



# Elite Genetics

*A Transformational Health Program  
Designed by Your Genetics.*

## **Included:**

- ▶ Ultimate Genomics Testing Kit (DNA Allure), A personalized 50-page Genetic Health Report (GeneRx) & 4 hours of coaching with email support in between.

## **The Elite Genetics Process with Morgan**

- ▶ **15-minute consultation** – Learn more about the process, make sure we are a good match & access eligibility.
- ▶ **Cheek swab** - your results are never stored or shared!
- ▶ **Results** - within 3 weeks your results are ready and we can schedule your appointments.
- ▶ **Week 1** (1-hour Genetic Consultation)  
Review a personalized 50-page Genetic Report.
- ▶ **Week 2** (30-minute coaching session)  
Metabolic Flexibility & Nutrition Plan: One-week genetic meal plan - get inspired to feed your genes!
- ▶ **Week 4** (30-minute coaching session)  
Stress & Sleep: turning weaknesses into strengths!
- ▶ **Week 6** (30-minute coaching session)  
Inflammation: removing genetic blockers.
- ▶ **Week 8** (30-minute coaching session)  
Longevity: Free access to FMD course to activate longevity genes at the 8-week mark
- ▶ **Week 12** (1-hour Genetic Maintenance Session)  
Results that last for life!



# The Genetic Report

What's Included (50 pages):

## ▶ Metabolism

A look at the hormones responsible for fat burning, formation of fat from food, and food-seeking behaviour. This will determine if intermittent fasting or three meals daily is best for your metabolic health.

## ▶ Diet

Analysis of how you respond to and handle dietary carbohydrates, fats, proteins, and dairy. This will provide you with the exact amounts of each macronutrient you need to manage weight, decrease inflammation, balance blood sugar levels, and prevent disease.

## ▶ Resistance Training + Cardiovascular Health

Information on what type of cardiovascular and resistance training is best for you based on your genetics. This takes oxygenation, inflammation, recovery, cardiovascular and metabolic health into account.

## ▶ Injury Susceptibility

Recommendations on how to best protect your tendons and joints, according to your inflammation and collagen production genetics. This section can help you get a clearer picture of the causes and treatments for many tendinopathies and sports injuries.

## ▶ Stress Response

Details regarding the production, transportation, binding and receptor density of various stress hormones. This determines how your body reacts in the face of short and long-term stressors, how you respond to stress, and your ability to turn off stress pathways once stressors are removed.

## ▶ Neurotransmitters

An in-depth look at the production, transportation and metabolism of serotonin and dopamine and how this affects your mood, memory, addictions, learning, and sleep.

## ▶ Hormones

Information regarding estrogen and testosterone conversion and clearance, and how this may affect your risk of hormone-related diseases.

## ▶ Immunity

How to better manage risk and treatment of allergies, infections, auto-immune disorders and inflammatory disease based on your immune response.

## ▶ Inflammation

Examines the production of inflammatory mediators that may contribute to disease risk and progression, impair neurotransmitter binding and stimulation of many other genes.

## ▶ Detoxification

How your detoxification pathways help identify, modify and clear toxins, hormones and medications that otherwise would remain as potential disease instigators.

## ▶ Sleep

This section is a look at circadian rhythms and the quality of your sleep to reset abhorrent sleep patterns such as trouble falling asleep or staying asleep.

## ▶ Thyroid

A look at the production and regulation of TSH, conversion of T4 into active T3 to help determine the strength and functioning of the thyroid and guide better treatment protocols.

## ▶ Longevity

This section looks at age related illnesses such as cognitive decline, tumour suppression, frailty and more.

## ▶ Cholesterol

A deeper look into the reasons one can present with high cholesterol as it pertains to predispositions and family traits (familial hypercholesterolemia).