

myDNA



PERSONALISED WELLNESS

AN INTRODUCTION AND OVERVIEW OF
myDNA'S SUITE OF POWERFUL
PERSONALISED HEALTH SOLUTIONS

JUNE, 2020



WE ARE LIVING IN AN ERA OF PERSONALISATION

Businesses offering a personalized experience are the benchmark now. People these days want something that is relevant to them and not just a one-size-fits-all approach.

Personalization can no longer be considered a luxury or an add-on. It's a big part of the modern world and its expanding.

89%

of businesses are investing in personalization and 51% of marketers say that personalization is their number 1 priority



49%

of consumers bought items they did not intend to due to personalized recommendation



44%

of consumers say they will likely repeat a purchase after a personalized shopping experience



myDNA

NUTRITION + FITNESS

SUPERCHARGE YOUR DIET AND TRAINING ROUTINES WITH DNA-POWERED INSIGHTS



myDNA NUTRITION + FITNESS

With people becoming more and more conscious of healthy living and the health and fitness sector littered with generic options, its harder to find a plan that will work for you.

In society today, the advice and recommendations are tailored to the national average. Poor diet planning, lack of knowledge and unrealistic expectations push people away from achieving their goals.

Enter myDNA Nutrition and Fitness, your one stop shop for all your diet and exercise needs designed specifically to your DNA. You can argue with generic advice, but you cant argue with your DNA.

Benefits of myDNA Nutrition and Fitness:

- Science-based DNA Nutrition plan tailored to your unique body, with every calorie and macronutrient calculated to achieve your goal
- Customised DNA Fitness plan designed to get the results you want, where you want, with home and gym workout options
- Simple at-home-cheek-swab revealing genetic insights to power your plans – fat burning, fat storage, power, endurance, stamina, injury risk and more
- Ongoing self-discovery and support with regular new DNA Insights
- Goal tracking, shopping list and inspirational articles



myDNA™

1 in 5

Australians are obese

90%

Of diets fail due to:

- Poor dietary planning
- Lack of Health literacy
- Unrealistic expectations

44%

Of gym goers in Australia don't utilize their membership. This is due to lack of knowledge, time and demotivation . (Est out of 5,000,000)

PERSONALISED FITNESS & NUTRITION INSIGHTS

myDNA

INSIGHTS ARE GROUPED INTO 3 CATEGORIES

- CORE FOCUS**
These are aspects of your health you need to take action on to ensure you are maintaining optimal wellness.
- PAY ATTENTION**
You may need to work with your genes to optimise these aspects of your health.
- TYPICAL**
No specific actions required.

DISCOVER 4 KEY FITNESS INSIGHTS... 7 GENES 7 MARKERS



POWER VS ENDURANCE



INJURY RISK



STAMINA



RECOVERY

DISCOVER 7 KEY NUTRITION INSIGHTS...

