

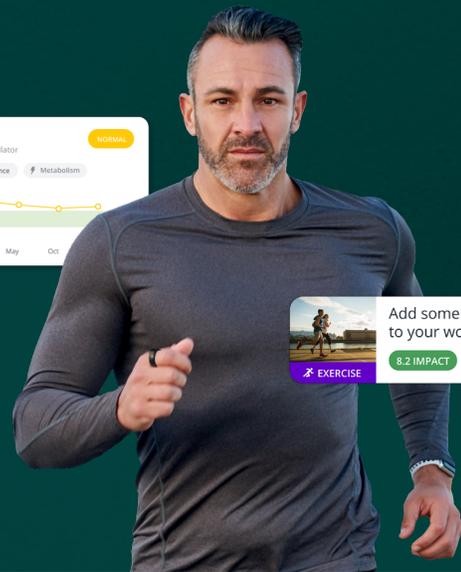
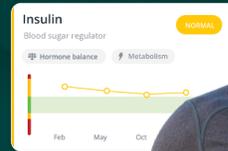
 **InsideTracker** | Live healthier longer

# Getting started guide

[InsideTracker.com](https://www.insidetracker.com)



# What is InsideTracker?



Add some cardio to your workouts

8.2 IMPACT

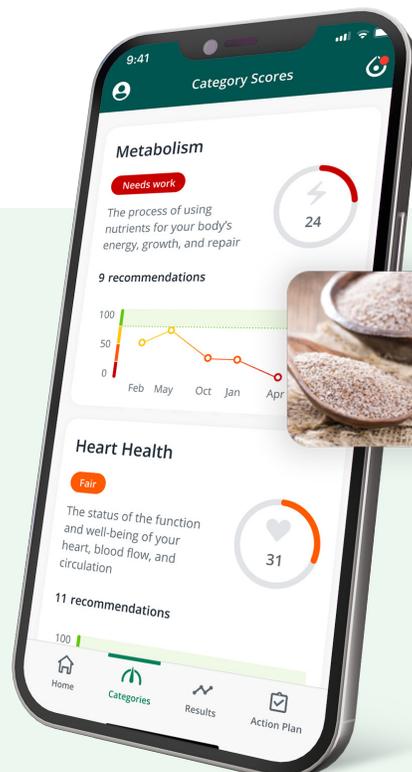
EXERCISE

Created by experts in aging and genetics from Harvard, Tufts, and MIT, InsideTracker provides a **personalized, actionable health analysis based on your body's data**, designed to help you live healthier longer.

By analyzing your body's biomarkers, InsideTracker delivers 10 precise scores across key areas of your healthspan, like heart health, metabolism, and cognition. Then, you get a set of personalized and actionable nutrition, supplement, exercise, and lifestyle recommendations to incorporate into your routine.

Save time and energy on impersonal approaches to your health and discover the habits that best suit your body's needs. InsideTracker makes it simple to test your biomarkers over time and tells you how to fine-tune your health plan.

