



P23 LABS

TRUSTED LABORATORY EXCELLENCE

P23 Optimum™

*The Use of Personal Genetics to Determine Fitness
Abilities, Nutrition, Skincare, and Overall Wellness*

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EXECUTIVE OVERVIEW

The future of **personalized medicine** and **consumer-driven medicine** holds endless possibilities. We, at P23 Labs, can simplify testing, improve the efficiency of molecular diagnostics, reduce consumer and corporate costs, increase overall access to diagnostics, and increase the quality of patient care domestically and internationally. P23 Labs is poised to take full advantage of the opportunities available on the market to pursue its mission to diagnose and detect disease at a time when it is most clearly needed while providing insight into individualized treatment.

P23 Labs is a clinical reference laboratory that provides preventative diagnostics testing and molecular diagnostics services. We are dedicated to promoting the widespread use of molecular genetic screens to detect early signs of DNA and cellular damage, while continually advancing/expanding repertoire of complementary diagnostic services. Our current line consists of Wellness and Pharmacogenetics (PGx) Testing. Our molecular genetic screenings are easy to administer and include non-invasive options. These diagnostic screens are developed to diagnose cancer, infectious diseases, and inherited conditions.

At P23 Labs, we are driven to provide innovative, high-quality, and affordable customer-focused diagnostic testing. We seek out partnerships based on clear pricing and top-tier service. Client Services is actively establishing partnerships with public health departments and community-based organizations that serve individuals suffering from a variety of health disparities.

Today, P23 Labs encompasses an incredibly driven team of passionate salespeople and specialized doctors who work to merge the gap between diagnostics and results. Doing business with P23 Labs guarantees a high-quality Customer Experience and direct access to lab directors. As the global genetic diagnostics industry expands, the need for more personalized medical solutions follows suit. P23 is well equipped to meet these rising demands—our laboratory boasts an extensive line of screenings, preventative diagnostics, and unique testing algorithms. We aim to provide these exceptional services to our clients by adhering to the following principles of success:

- ✓ Value-based and client-centered service
- ✓ Regulation and Federal Compliance
- ✓ Partnerships with proactive as opposed to reactive healthcare establishments (where care is integrated into daily practice processes)
- ✓ Company culture that revolves around collaboration, scientific innovation, and investment in state-of-the-art technology
- ✓ Reliable, high-precision screenings/risk assessments

- ✓ Revenue diversification
- ✓ Ensure pricing policy that is appropriate
- ✓ Actionable screen results and services
- ✓ Cost structure of tests and reimbursement procedures supported by target markets
- ✓ Maximum utility in laboratory (economies of scale)
- ✓ Team of intelligent, passionate, and ethical employees
- ✓ Innovative research and development
- ✓ Utilize health information technology (HIT) and social media platforms to encourage positive physician/patient experience

INTRODUCTION TO NUTRIGENOMICS

P23 Labs is committed to providing innovative and high-quality molecular diagnostics testing accessible to all people regardless of customary healthcare barriers. Genetic testing allows us to gain an understanding of everyone's fitness, nutritional, and skin care needs.

Nutrigenomics (NGX) is the scientific study of how genes interact with diet. This growing field reveals the relationship between lifestyle and disease risk. Additionally, the genetic insight from NGX panels can help patients develop personalized fitness and diet plans designed to optimize overall health and wellness.

To bring this technology to you, P23 Labs has designed a state-of-the-art custom, proprietary, nutrigenomics platform called **P23 Optimum™**

Nutrigenomics is the integration of genomics coupled with nutrition and other lifestyle variables to utilize personal genetics that is vital to determining function for nutrition optimization. **NGX¹** is broadly defined as the relationship between nutrients, diet, and gene expression. Understanding this, design the way to reach the health potential that everyone has which is first established by their genetic background¹.

HEALTH CHALLENGES FOR PATIENTS

Many people face challenges when it comes to their health. These challenges can include not getting effective results with dieting or exercise due to not understanding one's body type and specific

¹ <https://www.nutritionsocty.org/blog/nutrigenomics-basics>

nutritional needs. Often, people are unaware of how their metabolic system functions. This lack of knowledge can lead to frustration as various diets and workouts fail to yield desired results simply because they are ill-suited for one's genetic makeup.

Nutrigenomics takes into consideration how diet, as well as exercise, interact to modify a patient's phenotype, or in other words, how diet and exercise alter the biological system to promote either health or disease². While the nutritional status of the general population remains a major public health concern, nutrigenomics is helping mitigate the problem. Let's face it; your food is medicine too!