7 GENES

9 MARKERS



FAT BURNING + WEIGHT



FATTY ACID PROCESSING



APPETITE + WEIGHT



WEIGHT RETENTION



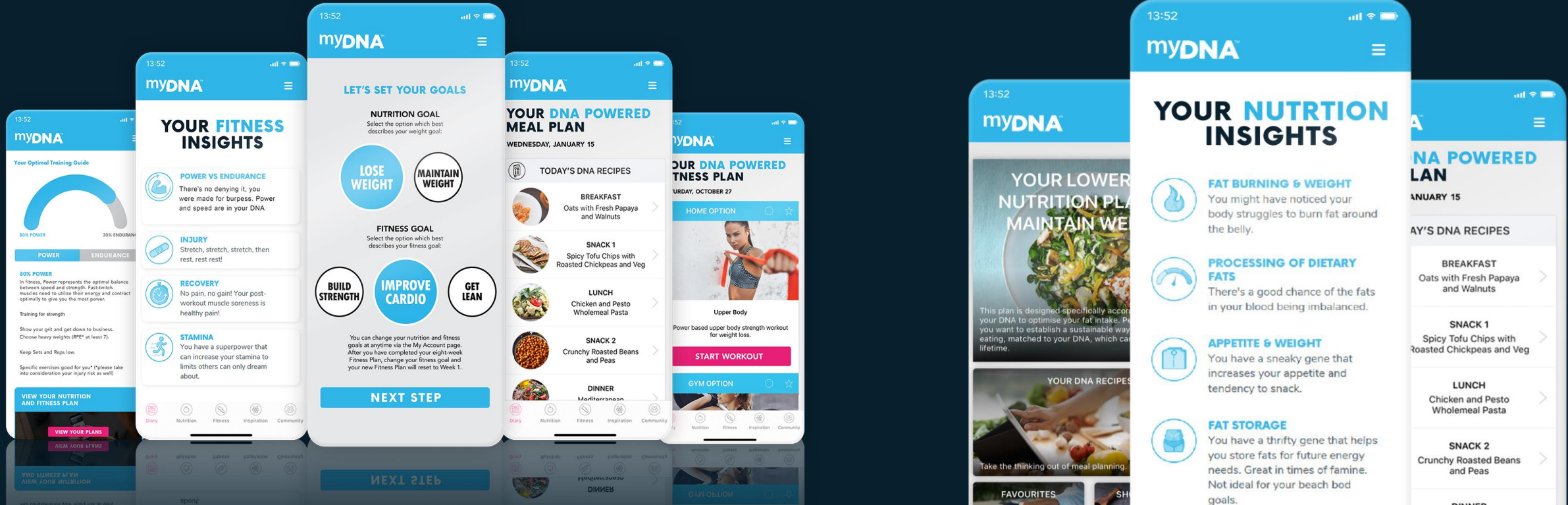
FIBRE



PROCESSING OF DIETARY FATS



FAT BURNING + WEIGHT



OVER 32,000,000
PERSONALISED MEAL PLAN COMBINATIONS

OVER 50,000
PERSONALISED FITNESS PLANS

Everyone is unique, so why trust a generic diet or workout?

By following a personalised myDNA plan, you can achieve your goals faster with the confidence that your nutrition and fitness is tailored specifically to your unique genetic make up.

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PERSONALISED VITAMINS

FOCUS ON YOUR IMMUNITY AND WELLNESS
WITH PERSONALISED VITAMIN INSIGHTS



myDNA VITAMINS

myDNA™

Consumers these days are overwhelmed by the sheer number of vitamins and supplements that are on offer. It can be difficult to determine what is a marketing spin verses what is required for optimum health.

In the Vitamins test we use 15 genetic markers that provide information regarding 9 micronutrients. This helps choose the right fuel for your body, while giving you an easy-to-action food guide to maintain it.

PERSONALISED INSIGHTS

- Take the guesswork out of choosing multivitamins. myDNA lets you know exactly which vitamins your body needs, saving you time and money
- Avoid taking unnecessary, ineffective, or dangerous supplements with clear, concise, and easy to action insights

DNA-POWERED VITAMIN FOOD GUIDE

- Turn your insights into action with a personalised Vitamin Food Guide
- Learn which foods you personally need to focus on, helping you make simple tweaks to your diet

BOOST YOUR IMMUNITY

- Studies show that low levels of Calcium, Iron, Folate and Vitamins A, C, D, B6 & B12 can weaken the immune system, making you more susceptible to infections
- Personalised vitamin insights to help you stay on top of and strengthen your immune system



69%

Of Australians take vitamins every week.

71%

Of Australians are taking vitamins without professional advice.

11%

Of Australians spend more than \$100 a month on vitamins.

DISCOVER 9 KEY VITAMIN INSIGHTS...

9 GENES
15 MARKERS

...GROUPED INTO 3 CATEGORIES

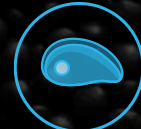
- CORE FOCUS**
These are aspects of your health you need to take action on to ensure you are maintaining optimal wellness.
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VITAMIN B6



VITAMIN B12



IRON



VITAMIN C



VITAMIN D



CALCIUM



VITAMIN A



FOLATE (B9)



OMEGA-3

SUPERCHARGE YOUR VITAMIN INTAKE

PERSONALISED INSIGHTS

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MEDICATIONS TESTING

STREAMLINING PRESCRIPTION FOR PAIN + MENTAL HEALTH WITH PHARMACOGENOMICS

The myDNA Medication tests use pharmacogenomics to identify variations in a number of genes that influence responses to medications and healthcare treatments.