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Take a psyllium supplement

7 days per week

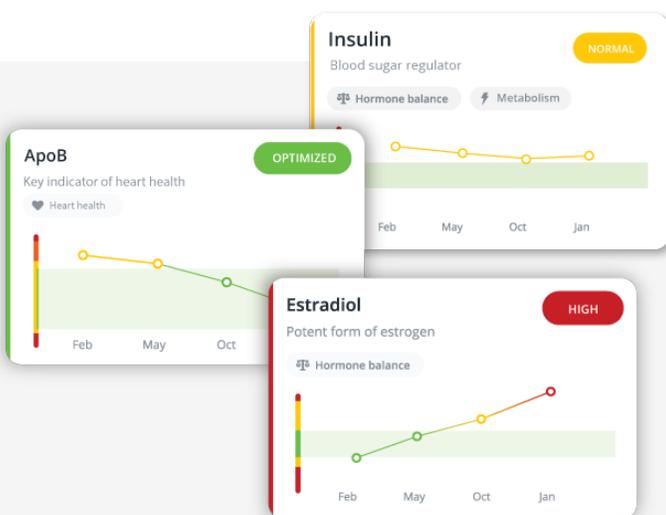
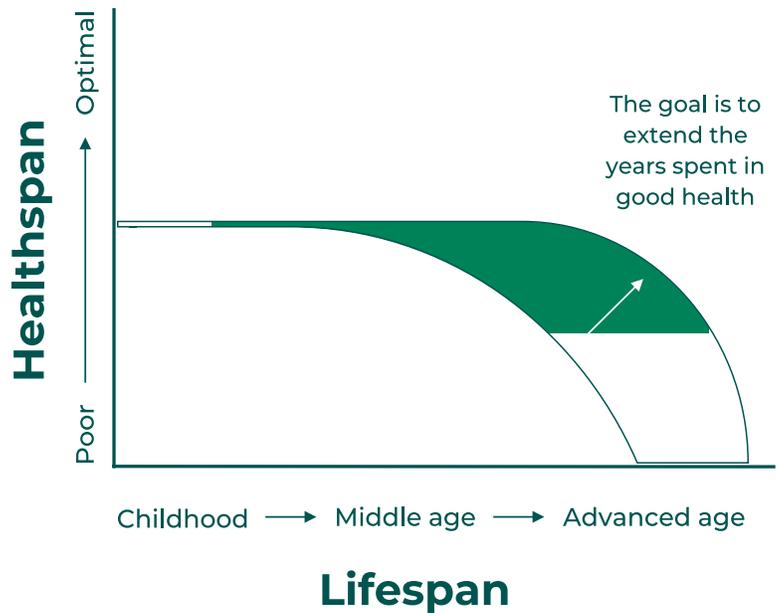
8.2 IMPACT

# Unlock a deeper understanding of your healthspan



## What is “healthspan?”

Healthspan is the duration of life spent in good health without chronic diseases or age-related disorders. Healthspan supports the maintenance of both health and functional capacity (the ability to perform activities of daily living).



## What is a biomarker?

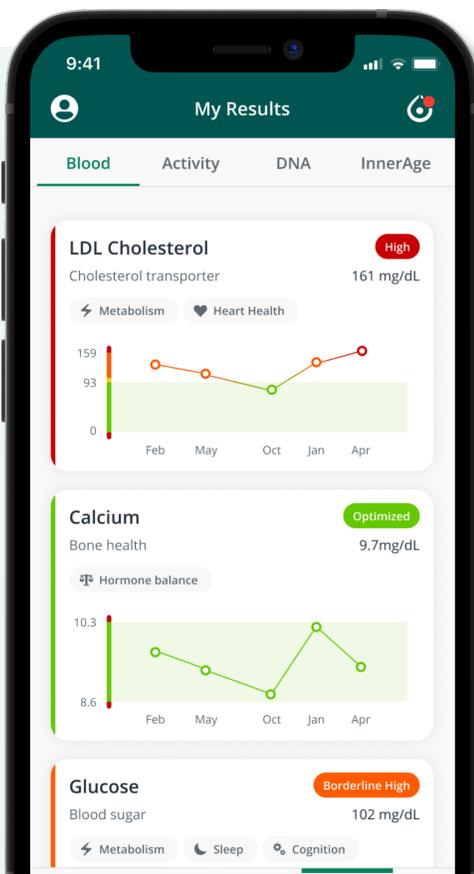
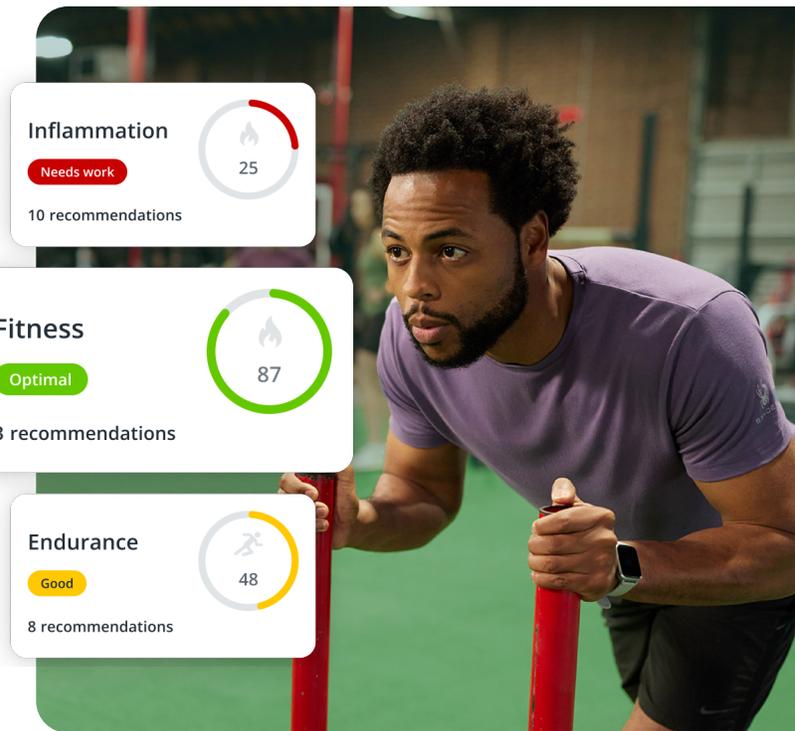
A biomarker, like glucose or total cholesterol, is measured from a blood draw. Biomarkers can explain how you’re performing in pillars of healthspan like metabolism and heart health. And most importantly, biomarkers are actionable.

