

"The GeneElite analysis is ideal for every athlete, fitness enthusiast, or just anyone who wants to understand more about what their body will respond to, and how they can enhance their health by adjusting their lifestyle to accommodate their genetic makeup."

Robert deCastella
Director, SmartStart Pty Ltd

"Using GeneElite takes the guess work out of designing programs for our clients, which means better results for them and more referrals for us. Utilising GeneElite in my business automatically gives us credibility and a level of professionalism that helps separate us from the rest of the field. We are launching our corporate health program in the next six weeks, and one of the services will be GeneElite testing which is very exciting and a great point of difference."

Darren Bain
Director, Health for Life Wellness Centre

"After reviewing my GeneElite personal genetic profile, I made changes to my training program which were more specific to how my body transported lactic acid. With the assistance of Lindy Olsen and Exercise Physiologist Matt Patti integrating training with my profile, I took a new training program to compete in the Billabong Pro trials in Tahiti feeling rock solid and much stronger competing."

Mark Visser
www.markvisser.net

"GeneElite fits like a glove, giving us a much more detailed knowledge of the person in front of us; as well as providing an explanation of why they feel and react as they do. Clients understand their bodies much better, their limitations and how we can improve them, as well understanding their natural strengths."

Ian Collins, Lift Health Melbourne

GeneElite™

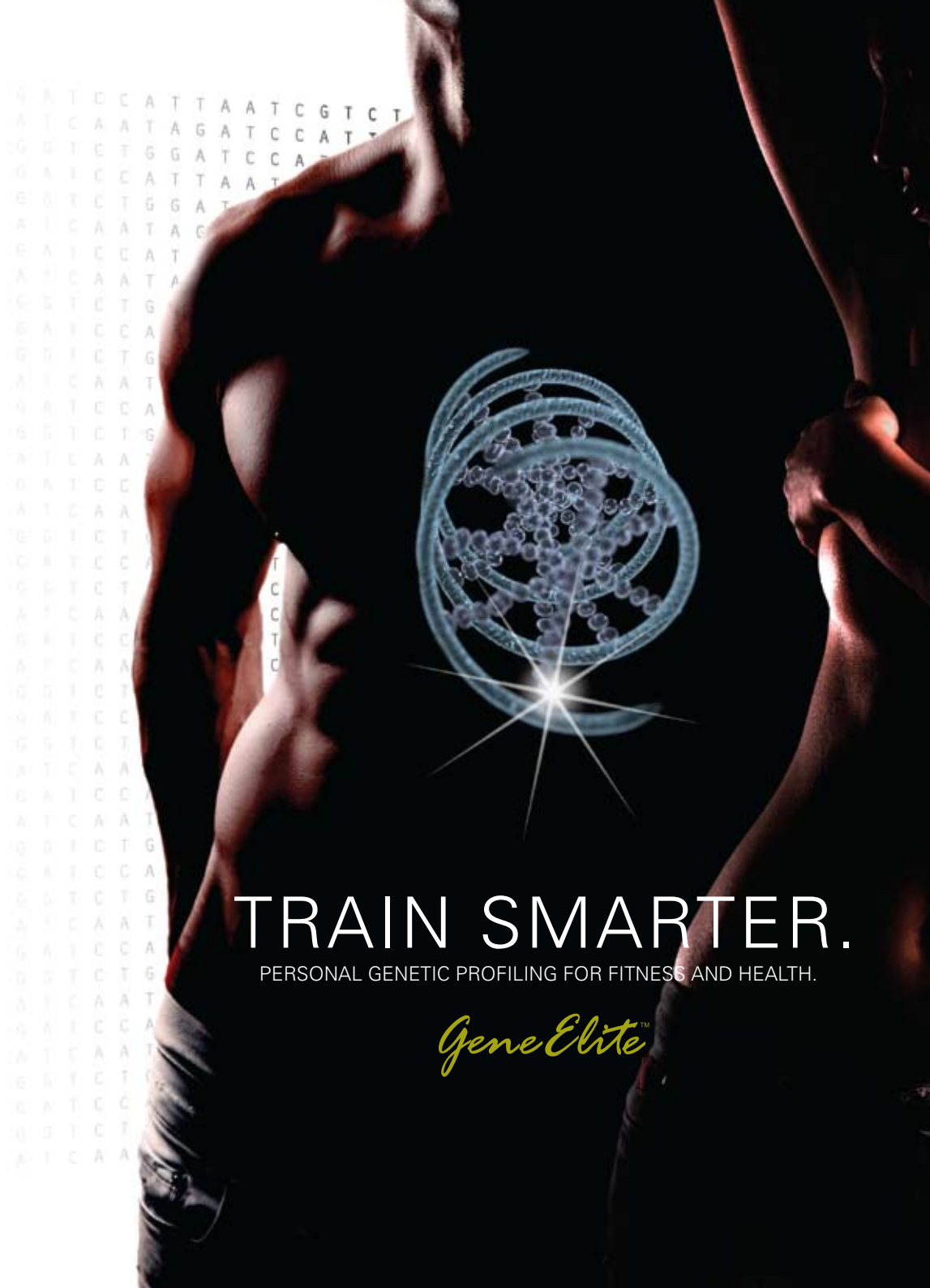
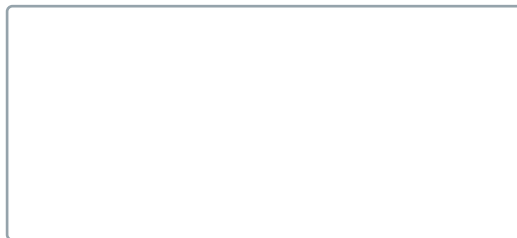


