

We're at a remarkable time in human history as advances in genetics provide insight into far more than just where our descendants come from. Our genes allow us to understand ourselves, to take responsibility for our health and to make conscious decisions that can positively impact our bodies and minds, based on our unique genetic make-up.

At 3X4, we talk about a **Genes1st™** approach, and it's the foundation for everything we do. It's the critical roadmap we use to guide our practitioners and in turn, the roadmap our practitioners use to add value to their practice and guide their patients in their journey to making health a daily choice.

For years, practitioners have experienced the trial and error of their profession when it comes to diagnosing a patient and identifying the correct intervention. Being able to find clarity around where to start an intervention is essential to the physical and psychological well-being of a patient, and the success of a practitioner. The Genes1st approach means focusing on a patient's genes AND their diet, lifestyle and supplement choices, to



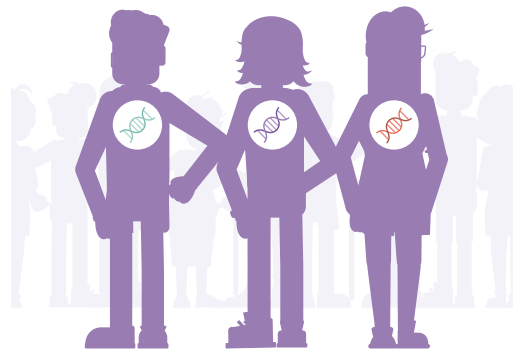
provide them with the best insights and tools for optimizing their health upfront.

The Genes1st™ approach should be viewed as a journey, broken up into specific stages. When used in sequence, each stage offers practitioners and their patients' valuable insights and efficiencies of time and money.



Stage 1 - Knowing where to start

Stage one involves knowing where to start. **Every patient is unique and complex.** For a practitioner to guide them in the most effective way possible, they need insight into where the most appropriate place might be to start the patient's health journey. This means understanding how their unique genetic code responds to their experience of the world around them. By doing so, practitioners gain valuable insight into where to begin when it comes to identifying and developing a well-constructed health and lifestyle plan.



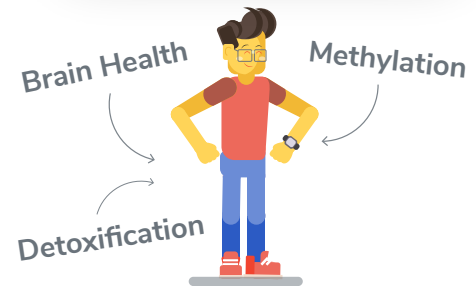
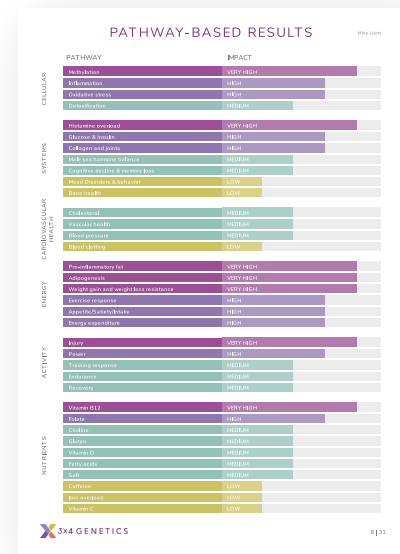
Stage 2 - Pathway-based Analysis

The second stage of the Genes1st™ approach involves the use of pathway-based analysis.

Nutrigenetic tests tend to provide diet and lifestyle recommendations for individual SNPs - also known as gene variants. **On their own, these gene variants are not powerful enough** to generate a meaningful recommendation for a patient.

However, when grouped in pathways, the SNPs' impact, clinical utility and practical applicability to a patient are significantly increased. **Pathway-based analysis is an incredibly powerful methodology** for translating genetic data into clinically actionable recommendations. It is an ideal foundation for practitioners to identify the most critical pathways to focus on by starting upstream at the cellular level, then systems, then energy, activity and then nutrients.

This stage in the Genes1st™ approach provides practitioners with insight into their patients most impacted pathways.



Stage 3 - Diet and Lifestyle Interventions



Diet



Lifestyle

The next stage in the Genes1st™ journey addresses diet and lifestyle interventions. Because each patient is unique, a one-size-fits-all diet and lifestyle approach is simply not sustainable. It places both the practitioner and patient in a precarious position of going back to a process of trial and error. What research has proven is that our unique genetic makeup influences the outcome of our health when taking our diet, environment and our lifestyle into consideration. The Genes1st™ approach

ensures practitioners are equipped with the essential knowledge required to make the right diet and lifestyle recommendations for their patient to achieve their health goals. A patient's daily choices and a personalized nutrition approach is a viable and sustainable way to reduce their risk of disease and keep their health in balance.

Stage 4 - Targeted Supplementation

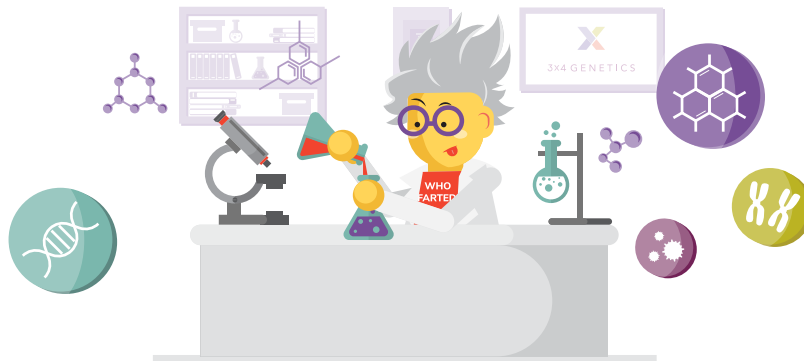
Let's move onto the next stage in our journey, that of targeted supplementation. **The keyword here is TARGETED!** All too often, we've seen patients having to face a series of overwhelming choices when it comes to supplements. The dilemma here is they don't always fully understand the impact their decisions might have, both financially and physiologically. When a patient isolates a nutrient from their diet and consumes them in super-high doses from a multitude of supplements we can't always predict what the unintended consequences might be. The Genes1st™ approach focuses the patient and the practitioner on identifying targeted supplements that impact a patient's gene expression so the body can start healing itself in the most effective way possible.



Supplements

Stage 5 - Precision Functional Testing

Once we have all of these stages in place, we can start thinking about the next stage of Genes1st™ - precision functional testing.



Precision functional testing gives practitioners focus and direction. **It is the ability to test at a deeper level than traditional blood testing currently offers.** But most of these tests are expensive, and often require considerable effort on the part of the patient. So how does a practitioner know which test to start with? By reflecting on the most impacted pathways, through the lens of Genes1st, practitioners understand what they need to focus on first and what functional tests may be required.

Precision functional testing is also a way to assess if the practitioner prescribed intervention plan has been effective or not. Critical to the precision testing approach is **focusing on the right test for the right patient at the right time AND for the best measurement.**



The Genes1st™ Approach

The Genes1st™ approach equips practitioners with the necessary tools for effectively extracting the most value from a patient's genetic Blueprint, developing a unique and comprehensive intervention plan and working with them in a manner rooted in rich genetic data and a complete picture of who they are. No more trial and error or test-and-see!

In a society where tailored and trusted practitioner services and solutions are expected, practitioners must equip themselves with the necessary tools and skills to meet and exceed patient expectations. Genes1st™ is the starting point to achieving this success.