# InsideTracker's approach to healthspan optimization

## What is a healthspan category?

InsideTracker categorizes all of your body's data into 10 proprietary healthspan category scores. Each score is created based on decades of scientific research. These 10 simple scores quantify how your body performs in key areas like heart health, metabolism, and cognition, so you can understand how your blood, DNA, current habits, and wearable device data contribute to your healthspan.

To effectively use data to extend your years spent in good health, context matters. That's why InsideTracker created healthspan categories.



## What is an optimized zone?

InsideTracker goes beyond traditional bloodwork to calculate your body's unique optimized zone for each biomarker (not just generic "normal" ranges). These zones are rooted in decades of scientific research and generated based on your health profile data and other factors, making them completely unique to you.

Keep in mind that your biomarker levels are a snapshot in time, so it's important to routinely retest to understand how your current habits are impacting your current levels.

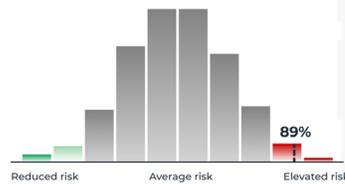
# InsideTracker add-ons

## DNA Kit

Your DNA impacts your health—whether you measure it or not. Knowing your DNA means you can use it as your roadmap. InsideTracker measures and reports your genetic predispositions for 38 wellness traits to understand how your DNA is influencing your health—and what you can do about it.

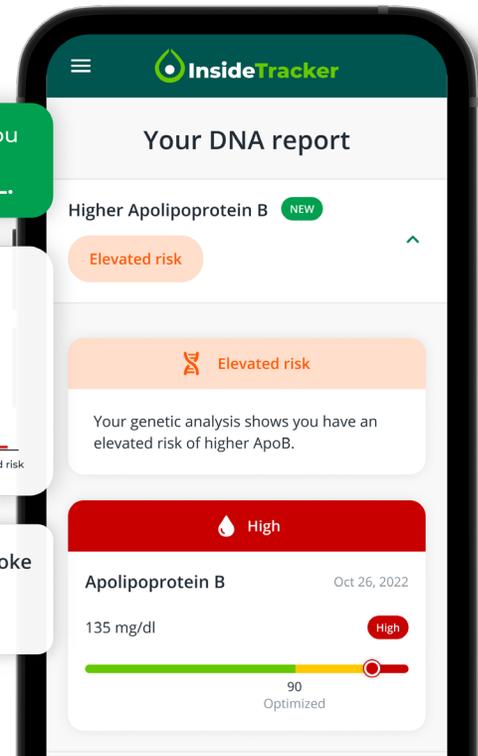
InsideTracker users like you have an average ApoB level of **88.7 mg/dL**.