SOLUTIONS TO CURRENT HEALTH CHALLENGES

Like nutrigenomics, **P23 Optimum™** seeks to provide a solution for these challenges by providing patients with **a comprehensive report** on beneficial eating habits, effective exercises, and an assessment of a variety of small molecules. These small molecules include hormones, biomarkers, and metabolites that determine an individual's health status. P23 can evaluate small molecule levels and



suggest lifestyle modifications to improve one's internal and external health.

P23 Optimum™ can provide patients with a comprehensive health plan based on understanding their unique DNA. Thanks to the Human Genome Project and the discovery of SNP technology, there is a greater understanding of the genetic variants between patients and how this affects their overall health and wellness.

P23 LABS' SOLUTION TO CURRENT HEALTH CONCERNS

P23 offers a wide range of tests that evaluate infectious disease status and personal health risks.

Infectious Disease Testing: Our **P23 SAFE ID™** molecular test can detect the presence of HIV, HPV, Herpes Simplex Virus Type 1/2, Gonorrhea, Chlamydia, HCV, HBV, and/or Trichomoniasis in a variety of sample types.

Personal Health Risk Testing: **Cardiac** testing and **Neurology** testing for medication and supplement guidance, both apart of the **P23 Optimum™** wellness line. Our cardiac test evaluates cardiovascular health state and potential risk for cardiovascular events that includes our DNA Lipid Panel with FH risk. Our Neurology test is designed to calculate the risk of neurodegenerative disease such as Alzheimer's Disease, Multiple Sclerosis, ALS, Parkinson's, in addition to other neurological disorders.

We also offer **Pharmacogenetics** (PGx) testing to determine how your genes impact the effectiveness of prescription medications medication. PGx testing is most powerful when used in conjunction with our proprietary NGX test. Our newest product, **P23 Optimum™**, assesses hormone levels, which can be applicable to a variety of healthcare situations.

At P23, we are constantly developing new products that utilize personal genetics to better understand human physiology, and, more importantly, treat or prevent disease. We believe prevention is the best treatment for any condition.

Your key to wellness...

P23 OPTIMUM™

P23 Optimum™ is one of P23 Labs' newest solutions to current health concerns in the sense that it enlightens patients about their specific genetics together and how this contributes to their diet, fitness plan, and overall wellness. Our product can provide patients with a comprehensive health plan based on an understanding of their DNA. Thanks to advances in human genomics, we at P23 can provide patients with a deeper insight to their body's responses to nutrients and fitness. P23 Optimum™ can be broken into multiple segments: *Nutrition, Fitness, Skin Care, or The Comprehensive Wellness Package*, which includes all three.

P23 Optimum™ Nutrition uses the same process of polymerase chain reaction (PCR) to copy and amplify your genes so that genetic material can be analyzed.

Certain changes or SNPs are known to correlate to an individual's health state and risk of disease.

P23 Optimum **Nutrition** Panel assesses:

- ✓ Absorption along with Metabolism of Key Nutrients
- ✓ Carbohydrate Responsiveness
- ✓ Circadian Rhythms
- ✓ Exercise responsiveness

- ✓ Fat metabolism, fat storage, obesity, and satiety
- ✓ Food Sensitivities (Used to manage your diet)
- ✓ Inflammation Diet
- ✓ Regulation of energy intake
- ✓ Regulation of metabolism plus feeding behavior

P23 Optimum™ Fitness is another profile offered by P23 Labs. This assay analyzes genes to determine SNPs (areas/segments) that are linked to risk for developing certain chronic diseases (not clear) as well as alterations in metabolic processes. These are evaluated as a low, medium, and high impact results.

P23 Optimum Fitness panel assesses:

- ✓ Inflammation due to Exercise
- ✓ Injury Susceptibility
- ✓ Oxidative Stress due to Exercise
- ✓ Blood Flow and Respiration
- ✓ Energy Metabolism
- ✓ Fuel Metabolism
- ✓ Musculoskeletal Properties
- ✓ Recovery



Comprehensive P23 Optimum™ profile includes all the aspects listed above from **P23 Optimum™ Nutrition**, and **P23 Optimum™ Fitness** in addition to those listed below:

- | | |
|---|-----------------------------------|
| ✓ Bone Health | ✓ Overall Oxidative Stress Health |
| ✓ Detoxification | ✓ Weight Management Priorities |
| ✓ Food Responsiveness | ✓ Diet Plus Exercise Plan |
| ✓ Inflammation Health due to Diet/Nutrition | ✓ Medication Guidance |
| ✓ Insulin Sensitivity | ✓ Cardiology Information |
| ✓ Lipid Metabolism | ✓ Neurology Information |
| ✓ Methylation | ✓ Health Coaching |

CONCLUSION



Overall, **P23 Optimum™** product and our entire line of molecular diagnostic products seek to provide patients with a deeper understanding of their genetic makeup and health risks related to diet, exercise, or disease.