We offer a multiple medications test, which covers multiple medication categories (currently in excess of over 80 medications). However, if a specific category is more suitable, we also offer single category medication reports.



THE POWER OF PHARMACOGENOMICS

FAST-TRACK HEALTHCARE GOALS AND ENABLE PERSONALISATION FOR EVERY PATIENT WITH PHARMACOGENOMIC GUIDED PRESCRIBING.

- Reduce the risk of side effects and maximise effectiveness by understanding the role your genetics play in processing certain medication.
- myDNA can help alleviate the trial-and-error aspect of finding the right dose and ensure patients are taking both safe and effective doses.
- Prescription recommendations for your doctor, based on your specific results. Your insights are delivered directly to your healthcare professional for them to review your results before providing their recommendations.

5 AREAS OF MEDICATIONS

PAIN

MENTAL HEALTH

ONCOLOGY

GASTROINTESTINAL

CARDIOVASCULAR



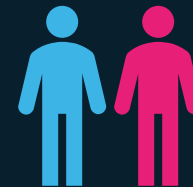
1 IN 5 AUSTRALIANS

Suffer from persistent pain, making their risk of depression 4x higher than those without pain



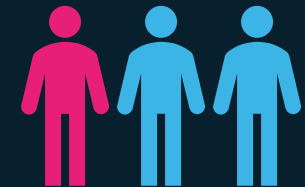
1 IN 10 PEOPLE

Respond to the initial treatment with antidepressants



50% OF PATIENTS

May process certain medications too slowly, increasing their risk of side effects



1 IN 3 PEOPLE

May process certain medications too quickly, increasing their risk of treatment failure



ANTIDEPRESSANTS



The following tables outline personalised recommendations for antidepressants.

NOTE: These tables do not account for the effect of any inhibitors or inducers. The table is not an all-inclusive list of antidepressants.

MEDICATIONS WITH MAJOR PRESCRIBING CONSIDERATIONS

MEDICATION	INTERPRETATION	RECOMMENDATION
● Citalopram (SSRI)	CYP2C19 - Ultrarapid metaboliser: Increased metabolism of citalopram by CYP2C19 and reduced drug exposure are predicted. This may increase the likelihood of therapeutic failure.	CPIC guidelines' provide a moderate recommendation to consider an alternative antidepressant not predominantly metabolised by CYP2C19. If the clinical response has been adequate, a change to therapy may not be required.
● Escitalopram (SSRI)	CYP2C19 - Ultrarapid metaboliser: Increased metabolism of escitalopram and reduced drug exposure are predicted. This may increase the likelihood of therapeutic failure.	CPIC guidelines' provide a moderate recommendation to consider an alternative antidepressant not predominantly metabolised by CYP2C19. If the clinical response has been adequate, a change to therapy may not be required.
● Amitriptyline (TCA)	CYP2D6 - Normal metaboliser CYP2C19 - Ultrarapid metaboliser: Amitriptyline is metabolised by CYP2C19 into an active metabolite, which is further metabolised by CYP2D6 into an inactive metabolite. Increased metabolism and reduced plasma concentrations of amitriptyline are predicted. There may be an increased risk of therapeutic failure with amitriptyline. Normal metabolism of the active metabolite is predicted.	For use at higher doses such as in the treatment of depression, CPIC ² provides an optional recommendation to consider an alternative drug not metabolized by CYP2C19, such as nortriptyline. If amitriptyline is required, consider therapeutic drug monitoring to guide dose adjustments. For use at lower doses such as in treatment of neuropathic pain, if currently well tolerated and clinical response has been adequate, a change to therapy may not be required. Nortriptyline may be more suitable from a metabolism perspective.

PRESCRIBING CONSIDERATIONS

MEDICATION	RECOMMENDATION
Ultrarapid metaboliser (with normal metabolism and no inducers or inhibitors)	No genotype-guided dosing recommendation available. Monitor for a reduced clinical effect.
Ultrarapid metaboliser (with normal metabolism and no inducers or inhibitors)	No genotype-guided dosing recommendation available. Monitor for a reduced clinical response, especially in smokers.
Ultrarapid metaboliser (with normal metabolism and no inducers or inhibitors)	No genotype-guided dosing recommendation available. Be alert to a reduced clinical response.
Ultrarapid metaboliser (with normal metabolism and no inducers or inhibitors)	No genotype-guided dosing recommendation available. Be alert to an inadequate response, especially in smokers.



