

CRACK YOUR GENETIC CODE

Learn The Art of Living a
Gene-Based Healthy Life

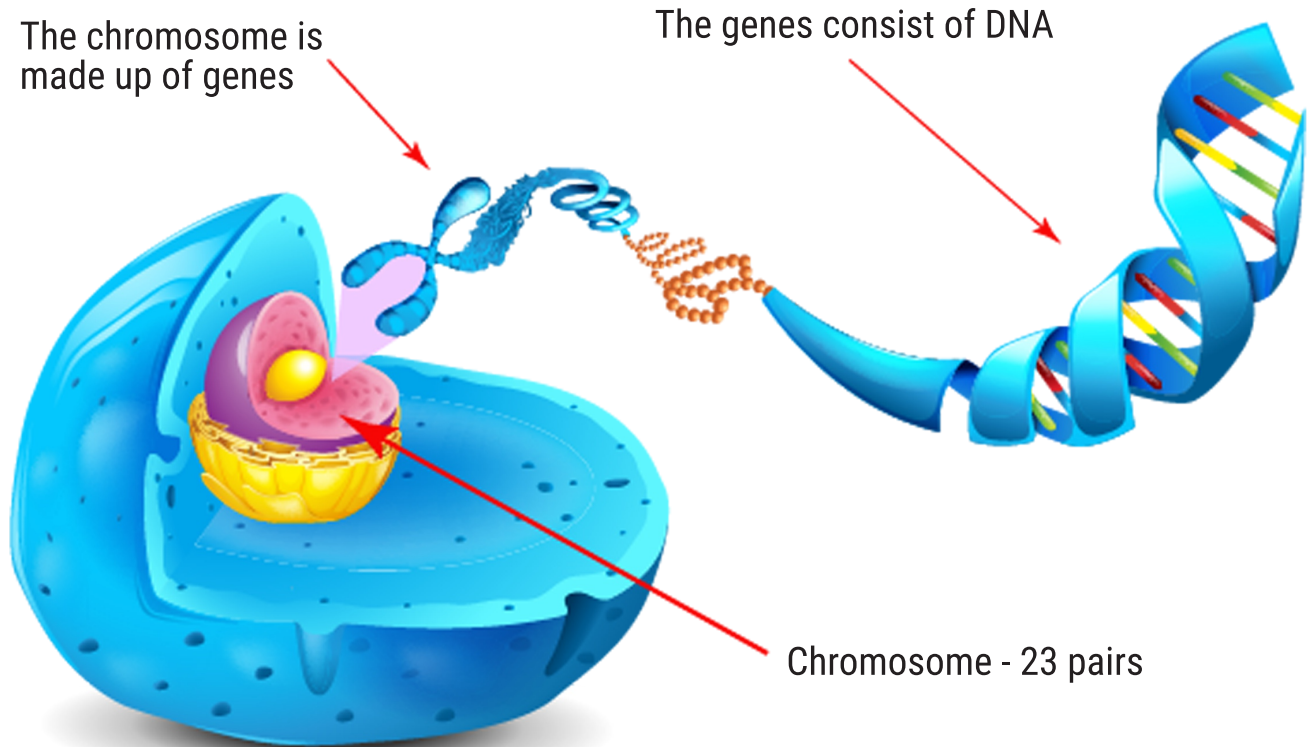


GENOMAX
GENE BASED WELLNESS PROGRAM

LET FOOD BE THY MEDICINE

www.myshpl.com

KNOW YOUR DNA - DISCOVER YOURSELF



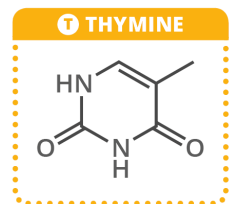
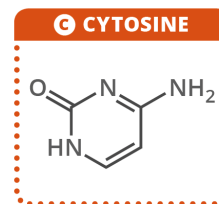
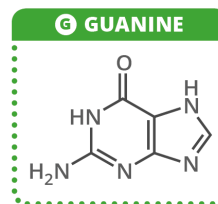
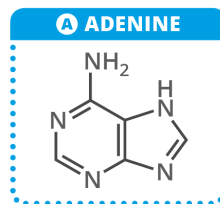
DNA is a long, complex and self-replicating molecule that is found in all living organisms and is the main constituent of chromosomes.

DNA contains instructions an organism needs to develop, live and reproduce.

