

Health And Well-Being

Follow A Weight Loss Plan That's Made For You

(NAPS)—Good news for the estimated 200 million Americans who are overweight and the nearly one in three who are clinically obese: a new program that uses your own DNA to help your weight loss.

This new approach to weight loss and sustained healthy eating was created by scientists and chefs as the only personalized weight management solution. It tailors home-delivered meal programs and exercise plans to each person's unique metabolism.

“Dieting has become a way of life for millions of Americans. Yet for all their efforts, statistics show that 95 percent gain the weight back in five years. This is due in part to the fact that most diets do not take into account how a person's own genetic makeup influences his or her weight,” explained Victor Castellon, Pharm D CEO of GenoVive. “Specific genes can unlock a person's weight loss potential.”

Recognizing that one size does not fit all when it comes to dieting, scientists and nutritionists turned to proven technology developed at major research universities around the world. By revealing the insights found in DNA about how your body works, GenoVive takes the guesswork out of weight loss by providing the tools you need to make lasting lifestyle changes.

You should always consult your physician before beginning any diet and exercise program. You can then start by getting the Weight Management DNA test kit, which includes a simple cheek swab to be returned to the company in a postage-paid envelope.

Then the scientists at a certified lab test your DNA to identify different gene variations that affect your weight management. The test results and personal information are kept confidential and after review of the results, each sample is destroyed.



Delicious dishes, such as this Italian chicken with white beans, can be designed, based on your body's metabolism, to help you reach your ideal weight.

You get a DNA analysis report and a meal and exercise program personalized to your needs. The report provides an explanation of how each of your own gene variations affects the way your body burns and stores food, as well as how it responds to exercise.

You also get from GenoVive:

- Home-delivered natural, gourmet meals for six days a week—breakfast, lunch, dinner, snacks, beverages and vitamin supplements. Eating small meals frequently sustains your metabolism throughout the day and helps you avoid overeating.

- Guidance to help you make healthy choices and enjoy favorite foods on the seventh day.

- Exercise programs that take into account your genotype, caloric intake and availability of time and equipment.

- A Web-based support community providing access to experts and other community members to motivate, answer questions and help you succeed.

For more information or to become a customer, visit www.genovive.com, and follow on [Twitter@myGenoVive](https://twitter.com/myGenoVive) and Facebook at www.facebook.com/genovive.