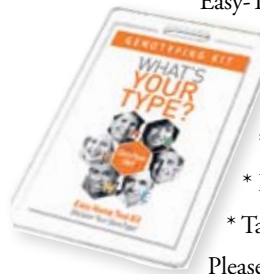


## Easy Home GENOTYPING KIT

Dr. D'Adamo's home Genotyping kit gives you all the tools you need to discover your GenoType quickly and easily. The enclosed Easy-Typing guide leads you through the steps to help you determine your type.



- \* Easy-Typing Guide with step-by-step instructions
- \* Biometric measurement tools
- \* Fingerprinting tools
- \* Taster strips

Please Note: You must know your blood type to determine your GenoType. Dr. D'Adamo's Home Blood Typing Kit is also available.

## STARTER SYSTEM for all GenoTypes

Now anyone can add Geno-correct nutrient formulas to their daily diet. Even if you don't yet know your GenoType, Dr. D'Adamo has blended formulas optimized for all types. Dr. D'Adamo brings to each of his GenoType-optimized formulas the latest epigenetic research to insure that every ingredient is beneficial for all six GenoTypes.



**Ingredients:** *All Types Activator:* Schisandra chinensis Berry Extract, Alpha Lipoic Acid, Dan Shen 5:1 (from Salvia miltiorrhiza Root), D-Panthenine EGCG, OPC from Grape Seed Extract, GenoPlex PB\* *All Types Catalyst:* Quercetin, Holy Basil 10:1 Herb Extract, Yerba Matte Leaf Extract, L-Methionine, Magnolia Bark Extract, Resveratrol, Mixed Plant Sterols (Contains Beta-Sitosterol, Campesterol, Stigmasterol and Brassicasterol), GenoPlex PB\* *All Types Synergist:* 100% Pure Borage Oil 1,000 mg, GLA 200 mg, Linoleic Acid 370 mg, Oleic Acid 170 mg, Palmitic Acid 85 mg.

## FEATURED BLOOD TYPE PRODUCTS

Your GenoType Products blend well with Dr. D'Adamo's BLOOD TYPE-SPECIFIC formulas

### Start Here...



Get Geno-correct nutritional support to enhance your GenoType's natural genetic strengths and minimize your genetic weaknesses.

### GenoType Complete System

Three Essential Genetic Support Formulas plus Geno-Correct Multivitamin & Multimineral

### ...Add This



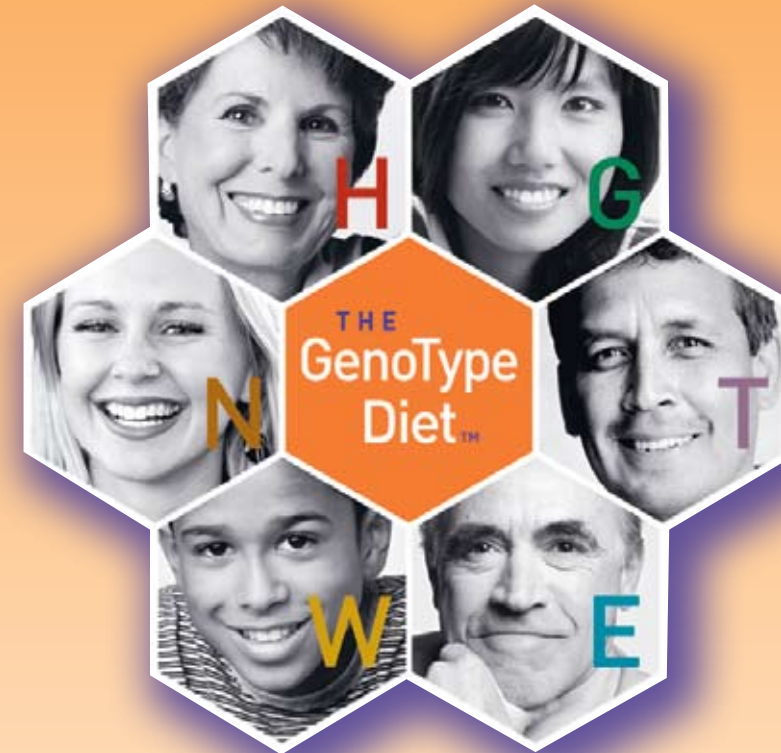
Repair and protect stomach lining, support your digestive integrity and regularity with your Blood Type Specific power duo.