Borderline elevated risk of high ApoB



Start taking artichoke extract

8.2 IMPACT



## InnerAge

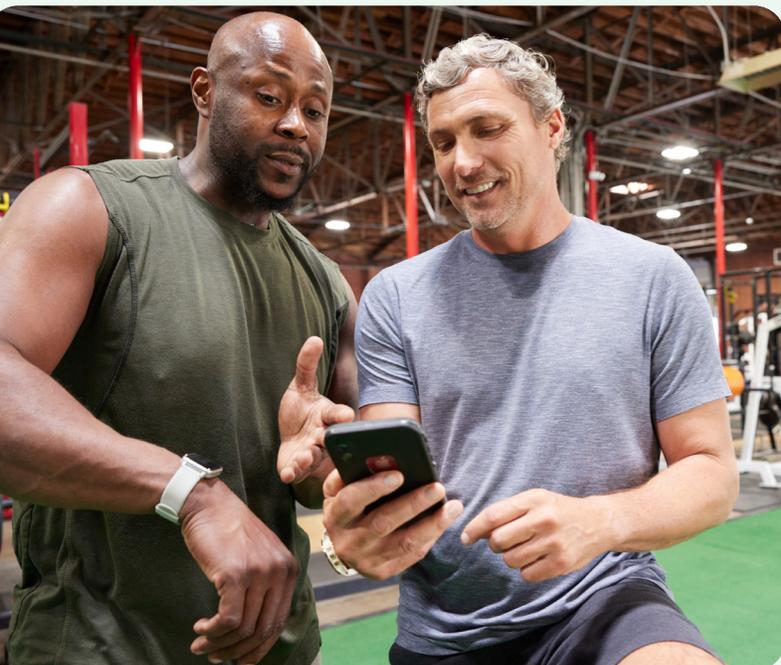
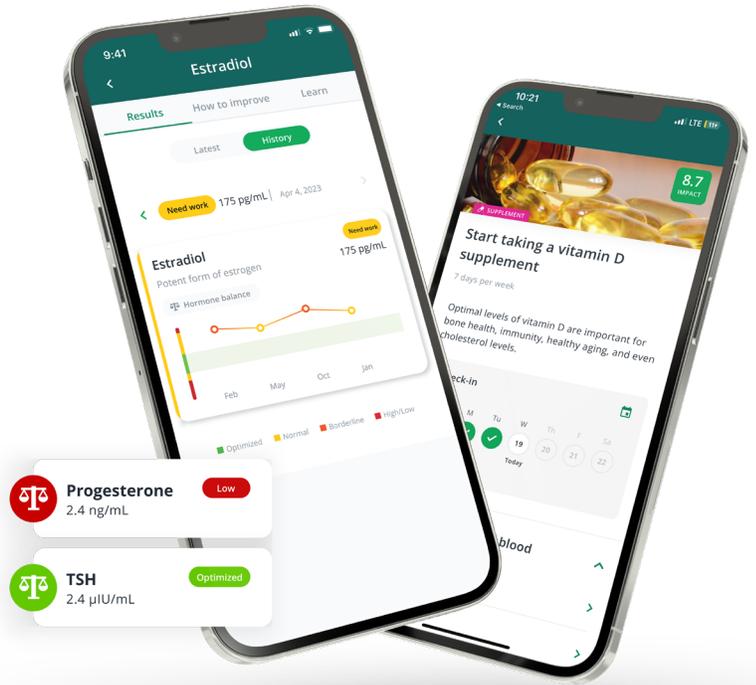
Your InnerAge shows you how you're aging on the inside. With InsideTracker, you can discover your biological age—and receive an analysis of the biomarkers making you older and younger. Then, you'll get precise and targeted recommendations to improve the biomarkers making you biologically older.

# InsideTracker add-ons

## Estradiol + Progesterone

Estradiol and progesterone are often thought of as female hormones, but they play important roles for both men and women. In fact, they're responsible for processes like bone health, brain function, reproductive health, body composition, mood, and more.

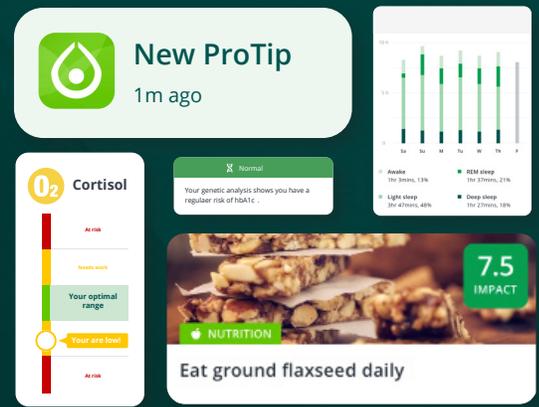
InsideTracker measures both of these hormones and delivers optimal ranges and lifestyle solutions to maintain hormone balance.



## Sync your fitness tracker

Your fitness tracker captures your sleep, heart rate, and activity data, and InsideTracker's platform makes sense of this data and tells you how to improve it. When you sync your fitness tracker, like Apple Health, Oura, Garmin, and more, you unlock additional recommendations and ProTips to improve. This makes for a more holistic analysis based on the intersection of all your body's data (blood, DNA, sleep, and exercise). biomarkers making you biologically older.

