









HOW RETAILERS CAN USE BIO DATA TO REACH CONSUMERS

Are you using these tools to provide unique offerings to your shoppers?

TOOLS	SERVICE TYPE	WHAT IT TESTS FOR*	POTENTIAL RETAILER USE
Inside Tracker	 BLOOD TEST	<ul style="list-style-type: none"> • Blood Sugar • Cholesterol • Vitamin D, Iron & Calcium Levels • Inflammatory Markers 	 PERSONALIZE RECOMMENDATIONS for products based on data
WellnessFX	 BLOOD TEST	<ul style="list-style-type: none"> • Blood Sugar • Cholesterol • Thyroid, Liver & Kidney Functions • Vitamin D, Calcium & Electrolyte Levels 	 DEVELOP WELLNESS PARTNERSHIP with customer
Vitagene	 DNA ANALYSIS	<ul style="list-style-type: none"> • Fitness Potential • Obesity & High Cholesterol Risk • Fat & Sodium Response • Gluten & Lactose Tolerance 	 PROVIDE CURATED CUSTOMER EXPERIENCES to build trust
DNAFit	 DNA ANALYSIS	<ul style="list-style-type: none"> • Fitness Potential • Sports Injury Resilience • Carbohydrate & Fat Response • Lactose Tolerance • Detoxification • Alcohol & Caffeine Sensitivity 	 CREATE CUSTOMIZED SHOPPING LISTS featuring private brands

**Not the full suite of capabilities*