Genetic Assessment Report had found that I need maximum support for the cartilage in my body. Mystery solved! I can't thank the company enough- GeneWize, you've most likely prolonged my career."

Warm Regards, A.R., LMP

"I have been supplementing for years as I have always believed it is necessary for me to partner with my body so it can care for itself and give it all the advantages necessary to maintain health and balance. I have always thought supplements were just that – a way to get my body what it needs so it can do its job. Once I looked through my assessment, I found that I was taking some supplements that I really didn't need and NOT taking ones I did need. The time, effort and money that the Life Map customized supplement saves me every month is staggering. To try and put a product like this together on my own would cost a fortune and honestly, who has the time?"

"The results have been really substantial. I have always been a pretty good sleeper, or so I thought. The profound shift in the depth and quality of sleep I get now is amazing and I no longer have those afternoon lulls of energy. I can't imagine ever going back to generic, mass marketed off the shelf supplements. The GeneWize product is truly fantastic!"

K.O. Independent Founding Affiliate

"I was excited to learn about LifeMap Nutrition and now even more excited about the many changes I have experienced during the last four months of use. Although I have devoted the last twenty years to good eating and exercise, I love the fact that many that know me have been noticing improvements in my overall health and wellness appearance. I started noticing changes after two and a half weeks and they are still taking place. Hard nails and without ridges like never before, silky and soft hair, dry skin gone and now with a glow, sleeping deep without disruption like I did in my teens, waking up rested and ready to go, energy I didn't realize I could regain and the best of all is the lack of pain on my knees and hips when running. Running was my passion but severe knee and hip pain kept me from it the last 10 years. LifeMap is renewing me in ways I never thought possible.??Thank

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you to all those behind the Genewize Lifemap Nutrition™ System. I appreciate your devotion and determination for making a product like his. Now, can you imagine what LifeMap is doing to what we can't see!!!"

Loving life, M.N.S.

After taking the LifeMap Product for only two weeks I have a lot more energy and my dry skin has improved dramatically. (I noticed these changes within two weeks). I also began to see something amazing happen: I went from getting very little sleep at night to now sleeping like a baby! I've been waking up feeling so refreshed that I want to jump up and down on my bed like a child (I am 27 years old). I'm feeling so happy I've been out singing Karaoke and having a blast.

You couldn't pay me to stop taking the LifeMap Nutrition™. I have the energy to pursue my dreams of being a singer, and much more!

I can't THANK YOU enough GeneWize. I LOVE YOU!

XOXO T.O.

"When I received my customized Report I was surprised to see three areas where I needed additional support and four other areas that required maximum support.

"After two and one half months of taking the GeneWize supplement.....?I enjoy the feeling of vital energy from within.?.....I have increased REM sleep, and the texture of my skin has noticeably changed from thin and flaky to soft and supple. My hair dresser is now texturizing (thinning) my hair! ?It genuinely feels like my 60-year-old clock has begun to roll backwards.?I can't remember a time when I've awakened in the morning with such an influx of energy, a crystal clear mind, and an overall feeling of well being."

M.D.D.

The statements within thegenecollective.com have not been evaluated by the U.S. Food and Drug Administration. The Genewize products and services are not intended to diagnose, treat, cure, prevent any disease, or replace the advice of any medical professional.

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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 identifiers 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, we do 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 benefits 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 predispositions:

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 unsaponified), Superoxide Dismutase, Saccharomyces Marginalis Extract, N-acetylcysteine, Vitamin E

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

SNP Active: Aloe (Aloe Barbadensis Leaf Extract), Lecithin (Phospholipids), Glycerin, Olive (Olea Europaea (Olive) Oil unsaponified), N-Acetylcysteine, Glutamine, Glucose, Ferulic extract (Ferula (Foeniculum vulgare) extract), Olive extract (Olea vestita (Santal) oil extract), Saccharomyces/Selenium formix.

TNF-A: Proinflammatory

SNP Active: Aloe (Aloe Barbadensis Leaf Extract), Lecithin (Phospholipids), Glycerin, Olive (Olea Europaea (Olive) Oil unsaponified), Olive leaf extract (Olea europaea (olive) leaf extract), Piquea gae extract (Piquea robusta (piquea) extract).

