

GeneWize and the Nutrigenomics Industry

GeneWize™ is a specialized Health, Beauty and Wellness Products Company that offers health conscious consumers the first individually customized, scientifically supported, nutritional and skin care formulations based on their personal LifeMap Healthy Aging™ DNA assessment. GeneWize is a wholly owned division of the pioneering biosciences company GeneLink, Inc. (OTCBB: GNLK)

The field of genetics and nutrition is called Nutrigenomics. This category is a relatively new subset of the genetics industry and has garnered tremendous scientific attention over the past 10 years. As in any new industry there is mixture of excitement, change and competition. In this exciting new category, we view other companies as our “partners in awareness;” there is so much potential and room for growth, that for the most part all companies in the industry can succeed as each of us helps build overall awareness.

Our Uniqueness – While Nutrigenomics is new to many companies, it’s not new to us; GeneWize/GeneLink enjoy many industry firsts and are differentiated in many ways.

- Our 14 year-old parent Company, GeneLink, Inc., has several important U.S. and International patents (and patents pending) on its DNA assessments; DNA collection system and its process and technologies. GeneLink is only company to receive a U.S. patent on a DNA assessment and therapy for genetically guided skin care.
- GeneLink and GeneWize are proud to have an impeccably credentialed scientific group comprised of leading scientists and researchers in the fields of biotechnology, genomics, molecular biology, chemistry, medicine, clinical laboratory medicine and nutritional sciences.
- This is a committed and involved scientific group who together has over 600 peer reviewed publications and abstracts, numerous awards, dozens of patents and distinguished careers with some of the world's foremost public and private biosciences corporations as well as universities.
- We’re the only company to use a breakthrough “titration matrix” to formulate a scientifically DNA guided product into a single serving solution.
- With every customized product we provide a Healthy Aging DNA Assessment, a list of 3rd party research and support for both the genetics information as well as product ingredient support which currently numbers over 120 possible product ingredients.
- We’re also the only company to offer additional ‘lifestyle boosts’ that can be customized by our clients into a single serving solution.
- We’re the only Direct Selling company that focuses on all of the following: DNA research, nutritional and skin-care research, custom product formulation and the marketing of both customized AND personalized products.
- GeneWize expects to have the largest consumer product launch in the history of consumer genetics in August 2008.

Below is a “short list” of some of our “Partners in Awareness” related to: 1) DNA research, 2) DNA assessments and 3) DNA-guided products. Feel free to do your own research.

DNA Assessments (medical and non-medical)

23andme, <http://www.23andme.com>

Genelex, <http://www.genelex.com>

Genovations, <http://www.genovations.com>

Genosolutions, <http://www.genosolutions.com>

HuGENet, <http://www.hugenavigator.net>

Integrative genomics, <http://www.integrativegenomics.com>

Interleukin genetics, <http://www.ilgenetics.com>

Navigenics, <http://www.navigenics.com>

Salugen, <http://www.salugen.com>

Sciona, <http://www.sciona.com>

Suracell, <http://www.suracell.com>

DNA Personalized Products

Quixtar (Amway) – The Company utilizes Interleukin Genetics for their DNA assessments. Their assessment results are designed to guide their customers to make choices from the company product line. One of several thousands of products offered by Quixtar.

Market America – Utilizes Sciona for their DNA assessments and Garden State Nutrition for their products. They “pick and pack” pre-manufactured tablets or capsules and organize them in to packets based on the customer’s DNA assessment results. The DNA guided products is one of thousands of products in their catalogue and does not appear to be a major focus

Solgar – This well known, 60-year old vitamin and Herb Company is GeneLink’s distribution partner for retail health food stores. The Solgar NutrigenomX™ product is designed for retail sales and utilizes 12 pre-made products to choose from based on an individual’s DNA assessment results. Solgar is licensed by GeneLink for retail specialty health food stores only; Solgar does not market on the Internet or through a direct selling network or referral. GeneWize’s product differs from Solgar in that Genewize creates a single serving solution (one product mixed specifically for the individual).

CodeNutrition – This Company doesn’t advertise the number or names of Gene SNPs they assess and indicate they have 38 ingredients available in their product (compared to over 100 from GeneWize). They have one PhD on their advisory board and appear to be in startup phase.

More Industry Competition Expected -- We expect, and welcome, more “partners in awareness” over the coming years. The industry is growing rapidly and has massive growth potential. Where possible and appropriate we will enforce our proprietary technologies and intellectual properties and continue to market through differentiation and brand awareness.