# InsideTracker vs traditional blood tests



Typical bloodwork (like what you might get at your annual physical) only examines a few biomarkers. InsideTracker analyzes a comprehensive set of biomarkers associated with health, cognition, nutritional status, inflammation, immunity, longevity, and more.

Additionally, we provide personalized optimized zones for each biomarker and healthspan category—rather than the generic “normal range”—and a comprehensive Action Plan to help you improve your suboptimal markers and scores.

This is a level of detailed, personal insight and guidance that you can’t get from traditional blood tests.

Basic biomarkers (e.g. Cholesterol, Triglycerides, Blood Sugar)

Specialty biomarkers (e.g. ApoB, insulin, TSH)

Healthspan category scores

“Normal” reference ranges

Personalized optimized zones (calculated for each blood marker and healthspan category)

Comprehensive analysis + insights for each biomarker

Actionable recommendations to address unoptimized biomarkers

An app to check-in daily and track your progress

Integration of blood + DNA + physiometer insights

FSA/HSA eligible

Ability to regularly retest your biomarkers to track progress and seasonal changes

Calculate your biological age (InnerAge 2.0)

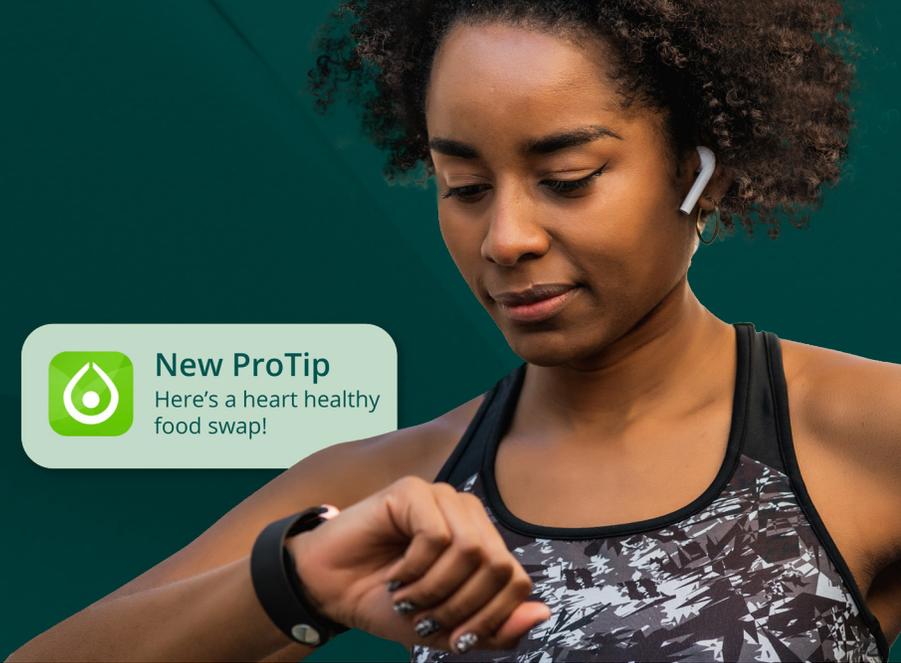
	Traditional blood test	InsideTracker
Basic biomarkers (e.g. Cholesterol, Triglycerides, Blood Sugar)	✓	✓
Specialty biomarkers (e.g. ApoB, insulin, TSH)	✗	✓
Healthspan category scores	✗	✓
“Normal” reference ranges	✓	✓
Personalized optimized zones (calculated for each blood marker and healthspan category)	✗	✓
Comprehensive analysis + insights for each biomarker	✗	✓
Actionable recommendations to address unoptimized biomarkers	✗	✓
An app to check-in daily and track your progress	✗	✓
Integration of blood + DNA + physiometer insights	✗	✓
FSA/HSA eligible	✓	✓
Ability to regularly retest your biomarkers to track progress and seasonal changes	✗	✓
Calculate your biological age (InnerAge 2.0)	✗	✓

# How to get started



## New ProTip

Here's a heart healthy  
food swap!