These instructions are found inside every cell and are passed down from one generation to the other. The entire human genome contains approximately 3 billion base pairs, which reside in the 23 pairs of chromosomes within the nucleus of all our cells. Each chromosome contains hundreds to thousands of genes, which carry the instructions for making proteins. 99% of the base pairs are same in all people. However, the balance 1% is unique, which causes all the difference.

DNA is the **UNIVERSAL BLUEPRINT** for life on earth

DNA is made up of molecules called nucleotides. The information inside the DNA is stored as a code made up of four chemical bases i.e. adenine (A), guanine (G), cytosine (C) and thymine (T). These DNA bases pair up with each other, A with T and C with G, to form units called base pairs. Each base is also attached to a sugar molecule and a phosphate molecule. Together, a base, sugar and phosphate are called a nucleotide.



EVERY CELL
in a human body has

EXACTLY THE SAME DNA

The most important property of DNA is that it can replicate or make copies of itself. Each strand of DNA in the double helix can serve as a pattern for duplicating the sequence of bases. This is critical when cells divide because each new cell needs to have an exact copy of the DNA present in the old cell. Sometimes when cells in the body replicate to make new cells, mistakes are made. Hence a gene that was supposed to code for a specific word now reads it differently by changing just one letter or just one base. Understandably, that specific gene now has a totally new meaning and function. These variations are called Single Nucleotide Polymorphisms (SNPs). These changes or mutations in bases that code for a protein in the body can be very profound.

Just imagine hypothetically that if CAT coded for a cat and then a mutation in your sequence changed the C to an R you would get RAT which would code for a completely different animal. That's how impactful these changes can be. These small variations in DNA are expressed in many ways. They can influence how we metabolize the food we consume and which type of exercise is best suited for our body. By identifying our own unique gene variations, we can customize lifestyle approaches and nutritional supplementation to maximize our genetic potential promoting optimal health like never before.

CRACKING YOUR GENETIC CODE IS LIKE REDISCOVERING YOURSELF

WELOCITY GENETICS - OUR STRATEGIC PARTNER



Velocity Genetics is the pioneer and market leader in gene-based wellness solutions, thoughtfully established to nurture precious human life. It is born out of a deep commitment to offer scientifically proven and technology-driven modern wellness solutions to aspiring people from all walks of life and transform their chaotic 21st century lifestyle into joyful living. Our endeavor is to bring you back where you originally belong - the Mother Nature. We would passionately insist on you following the F.A.M.E. (Food as Medicine Everyday) law of the world's largest pharmacy, your kitchen.

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GENOMAX - COMPREHENSIVE GENETIC TESTING

SHPL GENOMAX consists of comprehensive DNA tests of 200 Phenotypes across 21 vital categories followed by genetic counselling and a personalized gene-based wellness solution with targeted nutrition and lifestyle modifications.

Your Heart Health (Cardiac Health)

- ⊖ Cholesterol and Lipid Profile
- ⊖ Hypertriglyceridemia Risk
- ⊖ Triglyceride Response to PUFA
- ⊖ Hypertension Risk
- ⊖ Impact of Tobacco and Nicotine Containing Products
- ⊖ Blood Pressure Response to A Non Drug Approach
- ⊖ Hyperlipoproteinemia Type III
- ⊖ Hyperhomocysteinemia
- ⊖ Atherosclerosis Risk
- ⊖ Myocardial Infarction
- ⊖ Left Ventricular Hypertrophy
- ⊖ Atrial Fibrillation
- ⊖ Coronary Artery Disease Risk



Diabetes Management (Diabetes)

- ⊖ Type 2 Diabetes Risk (Insulin Sensitivity)
- ⊖ HBA1c Response to Fibre
- ⊖ Insulin Resistance Response to Whole Grains
- ⊖ Glucose Tolerance to Dietary Fat
- ⊖ Ketogenic Diet & Type 2 Diabetes Risk
- ⊖ Dinner Timing & Type 2 Diabetes Risk
- ⊖ Risk of Type 1 Diabetes
- ⊖ Tendency of Insulin Resistance
- ⊖ Impact of Smoking



