So much more than a blood test.

	Traditional Blood Test	InsideTracker
Basic biomarkers (e.g. Cholesterol, Triglycerides, Blood Sugar)	✔	✔
Normal reference ranges	✔	✔
# of biomarkers	Less than 10	Up to 43
Wellness, performance & recovery markers (e.g. Ferritin, Vitamin D, Cortisol, Testosterone)	✘	✔
Personalized optimal, not just "normal" ranges	✘	✔
Action Plan of science-backed nutrition, fitness and lifestyle recommendations	✘	✔
Integration of Blood + DNA + Fitness Tracker insights	✘	✔
Ability to use FSA/HSA	✘	✔
Transparent pricing (what you see is what you pay; no worrying about insurance reimbursement)	✘	✔
Optional, at-home mobile blood draw	✘	✔
Easy retesting to track positive progress and trends	✘	✔
InnerAge 2.0 - true biological age and a plan to help	✘	✔
iOS and Android mobile access to results, analysis, Action Plan and daily ProTips	✘	✔
Rich & robust content (blogs, eBooks, podcasts) on how to optimize your body and expand your healthspan	✘	✔

CNN called InsideTracker "The best blood test you'll ever take." While we appreciate the compliment, it's just not true. Truth is, we offer so much more than just a blood test.

InsideTracker is a truly personalized nutrition and performance system combining actionable health insights and science-backed guidance. Our mission is to help you optimize your body from the inside out - adding years to your life and life to your years.

We transform your blood, DNA and fitness tracking data to give you a clearer picture than you've ever had before of what's going on inside. Then we deliver Action Plans of science-backed recommendations for positive changes to your nutrition, supplementation, exercise, and lifestyle.

See above for a detailed comparison between what a traditional blood test, like you might get at the doctor's office, offers and what we offer.

The difference is clear.

This is where your health journey begins. The path to your best self is a personal one, but InsideTracker is with you every step of the way to make sure you have the knowledge, understanding, and scientific tools to navigate it with confidence.

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