## Choose your preferred path toward optimal health and longevity:



### Ultimate + Membership \$489

- Schedule a blood draw to look at every major system in your body.
- Add DNA, fitness-tracker data, and biological age calculation.
- Follow your personalized plan to improve your health and extend your life.

[Learn more](#)



### Foundation + Membership \$348

- Schedule a blood draw to look at your heart, brain, gut, and immune system.
- Add DNA, fitness tracker data, and biological age calculation
- Improve the health of your body's most vulnerable systems

[Learn more](#)



### InsideTracker Membership \$149

- Upload the DNA and blood results you already have
- Sync your fitness tracker and feed in other personal health data
- Buy low-price tests (blood, DNA, and more) through us at any time

[Learn more](#)

# Included in Ultimate + Membership

## Sleep

- Magnesium
- Red blood cell (RBC) magnesium
- Vitamin D

## Inflammation

- High-sensitivity c-reactive protein (hsCRP)
- White blood cell count
- Neutrophils
- Basophils
- Eosinophils
- Lymphocytes
- Monocytes

## Cognition

- Vitamin B12
- Folate

## Metabolism

- Insulin \*US only
- Glucose
- Hemoglobin A1c (HbA1c)
- Alanine aminotransferase (ALT)
- Monocytes

## Hormone Balance

- Estradiol
- Progesterone
- Thyroid-stimulating hormone (TSH)
- Calcium
- Cortisol
- Dehydroepiandrosterone sulfate (DHEAS) \*Female only

## Fitness

- Testosterone
- Free testosterone \*Male only
- Sex-hormone binding globulin (SHBG)

## Recovery

- Albumin
- Aspartate aminotransferase (AST)
- Creatine kinase (CK)
- Gamma-glutamyl transpeptidase (GGT)
- Potassium
- Sodium

## Endurance

- Ferritin
- Hematocrit (HCT)
- Hemoglobin
- Iron
- Total iron binding capacity (TIBC)
- Transferrin saturation (TS)
- Mean cell hemoglobin (MCH)
- Mean corpuscular volume (MCV)
- Red blood cell count (RBC)
- Red cell distribution width (RDW)
- Mean platelet volume (MPV)
- Platelets

## Heart Health

- Apolipoprotein B (ApoB)
- Total cholesterol
- LDL cholesterol
- High-density lipoprotein
- Triglycerides

# Included in Foundation + Membership

## Heart Health

- HDL cholesterol
- Total cholesterol
- Triglycerides
- LDL cholesterol

## Cognition

- Cortisol
- Vitamin B12
- Folate

## Inflammation

- hsCRP
- White blood cell count (WBC)
- Basophils
- Eosinophils
- Lymphocytes
- Monocytes
- Neutrophils

## Gut Health

- Glucose
- Hemoglobin A1c (HbA1c)

## Additional Biomarkers

- Ferritin
- Hemoglobin
- Hematocrit
- Red Blood Cell Count (RBC)
- Mean Cell Hemoglobin (MCH)
- Mean Cell Hemoglobin Concentration (MCHC)
- Mean Corpuscular Volume (MCV)
- RDW
- Mean Platelet Volume (MPV)
- Platelet Count
- Albumin
- Calcium
- Gamma-glutamyl Transpeptidase (GGT)

# Add-ons

## Available with Ultimate + Membership and Foundation + Membership at checkout



DNA Kit  
\$249

- Uncover your genetic predispositions for 38 wellness traits based on 20,000 genetic markers
- Your DNA influences your health whether you measure it or not. Knowing means you can implement habits to help beat your genetic odds

[Learn more](#)



InnerAge  
\$99

- Discover your biological age
- See how your biomarkers impact your biological age
- Learn how to add healthy years to your life
- 60% of customers with an InnerAge older than their chronological age get younger on their next test

[Learn more](#)



Estradiol + Progesterone  
\$89

- In men, estradiol and progesterone play a role in bone maintenance, brain function, reproductive health, body composition, mood, and hormone balance
- In women, estradiol and progesterone are protective against physical symptoms and disease risks down

[Learn more](#)

InnerAge

58



Your chronological age  
67

Elevated risk

Your genetic analysis shows you have an elevated risk of higher glucose.

Include lower impact exercise like hiking

3 days per week, 20 mins minimum

9.9 IMPACT

# FAQs



## Frequently asked questions

### How do I prepare for my blood draw?

On your test day, you will want to prepare yourself for the best results.