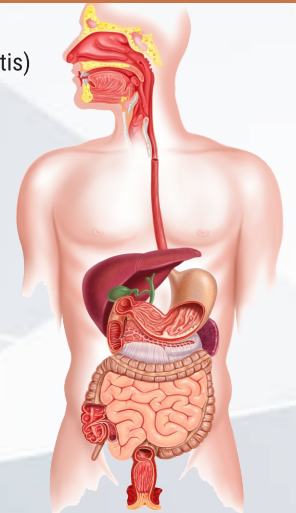
Diabetes Associated Complications (Diabetes)

- ⊖ Risk of Diabetic Retinopathy
- ⊖ Risk for Diabetic Cataract
- ⊖ Impact of Tobacco and Smoking on Diabetic Cataract
- ⊖ Risk of Diabetic Nephropathy
- ⊖ Impact of Tobacco and Smoking on Diabetic Nephropathy
- ⊖ Impact of Stress on Diabetic Nephropathy
- ⊖ Risk of Diabetic Neuropathy
- ⊖ Impact of Tobacco and Alcohol
- ⊖ Risk of Foot Ulcers



Organ Health Management

- ⊖ Gall Stone Predisposition
- ⊖ Inflammatory Bowel Disease (Ulcerative Colitis)
- ⊖ Alcoholic Liver Disease
- ⊖ NAFLD (Non Alcoholic Fatty Liver Disease)
- ⊖ NAFLD Mitigation and Choline Deficiency
- ⊖ Tendency of Developing Liver Cirrhosis
- ⊖ Requirement of Fat in Liver Cirrhosis
- ⊖ Impact of Alcohol On Liver Cirrhosis
- ⊖ Risk of Hyperuricemia
- ⊖ Glaucoma Risk
- ⊖ Risk of Cataract
- ⊖ Age Related Hearing Loss
- ⊖ Gum Disease (Periodontitis)



Thyroid Risk Management (Thyroid Health)

- ⊖ Hypothyroidism
- ⊖ Requirement of Iodine Intake
- ⊖ Impact of Alcohol and Smoking On Hypothyroidism
- ⊖ Hashimoto's Thyroiditis
- ⊖ Grave's Disease



Kidney Health Management (Chronic Kidney Disease)

- ⊖ Risk of CKD
- ⊖ Requirement of Sodium and Potassium Intake
- ⊖ Requirement of Fluid Intake
- ⊖ Tendency of Alcohol Sensitivity
- ⊖ Tendency of Alcohol Flush



Neurological Health Management (Neurological Health)

- ⊖ Risk of Parkinson Disease
- ⊖ Alzheimer's Disease
- ⊖ Vascular Dementia
- ⊖ Requirement of Anti-Inflammatory Food
- ⊖ Requirement of Flavonoids
- ⊖ Impact of Alcohol and Caffeine
- ⊖ Response to Pesticide Exposure
- ⊖ Risk of Migraine (With Aura)
- ⊖ Impact of Caffeine and Alcohol (On Migraine)
- ⊖ Impact of Cheese (on Migraine)
- ⊖ Septic Shock
- ⊖ Pain Sensitivity



Mental Health & Personality Disorder Risk Management (Neurological Health)

- ⊖ Autism Risk
- ⊖ Schizophrenia Risk
- ⊖ Attention Deficit Hyperactivity Disorder (ADHD) Risk
- ⊖ Tendency of Panic Disorder
- ⊖ Requirement of Sleep (Panic Disorder)
- ⊖ Requirement of Exercise (Panic Disorder)
- ⊖ Impact of Medication (Panic Disorder)
- ⊖ Caffeine Intake (Panic Disorder)
- ⊖ Impact of Alcohol (Panic Disorder)
- ⊖ Impact of Smoking (Panic Disorder)
- ⊖ Personality Disorder(antisocial)

Reproductive Health Management (Gender-Specific Risks)

- ⊖ Polycystic Ovarian Syndrome (PCOS) Risk
- ⊖ Neural Tube Defect Risk in Offspring
- ⊖ Adverse Pregnancy Outcomes with Prenatal Caffeine Intake
- ⊖ Risk of Spot Baldness in females (Alopecia Areata)
- ⊖ Male Infertility
- ⊖ Effect of Alcohol consumption on LDL cholesterol
- ⊖ Testosterone Response
- ⊖ Risk of Spot Baldness in males (Alopecia Areata)

Inflammation Management (Inflammatory Diseases)

- ⊖ Risk of Inflammation
- ⊖ Tendency of Skin Allergy
- ⊖ Rheumatoid Arthritis
- ⊖ Tendency of Osteoarthritis
- ⊖ Allergic Rhinitis Risk
- ⊖ Risk of Asthma
- ⊖ Pancreatitis
- ⊖ Chronic Obstructive Pulmonary Disease

