



Fitness club chain pioneers DNA personalized training



HealthCity is set to become the world's first fitness club chain to offer personalized training based on a person's genetic response to exercise and diet. It will launch the offer at an event at its Amstelveen gym on **Wednesday September 17th**.

The revolutionary DNAFit test – which made news around the world when it was revealed it was being used by English Premier League soccer teams and Olympic athletes – will be offered by HealthCity in each of its clubs in the Netherlands and France.

The DNAFit Diet and Fitness tests scan up to 45 gene variants - slightly different versions of genes - linked to a body's capacity to cope with training and food.

The tests reveals whether you may be best suited to endurance exercise (heavy cardio) or power exercise (weights and sprints), how much recovery time you need between training, your risk of soft tissue damage and what kind of diet would assist weight loss.

DNAFit, developed by UK genetic testing company DNAFit Life Sciences, also reveals a client's:

- Carbohydrate & Saturated Fat Sensitivity
- Lactose & Gluten Intolerance Risk
- Ideal diet – low carbohydrate, low fat or a Mediterranean style
- Detox Ability
- Anti-Oxidant Needs
- Vitamin & Micronutrient Intake
- Salt and Caffeine Sensitivity

The test – a simple mouth swab – can be carried out at the HealthCity club. It is then sent away for analysis. When the results are ready, clients are invited to sit down with a member of the HealthCity team who can explain the findings and help craft a tailored training and diet programme.

In a recent study of 191 obese people by the University of Trieste, those using a DNA matched diet lost 33 per cent more weight than those counting calories.

DNAFit won the Spark of Innovation award at this year's ukactive Matrix Flame Awards, the most highly coveted accolade in the UK health and fitness sector.

It has picked up rave reviews in the media, including Men's Health, Men's Fitness and the Financial Times. Charles Wallace, who writes the FT's Fit Executive column, said after trying the test: "It was uncannily accurate about my sensitivity to carbohydrates and a tendency to high blood sugar levels. For people who have unsuccessfully tried to lose weight, this type of testing would be a fantastic guide."

DNAFit has also helped several English and European soccer teams and individual players, with four using the data to help them during the World Cup – England defender Glen Johnson, Costa Rica's Captain Bryan Ruiz, Greece's captain Giorgos Karagounis and Iran's Ashkan Dejagah.

It also helped English 800m runner Jenny Meadows improve her speed by a staggering six seconds, from 2:06.80 in February to just 2:00.32 in July – her fastest time in three years. It helped her qualify for the Commonwealth Games and make the final.

HealthCity's owner Eric Wilborts said: "HealthCity strives to be the best luxury sports, fitness and leisure chain in Europe. We want to excite and inspire with our innovative offerings, staff expertise and personal attention. HealthCity passionately believes DNAFit is the most exciting innovation we've seen in fitness training in over a decade. It will allow us to offer truly personalized training to ensure our clients maximise their fitness potential."

DNAFit's founder Avi Lasarow added: "We're delighted HealthCity has become the first fitness club chain in the world to offer genetic testing. Its clients will now be able to train and eat smarter, confident that they have a workout and diet that is personalized. We believe DNAFit testing will become the industry standard."

DNAFit is available to buy online at www.dnafit.com and is also offered in Champneys health spas in the UK and by British personal trainer Matt Roberts.

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Notes to Editors

For further details, interviews and pictures please contact David Prescott by email david.prescott@commucan.com or telephone 00 44 20 7257 9560 or 00 44 7974 089006

About DNAFit Life Sciences Limited

DNAFit is the flagship product of DNAFit Life Sciences Limited. DNAFit Life Sciences Limited was set up by Avi Lasarow, a South African entrepreneur, with a successful track record of launching and running a number of companies in the health sector. Avi commercialised the world's first Hair Alcohol Test with his company Trimega Laboratories; rolled out the first roadside drug testing project in South Africa; was engaged by the Attorney General and the Head of Civil Aviation of Libya to identify victims of the 2010 Libya Afriqiyah Airways flight disaster through DNA analysis and he is working on projects such as a test for foetal alcohol syndrome in new born babies and testing for ARV compliance amongst HIV sufferers in developing countries. Avi is one of South Africa's leading international entrepreneurs and has been appointed Honorary Consul for the Republic of South Africa to the Midlands region of the UK. DNAFit is available to buy online at www.dnafit.com and is also offered by Champneys health spas in the UK and British personal trainer Matt Roberts

HealthCity

HealthCity International is a luxury sports, fitness and leisure chain. We offer easy conviviality and quality service. HealthCity has more than 60 clubs in the Netherlands, Germany, Luxembourg, France and Italy. We at HealthCity are an integral part of the lives of our members. Through our positive attitude, expertise and appreciation for their efforts, we motivate members to achieve an active lifestyle. We strive constantly to achieve market leadership and best valued fitness partner.

www.healthcity.nl/dnafit