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

SNP Active: Aloe (Aloe Barbadensis Leaf Extract), Lecithin (Phospholipids), Glycerin, Olive (Olea Europaea (Olive) Oil unsaponified), N-Acetylcysteine, Ferulic extract (Ferulic (Foeniculum vulgare) extract), Panthenol, Polyglucan

MMP1: Regulates cell growth, collagen breakdown and anti-aging.

SNP Active: Aloe (Aloe Barbadensis Leaf Extract), Lecithin (Phospholipids), Glycerin, Olive (Olea Europaea (Olive) Oil unsaponified), Saccharomyces cerevisiae peptidase, Vitamin E (Panthenol), Polyglucan, Saccharomyces cerevisiae peptidase, Chylerycinamiracetate/cacit.

NQO1: Detoxifies which combats oxidative stress.

SNP Active: Ubiquinolone, Ubiquinol

LifeMap me DNA Skin Repair Serum Historic Evolution in Skin Care

Genetically Customized Skin Care Made Exclusively for You.

GENETICALLY CUSTOMIZED

Get Your Skin Aging Report PLUS 30% Discount on your GeneWize Serum

our gift to you for being a **GeneWize Supplement AutoShip Client!**



To place an order, go to www.gewize.com and log in to your account. Or call Customer Service at 888-488-9493.

GeneWize Life Sciences, Inc. ("GENEWIZE") Privacy Protection Policy:

GeneWize Life Sciences respects the privacy of every individual and has taken every precaution to create a process that allows individuals to maintain the highest level of privacy. All information provided by the individual taking the assessment is kept on a secure server and all samples are identified by barcode only. This information is never shared with a third party. After the evaluation is completed and validated, all DNA sample material is destroyed. We will NEVER share any of your personal information with anyone.

- All SNP collection kits, swab and mailing envelopes are bar-coded for tracking and confidentiality.
- After receiving the swabs, the lab confirms and uploads the bar-coded sample for confidentiality, tracking, and control.
- The DNA is extracted from the swab and the lab amplifies the region of the DNA containing the SNP. The technique used to amplify the individual's DNA is called a polymerase chain reaction (PCR).
- The SNP is then detected with a proprietary technology, and a variety of important quality control systems are in place to ensure accuracy and repeatability.
- The results of the detected SNPs are then analyzed and compiled by special software and translated electronically into a confidential report called a LifeMap Healthy Aging Assessment™.

1. When you use our site, we receive and collect certain information. The information that we receive and collect depends on what you do when you visit GENEWIZE.

Automatically Collected Information: Some information is automatically received and sometimes collected from you when you visit the GENEWIZE site. We receive and collect the name of the domain and host from which you access the Internet; the Internet protocol (IP) address of the computer you are using; the browser software you use and your operating system; the date and time you access our site; and the Internet address of the web site from which you linked directly to our site. We use this information to monitor the usage of our site. Also, when we send emails to you, we may be able to identify information about your email address, such as whether you can read graphic-rich HTML emails. All of the information we automatically capture provides us with the ability to enhance our customers' search and shopping experiences and to determine aggregate information about our user base and usage patterns.

Information Collected via Cookies: We use cookies to enhance the browsing and shopping experience on the GENEWIZE site. "Cookies" are small files or records that we place on your computer's hard drive to collect information about your activities on GENEWIZE site. The cookies transmit this information back to the computers at GENEWIZE or our third-party

distributors of banners and newsletters; these computers are, generally speaking, the only computers which are authorized to read such information. The information captured makes it possible for us (i) to speed navigation, keep track of items in your shopping cart, and provide you with custom tailored content; (ii) to remember information you gave to us so you don't have to reenter it each time you visit the GENEWIZE site; (iii) to monitor the effectiveness of certain of our marketing campaigns; and (iv) to monitor total number of visitors, pages viewed, and the total number of banners served.

Most people do not know that cookies are being placed on their computers when they visit the GENEWIZE site or most web sites because browsers are typically set to accept cookies. You can choose to have your browser warn you every time a cookie is being sent to you or you can turn off cookie placement. If you refuse cookies, you will not be able to open a GENEWIZE Shopping Cart and therefore will not be able to complete an order with us online. Also, by not using cookies, your overall Internet browsing experience will be affected.