Biological Clock Management

- ⊖ Time of Exercise
- ⊖ Time of Metabolism
- ⊖ Time of Carbohydrate Intake
- ⊖ Tendency of Morning Fatigue
- ⊖ Tendency of Sleep Disorder

Skin Health Management (Dermatology)

- ⊖ Risk of Developing Acne
- ⊖ Risk of Sunburns
- ⊖ Risk of Sun Spots/Freckles
- ⊖ Tanning Ability
- ⊖ Tendency of Psoriasis
- ⊖ Nutritional Requirement for Psoriasis Management
- ⊖ Risk of Developing Eczema
- ⊖ Risk of Vitiligo
- ⊖ Requirement of Vitamin D for Vitiligo
- ⊖ Impact of Gluten on Vitiligo
- ⊖ Pemphigus Foliaceus

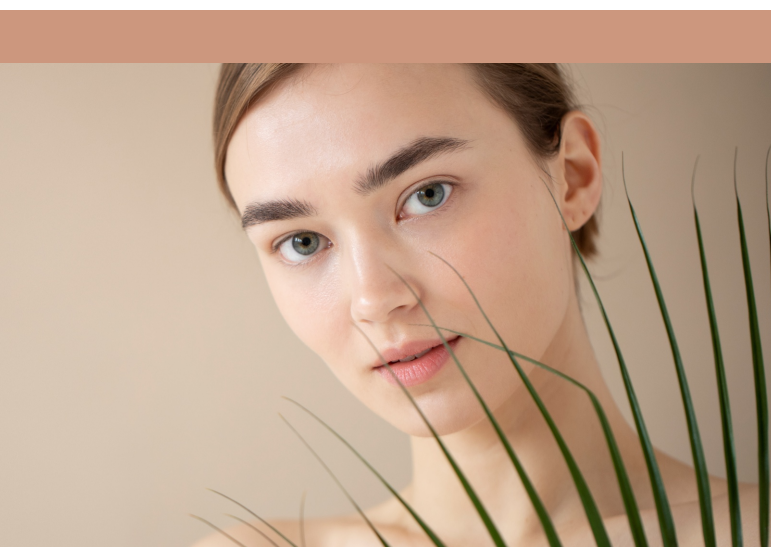
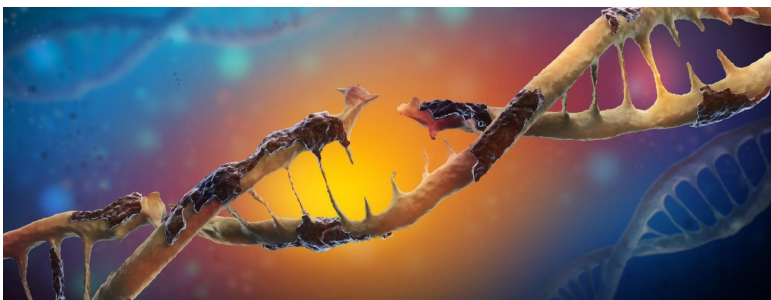


Weight Management (Weight Management)

- ⊖ Obesity Risk
- ⊖ Impact of Alcohol on Obesity
- ⊖ Satiety
- ⊖ Response to Dieting
- ⊖ Ideal Weight Loss Diet
- ⊖ Weight Regain Risk
- ⊖ Adiponectin Level
- ⊖ Appetite Response to Ginger Supplementation
- ⊖ BMI Response to PUFA
- ⊖ Tendency of Snacking Between Meals
- ⊖ BMI Response To MUFA
- ⊖ Desire for food(Emotional Bingeing)

DNA Damage Risk & Oxidative Stress

- ⊖ DNA Damage & Toxicity Risk from eating tandoori food
- ⊖ Lifespan and Longevity
- ⊖ Tendency of Oxidative Stress
- ⊖ Requirements of Antioxidants
- ⊖ Requirement of Sunscreen
- ⊖ Impact of Alcohol and Smoking on Oxidative Stress
- ⊖ Impact of Radiation and Pollution on Oxidative Stress
- ⊖ Tendency of Detoxification
- ⊖ Impact of Smoking and Alcohol on Detoxification Process



Modern Medicine Efficacy (Drug Response)

