

## About InsideTracker

InsideTracker is an ultra-personalized nutrition and performance system. By analyzing the body's data from blood, DNA, and fitness trackers, you'll gain a crystal clear picture of what's going on inside—along with a science-backed Action Plan for improving your health and wellness. With an inside-out approach to optimizing your health, InsideTracker helps add years to your life... and life to your years.

### Powered by technology

Our advanced, algorithmic engine uses information from your blood, DNA, and lifestyle habits—plus vast amounts of biometric and scientific data—to build your personalized Action Plan.

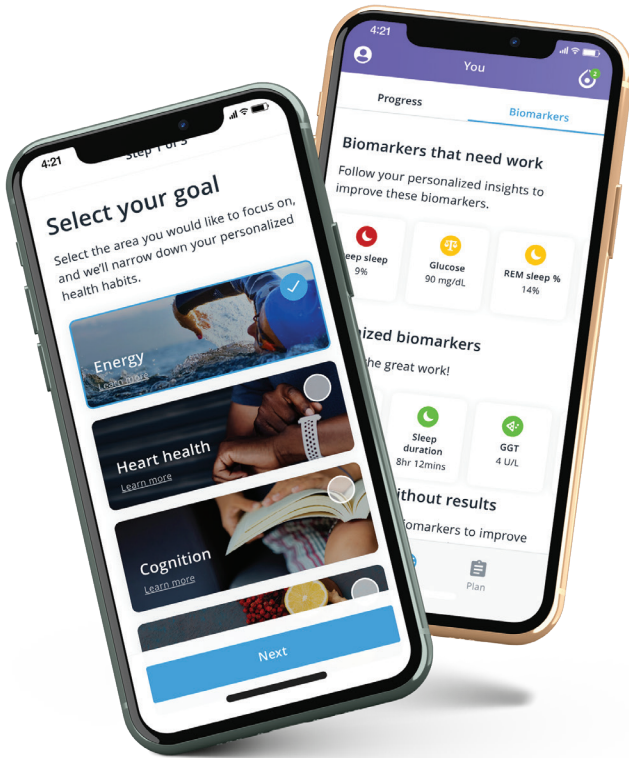
### Backed by science

Our nutrition, fitness, and lifestyle recommendations are backed by the latest, peer-reviewed research in nutrition, genetics, and aging. Your Action Plan evolves with your body and continually updates based on the latest available science.

### Driven by you

InsideTracker does what one-size-fits-all nutrition plans can't: It uses your body's unique biomarkers to deliver truly personalized guidance that specifically addresses your individual health goals.

## Getting started with InsideTracker



### 1. Power your plan

Choose a plan, then add your blood data (at home, at the lab, or upload). We'll ask you some questions about your diet and lifestyle, so our recommendations are even more precise.

### 2. Start your journey

Get your in-depth analysis of your body's data and choose your health goals. We'll give you a detailed, personalized action plan that tells you what to do (and why).

### 3. Take ownership of your health

Put yourself in control of how you feel by following your personalized nutrition and lifestyle recommendations. Use our mobile app for daily insights and pro tips, and connect your fitness tracker for real-time input.

### 4. Retest, recalibrate, and realize your potential

After a few months, test again to see what's working and what's not, so you can reassess your data and recalibrate your Action Plan to be even more personalized.

#### Ultimate \$589

- » Most robust & comprehensive
- » 43 biomarkers measured
- » Ideal for athletes, life performers and goal chasers

#### Essentials \$189

- » High-impact starting point
- » 13 biomarkers measured
- » Ideal for athletes

#### InnerAge 2.0 \$179

- » Calculate your real age from the inside
- » Up to 18 biomarkers measured
- » Ideal for healthspan seekers

#### DNA Kit \$249

- » Reveal your genetic potential
- » Easy at-home DNA test kit
- » Up to 261 Genetic Markers



*InsideTracker is an essential part of my training camp. They've really helped me hone in on the best nutrition plan for me, which has benefited my performance and recovery in so many ways.*

**Shalane Flanagan**, Olympic medalist, New York City marathon champion and InsideTracker ambassador