If you would like to obtain more information about the third-party distribution of banners on the GENEWIZE site and to know your choices about having such cookies turned off, please visit www.privacychoices.org. If you turn off the cookies, you will still see banners on our site; however, the banners will not be tailored to your shopping experience.

Information Collected Using Pixel Tags or Clear GIFs To help us understand the effectiveness of certain of our email marketing efforts, GENEWIZE may use "message format" and "message open" sensing technologies. Both technologies require the use of pixel tags or clear GIFs (also called web beacons). The "message format" sensing technology allows us to recognize whether you have enabled your email program to receive HTML emails; if so, this information is then associated with your email address so that subsequent messages can be sent to you in HTML format. The "message open" sensing technology allows us to recognize whether you have opened our email message. We can only detect this if you have enabled your email program to receive HTML emails.

Information You Actively Submit to GENEWIZE. For most of the browsing services we provide, we neither require nor collect "Personal Customer Information" -- your name, email address, billing address, shipping address(es), phone number and credit card information. You can browse the GENEWIZE site and take as much time as you want to view our products and services without having to submit such Personal Customer Information. Even when you use our shopping cart as you browse, there is no need to submit Personal Customer Information.

In the following instance, however, we do need you to actively submit Personal Customer Information: when you want to become an Independent Business Owner (IBO), open an account or complete an order.

2. How we use and share Personal Customer Information

Occasionally, GENEWIZE uses Personal Customer Information to market products and services. GENEWIZE shares Personal Customer Information that we collect as follows:

Subcontractors. We send Personal Customer Information to third-party subcontractors and agents that work on our behalf to provide certain services. These third parties do not have the right to use the Personal Customer Information beyond what is necessary to assist us or fulfill your order. They are contractually obligated to maintain the confidentiality and security of the Personal

Customer Information and use restricted from using such information in any way not expressly authorized by GENEWIZE.

Service Providers. We send Personal Customer Information to third-party providers of goods and services that you may purchase from time to time on our site (e.g., ISPs). Like subcontractors, these third parties do not have the right to use the Personal Customer Information beyond what is necessary to assist us. They are contractually obligated to maintain the confidentiality and security of the Personal Customer Information and are restricted from using such information in any way not expressly authorized by GENEWIZE.

Membership programs. We may work with certain companies who, in conjunction with their own membership programs or rewards programs, require that we disclose purchasing information about their customers who visit the GENEWIZE site through links from the partner sites, or use the partner's credit card to make purchases on the GENEWIZE site (e.g., to earn commissions for purchases made on the GENEWIZE site through outside links from the partner site, such as planned pay cards). We disclose only the information required to make these programs work and support your membership with them, which typically includes the name and/or email address of the user as well as the dollar amount of purchases made. We disclose this information to companies under an agreement that requires that they obtain your consent first, usually under the membership or participation rules. If you do not want us to disclose that information to the strategic partner, then you must contact them directly.

Credit card companies. Credit card transactions are handled by a third-party financial institution and their vendors, which receive the credit card number and other personal identifying information only to verify the credit card numbers and process transactions.

Law Enforcement Investigations. GENEWIZE may release Personal Customer Information when we believe, in our good judgment, that such release is reasonably necessary to comply with law, enforce or apply the terms of any of our policies or user agreements, or to protect the rights, property, or safety of GENEWIZE, our users, or others.

3. Communications from GENEWIZE

As a customer, you may receive the following communications from GENEWIZE:
 Communications related to transaction and account maintenance activities. These communications include without limitation: order confirmations; order update notices; order problem notices; and notices regarding material changes to site policies and account management procedures.

4. Underage customers

Our products and services are marketed for purchase by adults or with the consent of adults. This is why GENEWIZE requires a credit card that has been authorized for use to complete purchases on our site.

5. Changes to Privacy Policy

This privacy policy was last changed on November 15, 2008. GENEWIZE reserves the right to modify or amend this policy at any time by posting the revised privacy policy on our site. The

changes will only affect the information we collect after the effective date of the change to our privacy policy unless we clearly express otherwise.

6. Questions or comments

If you have any questions regarding our privacy policy, please email at compliance@genevize.com.

For all other inquiries, please contact customerservice@genevize.com.

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