- ⊖ Metformin response
- ⊖ Response to Pioglitazone treatment in Type 2 Diabetes
- ⊖ Response to Sulfonylureas treatment in Type 2 Diabetes
- ⊖ Response to Statins Use
- ⊖ Warfarin response
- ⊖ Response to Antidepressant Medication (Paroxetine)
- ⊖ Therapeutic Response to Rheumatoid Arthritis Medications



Vitamin Deficiency Management

- ⊖ Vitamin A Deficiency
- ⊖ Vitamin B2 Deficiency
- ⊖ Vitamin B6 Deficiency
- ⊖ Vitamin B9 Deficiency
- ⊖ Vitamin B12 Deficiency
- ⊖ Vitamin C Deficiency
- ⊖ Vitamin D Deficiency
- ⊖ Vitamin E Deficiency



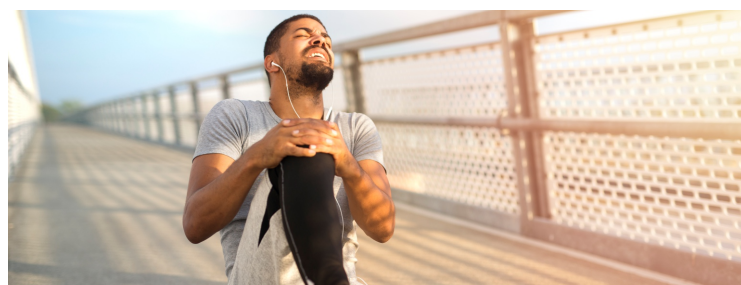
Food Intolerance Management

- ⊖ Gluten Intolerance
- ⊖ Impact of Gluten Products
- ⊖ Risk for Developing Celiac Disease
- ⊖ Lactose Intolerance
- ⊖ Blood Pressure and Heart Attack Response To Caffeine (Caffeine Metabolism)
- ⊖ Tendency of Caffeine Induced Obesity
- ⊖ Tendency of Salt Metabolism
- ⊖ Blood Pressure Response to Sodium (Salt Sensitivity)



Injury Risk Management (Fitness)

- ⊖ Risk of ACL Injury
- ⊖ Risk of Muscle Injury
- ⊖ Risk of Tennis Elbow
- ⊖ Risk of Achilles Tendinopathy
- ⊖ Acute Ankle Sprain
- ⊖ Requirement of Antioxidants to Prevent Injury
- ⊖ Prevalence of falls in elderly people
- ⊖ Risk of Intervertebral Disc Degeneration
- ⊖ Susceptibility to Knee Injury
- ⊖ Risk of Osteoporosis



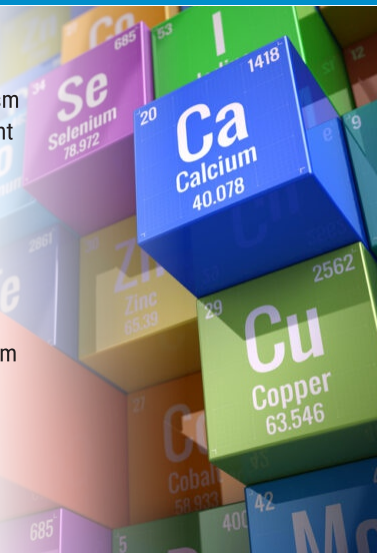
Depression and Addiction Risk Management

- ⊖ Dopamine Metabolism
- ⊖ Depression Risk
- ⊖ Impact of Alcohol on Depression
- ⊖ Requirement of Sleep (Depression)
- ⊖ Requirement of Exercise (Depression)
- ⊖ Anxiety Disorder Risk and Caffeine
- ⊖ Alcohol Dependency
- ⊖ Addiction towards Drugs
- ⊖ Addiction towards Smoking



Mineral Deficiency Management

- ⊖ Calcium Deficiency
- ⊖ Iron Metabolism
- ⊖ Tendency of Magnesium Metabolism
- ⊖ Requirement of Magnesium Nutrient
- ⊖ Risk of Magnesium Deficiencies
- ⊖ Tendency of Vitamin K Metabolism
- ⊖ Requirement of Vitamin K Nutrient
- ⊖ Risk of Vitamin K Deficiencies
- ⊖ Tendency of Selenium Metabolism
- ⊖ Requirement of Selenium Nutrient
- ⊖ Tendency of Antioxidant Metabolism
- ⊖ Requirement of Antioxidants
- ⊖ Tendency of Copper Metabolism
- ⊖ Requirement of Copper
- ⊖ Tendency of Zinc Metabolism
- ⊖ Requirement of Zinc