The GeneElite Test Kit.

excelgene

INSIGHT > PLANNING > RESULTS

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TRAIN SMARTER.

PERSONAL GENETIC PROFILING FOR FITNESS AND HEALTH.

GeneElite™

Body Fat Metabolism

Lipid metabolism and insulin sensitivity

ADRB2

PPARγ2

GeneElite™ BFM

Lean Body Mass Development

Cardiovascular health, muscle health and bone density

ACE

MCT-1

eNOS-3

Col1A1

MTHFR

HIF-1

Recovery

Inflammation and antioxidation

TNFα

IL-6

MnSOD

CYP1A1

Nutrition

Detoxification

GSTP1

GSTT1

GSTM1

CYP1A1

GeneElite™ PRO

WHAT IS GENEELITE?

GeneElite is a cutting edge genetic test profiling 15 genes directly associated with fitness and nutrition – unlocking your body's metabolic and anabolic secrets. Because your profile does not change, GeneElite is a once in a lifetime investment that you can apply to your training for life.

Each gene analysed has several variations (called Alleles) and it is the combination of these variations that define how you may respond to your fitness program. From a simple cheek swab, our laboratory can analyse 15 key fitness and lifestyle genes, with the results giving you the power to train smarter.

WHO USES GENEELITE?

GeneElite is used in both professional sports and general training by coaches, exercise physiologists and fitness trainers in sports such as rugby league, netball, marathons and triathlons, and swimming.

It's also used by health conscious individuals who wish to get the most out of their training and fitness routines.

THE SMART ADVANTAGE

Generic training programs use a "one size" fits all approach. To get the most out of your training, you need to know the most about how your body responds to nutrition and different exercise programs.

Now science allows you to mine deeper into your physiology to tailor exercise and nutrition more specifically promoting faster progress and achievement of your training goals.

WHAT'S IN THE GENEELITE REPORT?

GeneElite personal genetic profile results are provided in an easy to understand printed report that includes:

- An introduction to genetic profiling
- A results chart identifying your variations for all of the genes tested
- Results in summary for each of the four gene groups
- Instructions for interpreting your results
- Fitness and lifestyle recommendations based on your individual results
- Descriptions and physiological relevance of each of the genes tested
- References for further reading

CAN I DO PART OF THE TEST?

The GeneElite BFM (Body Fat Metabolism) test allows you to start off with results for the first group of genes, providing you with insight into how your body metabolises fat during exercise.

You can upgrade to the GeneElite PRO at any time.

WHERE CAN I GET A KIT?

GeneElite is only available through trainers, coaches, or fitness and health professionals.

Please go to www.excelgene.com to contact either a local health professional or alternatively contact one of Excelgene's key alliance suppliers.