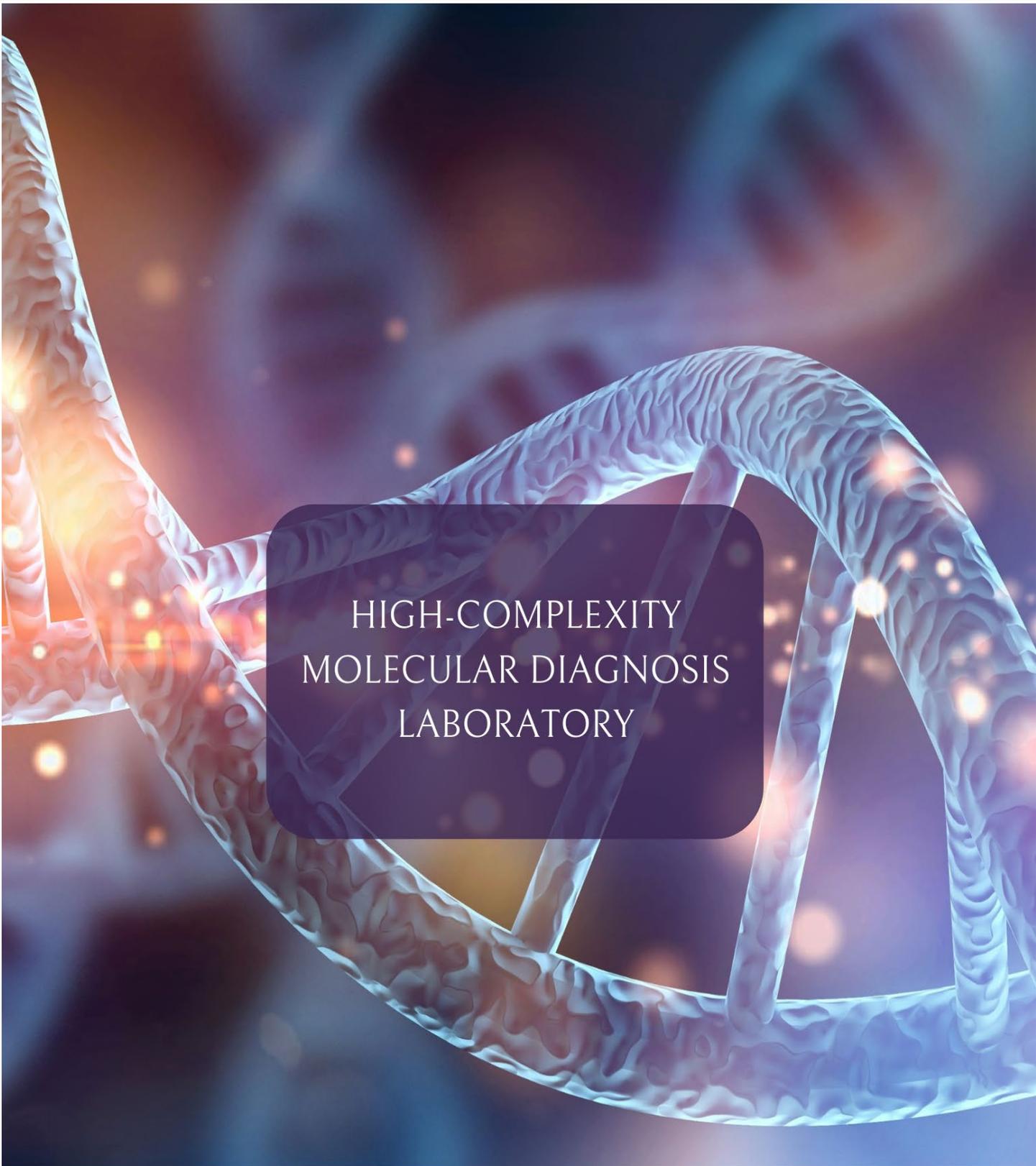
We believe that having this knowledge allows patients to optimize their health and obtain proper treatment for any health concern they are facing. These aid in preventing or managing diseases to allow our patients to enjoy the best quality of life imaginable.

Our product is designed to guide everyone with nutrition and supplement choices that foster the best biological/chemical use of prescribed medication, supplements, or minerals combined with fitness/activity.

GET MOTIVATED & GET TESTED TODAY

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HIGH-COMPLEXITY
MOLECULAR DIAGNOSIS
LABORATORY

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Call us at 864-633-8686 or reach out to your
Business Development contact.



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