MENTAL HEALTH MEDICATIONS

ADHD Medications

MINOR IMPACT

atomoxetine

Antidepressants - Other

MINOR IMPACT

Mianserin	Moclobemide	Vortioxetine
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Antidepressants - Selective Serotonin Reuptake Inhibitors (SSRIs)

MAJOR IMPACT

citalopram	escitalopram	paroxetine
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MINOR IMPACT

Fluoxetine	sertraline
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MINOR IMPACT

citalopram	escitalopram	paroxetine
------------	--------------	------------

MAJOR IMPACT

citalopram	escitalopram	paroxetine
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Antidepressants - Selective Serotonin Reuptake Inhibitors (SSRIs)

Mianserin	Moclobemide	Vortioxetine
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Drug Name	Trade Name
Amitriptyline	Endep
Clomipramine	Anafranil, Placil
Dothiepin	Dothep, Prothiaden
Doxepin	Deptran
Duloxetine [†]	Cymbalta
Fluoxetine	Prozac, Lovan, Zactin
Fluvoximine [†]	Luvox
Imipramine	Tofranil, Tolerade
Mirtazapine [†]	Avanza, Mirtazon Axit
Nortriptyline	Allegron
Paroxetine	Aropax, Paxtine, Extine
Trimipramine	Surmontil
Venlafaxine	Efexor
Vortioxetine	Brintellix

Drug Name	Trade Name
Amitriptyline	Endep
Citalopram	Cipramil, Celapram
Clomipramine	Anafranil, Placil
Dothiepin	Dothep, Prothiaden
Doxepin	Deptran
Escitalopram	Lexapro, Espiram
Imipramine	Tofranil, Tolerade
Moclobemide	Aurorix, Amira
Sertraline	Zoloft, Xydep, Eleva
Trimipramine	Surmontil

Drug Name	Trade Name
Trimipramine	Surmontil
Sertraline	Zoloft, Xydep, Eleva
Moclobemide	Aurorix, Amira
Imipramine	Tofranil, Tolerade
Escitalopram	Lexapro, Espiram
Doxepin	Deptran
Dothiepin	Dothep, Prothiaden
Clomipramine	Anafranil, Placil
Citalopram	Cipramil, Celapram
Amitriptyline	Endep

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COMPANY BACKGROUND

**OUR HIGHLY QUALIFIED TEAM AND BROAD
SCIENTIFIC PARTNER NETWORK**



THE SCIENTIFIC TEAM



ASSOCIATE PROFESSOR LES SHEFFIELD

FOUNDING CHIEF MEDICAL DIRECTOR

Clinical geneticist and internationally recognised personalised medicine expert



SAM MOSTAFA

ASSOCIATE CLINICAL DIRECTOR
Bpharm, AACPA, MPS



KATHRYN VISSER

ASSOCIATE GENETIC COUNSELLOR
BA BSc.(Hons) MGenCouns



DR NOVITA PUSPASARI

SENIOR MOLECULAR
GENETICIST
Phd, BBiomedSc



EDI ROGERS

ASSOCIATE GENETIC COUNSELLOR
BA, Dip Ed, Grad Dip Gen Couns



MIN YIN GOH

CLINICAL PHARMACOLOGIST
MBBS, FRACP



CARLOTTA PETTI

SCIENTIFIC DIRECTOR,
NUTRIGENOMICS
PhD ANutr BSc (Hons) GradCertPH



TARA SMITH

PROFESSIONAL SERVICES MANAGER
Bpharm, GCert

ACCREDITATION



50%

COVER OF GP'S IN AUSTRALIA

7000+

DOCTORS USING PGx

10 YEARS

PROVIDING PGx SERVICES

GLOBAL NETWORK

AUSTRALIA, NZ, CANADA, UK, THAILAND, SINGAPORE AND MORE

5 myDNA™

CLINICAL STUDIES WITH LEADING HOSPITALS



CANADA

AUSTRALIA

THAILAND

NEW ZEALAND