All InsideTracker blood tests require a 12-hour fast immediately preceding the test. Be mindful of this when scheduling blood draws, and we recommended choosing a morning appointment

In addition to your fast, do not engage in strenuous exercise for two days before the blood test. Beginner weight-lifters should avoid lifting for at least 7 days before their InsideTracker blood test.

Avoid any alcohol for at least 24 hours before the InsideTracker blood test.

Drink extra water before the blood test to ensure proper hydration.

Bring your printed lab slip and photo ID to any tests conducted at Quest Diagnostics.

We also recommend not taking any supplements for at least 24 hours before the InsideTracker blood test.

### Can I purchase in bulk for my family/friends?

Yes! Buying multiple plans at once is a great way to maximize your savings when you give gifts to friends and family—or even when you're just trying to stock up for yourself!

To give InsideTracker as a gift, you can transfer any plan directly from your account after purchase. All you need is the recipient's name and email address, and you can easily give the gift of health and longevity to the ones you love.

# Frequently asked questions

## Is my data secure with InsideTracker?

Security and vigilance sensitivity toward your information is a top priority at InsideTracker. We have implemented best practices for security and are continuously improving them to meet the highest industry standards. **We are fully HIPAA compliant and SOC 2 certified, which validates our cutting-edge cybersecurity protection.**

Your blood and DNA data is thoroughly encrypted, obfuscated, anonymized, and de-identified with extensive layers of firewalls to ensure safety. It's why we are trusted by some of the world's top scientists, military organizations, athletes, and researchers.

For more information on this, please check out our Privacy Policy and Product Consent page at the bottom of our website.



## Costs, insurance, and frequency

### Do you accept or work with any insurance companies?

InsideTracker does not currently work with insurance companies. However, blood plans are eligible for HSAs, FSAs, and HRAs (see below).

### Do you accept HSA, FSA, or HRA?

InsideTracker blood plans are eligible for coverage by HSA, FSA, and HRA benefits under most insurance plans.

However, most HSA and FSA debit cards do not allow direct transactions on InsideTracker's website.

In those cases, your best option is to purchase on your credit card and submit the itemized receipt for reimbursement through your employer or insurance company.

### Is InsideTracker a membership?

Yes, InsideTracker is a membership-based platform. InsideTracker's Membership renews at \$149 every 12 months. As a member, you can purchase additional Ultimate and Foundation Plans at discounted rates. InsideTracker is a tool to optimize your health, and using the platform over time is necessary to track your health and progress on your wellness journey.

### How often should I retest my blood work?

We recommend retesting every 3-6 months. Your first plan is to establish your baseline biomarker levels and identify deficiencies. Then, you'll follow your Action Plan and retest to see how much you've improved and which new markers need to be addressed. From there, you can refine and continue to fine-tune your path forward.

# Timelines (scheduling + results):



## Lab visit:

Once you've placed an order, your lab slip is emailed within 48 hours with a Quest lab search tool and best practices before your blood draw. After your blood has been drawn, you will receive your complete analysis back within five business days, at which point you can start your Action Plan.



## Mobile Blood Draw:

Whether in the US or Canada, once ordered, the Mobile Blood Draw service reaches out directly to you within five business days to schedule a time and location for the following five business days. After your blood has been drawn, you'll receive your complete analysis back within five business days, at which point you can start your Action Plan.



# Testing locations



## US and CAN testing locations:

We provide lab orders for Quest Diagnostics in the US, with a few exceptions (see below).

Here is a search tool to locate a Quest Labs nearest you:

<https://appointment.questdiagnostics.com/patient/findlocation>

Select "Schedule Appointment" and then select "All Other Tests" to locate the correct lab.

*Customers in HI/NJ/NY/RI/AZ and CAN are eligible to purchase any of our blood plans, however, a Mobile Blood Draw is required.*

This requirement is due to a law that you cannot bring your lab slip to a local facility for any 3rd party discretionary blood work performed.

Our convenient Mobile Blood Draw service connects you with a certified phlebotomist to bring a premium lab experience directly to your home or office. Mobile Blood Draw comes with an additional cost of \$119 per blood draw.

You may still opt for a Mobile Blood Draw, even if you're located in a non-restrictive US State.



# Ready to get started?

[Click here](#) to learn more about  
InsideTracker plans and find  
the right one for you.

InsideTracker.com



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