



Key messages for introducing InsideTracker to your clients

- Share why you've chosen to partner with InsideTracker.
- InsideTracker is the global leader in personalized nutrition, empowering people to live longer, healthier, better lives. The InsideTracker platform uses your unique biometric data to give you a clear picture of yourself from the inside, then provides science-backed guidance to help you achieve your most optimal self.
- Using blood biomarker analysis from InsideTracker will allow us to:
 - Establish a **clear assessment** of what's happening inside, as well as a **clear target** for where you should be to feel and perform your best. Having this foundation will allow us to eliminate guesswork and make progress faster. The more data we have, the better decisions we can make.
 - Rather than relying on trial and error when it comes to nutrition, supplement, and lifestyle needs, we can use the recommendations provided by InsideTracker to **inform a clear path forward**. These recommendations are *personalized to you* based on your bloodwork and goals and are based on peer-reviewed science, so that you can confidently optimize the biomarkers that will set us up to achieve your goals.
 - Lastly, using InsideTracker will provide us with an **objective way to measure your progress over time**. Because we will know the optimal ranges that we're aiming for, we can retest periodically to know whether you're trending in the right direction and can use it as a tool to prepare for specific life or performance events. While performance or physical goals are important, we want to ensure that we're also prioritizing your health so that you can keep doing what you love for longer.