Exercise Regimen (Fitness)

- ⊖ Ideal Exercise Strategy
- ⊖ Power / Endurance Training
- ⊖ Requirement of Training Session for Improving Lactate Threshold
- ⊖ Requirement of HIIT (High Intensity Interval Training)
- ⊖ Requirement of Foods to Improve Aerobic Capacity
- ⊖ Body Odour (Axillary Osmidrosis)
- ⊖ Training Required to Improve Endurance
- ⊖ Endurance Response to Caffeine and Other Supplements
- ⊖ Ideal Weight maintenance strategy
- ⊖ Cold Tolerance
- ⊖ Requirement of Training to Improve Power
- ⊖ Requirement of Nutritional Supplements
- ⊖ Avoiding Inflammatory Foods
- ⊖ Motivation to Exercise
- ⊖ Exercise Associated Inflammation Risk
- ⊖ Exercise Recovery Time



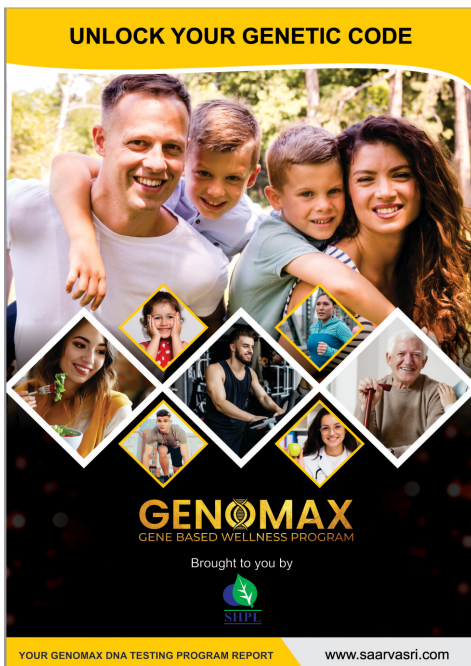


How to Order Genomax - Gene Based Wellness Program?

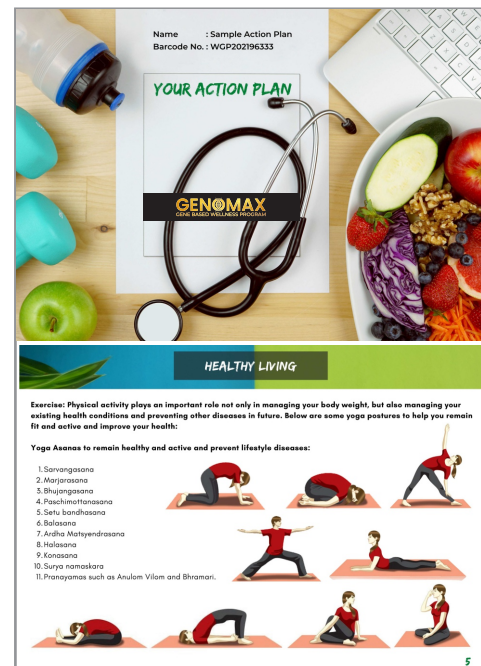


- 1 Visit www.myshpl.com and order your GENOMAX DNA KIT online
- 2 You will receive Saliva Sample Collection Kit home-delivered within 4 - 7 working days
- 3 Give your Saliva Sample (watch video) and send it to SHPL Mumbai Corporate Office
- 4 Your Genomax Genetic Report (PDF) will be sent to you within min. 24 working days
- 5 Receive Insightful Genetic Counseling from Our Genetics Counselors & Nutritionists
- 6 Your Customized Gene-based Action Plan (PDF) will be sent to you in 7 working days
- 7 Avail Wellness Help Desk Assistance for 1 Year from the Batch Date
- 8 Avail Electronic Gene Banking Facility for 6 Years from the Batch Date

Your Genomax - Gene Based Wellness Program Report (PDF)



Your Customized Action Plan (PDF)



We're moving from reading the genetic code to writing it. - Craig Venter

INDULGE IN GENE-BASED WELLNESS

Discover the Secrets of a Healthier and Happier Life



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