### Personalized Digestive Support

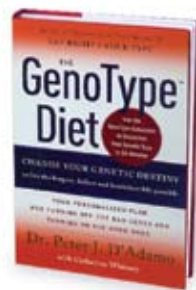
Blood Type Individualized Formulas.  
(Pictured: PolyFlora Type O and Deflect Type O.  
Also available in Types A, B, and AB)

Right For Your Type®

Personalized Supplements by Dr. Peter D'Adamo



Six Personalized Supplement Systems developed for The GenoType Diet



## THE GENO TYPE DIET

With The GenoType Diet, Dr. D'Adamo introduces six genetic types, giving readers a complete picture of how their GenoType evolved, their predisposition for weight loss/gain, immune function, disease propensity, and a comprehensive diet, exercise and lifestyle profile personalized for each type. With food lists, meal plans, exercise plans, and a detailed resource list, this book has everything you need to start losing weight and feeling great.

## ONLINE RESOURCES

### GenoTypeDiet.com

This membership site offers 16 Online Tools, including: Hundreds of recipes, daily meal planner, custom fitness plan, weight tracker, member message boards, and much more. Check it out at [www.genotypediet.com](http://www.genotypediet.com)

### RightForYourType.com

The free site features Dr. D'Adamo's formulas and diet resources for both The GenoType Diet and the Blood Type Diet.



If you've been given a Professional/Affiliate Number, please use it when ordering:

Order online at [www.rightforyourtype.com](http://www.rightforyourtype.com)

or call 877-226-8973, 1-203-761-0042 Outside the U.S.

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# The GenoType Diet Supplement System

*Now your supplements are as personalized as your diet*

The Personalized GenoType-Specific Supplement System is your one month supply of the Activator, Catalyst and Synergist Formulas Right for Your GenoType. The Three formulas, designed by Dr. Peter D'Adamo, work together with your GenoType-specific diet and lifestyle strategies to support your body's natural ability to maximize your GenoType's strengths and minimize its weaknesses.

**Don't know your GenoType?**  
Easy Home Typing Kit and Starter Pack,  
turn the page...

## HUNTER GenoType Diet and Supplement Strategy



The Hunter GenoType harkens back to the archetype of primitive man - designed for fight or flight, optimized for short bursts of do or die energy, and the ability to aggressively fight off infections, viruses, and allergens in order to survive.

### Hunter Challenges

In a modern world of constant, low-level occasional stress, Hunter's aggressive, adrenaline-driven approach can lead to:

- Mid-life adrenal burn out
- Hyper-reactive immune responses
- Digestive sensitivity
- Signs of rapid aging

### Hunter Opportunities

With the proper Geno-correct support and nutrition strategies, the Hunter GenoType can take advantage of the strengths of this GenoType, including:

- A naturally healthy stress response
- One of the best metabolisms and weight stabilization of all six types
- A high level of productive energy

### Your Hunter Essentials Pack Includes:

Activator: (Ingredients: Chromium (Polynicotinate), Holy Basil 10:1 Herb Extract, D-Panthenine, Curcumin C3 Complex®, L-Theanine, Rhodiola rosea Fruit Extract standardized, GenoPlex PB.\*)

Catalyst: (Ingredients: Folate, Magnesium Butyrate, Chinese Skullcap Root Extract, Larch, Bifidobacterium bifidum, Lactobacillus rhamnosus Saccromyces boulardii, GenoPlex PB.\*)

Synergist: (Ingredients: Vitamin E (Mixed Tocopherols) Marine Lipid Concentrate 1,000 mg, Total Omega 3 Fatty Acids 300 mg, EPA 180 mg, DHA 120 mg.)

*Available as a 3-formula Essentials Pack or 5-formula Complete Pack, which includes GenoType MultiMineral and MultiVitamin.*

## GATHERER GenoType Diet and Supplement Strategy



The Gatherer GenoType is based on the archetype of survival during times of scarcity. This GenoType conserves calories and is optimized for self-preservation.

### Gatherer Challenges

In a world with more abundant sugar and fat, the natural Gatherer responses can lead to:

- Tendency to store calories as fat
- Trouble with appetite regulation
- Low physical and mental energy
- Accumulation of fat-stored toxins

### Gatherer Opportunities

With the proper Geno-correct support and nutrition strategies, the Gatherer GenoType can balance the effects of tendencies no longer optimized for our modern world of abundance, and:

- Speed up metabolism
- Enhance weight loss
- Balance mental and physical energy
- Detoxify
- Reduce long term health risks

### Your Gatherer Essentials Pack Includes:

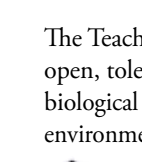
Activator: (Ingredients: Carnosine, Quercetin, Yerba Matte Leaf Extract, Salacia oblonga Root Bark Extract, EGCG, GenoPlex PB.\*)

Catalyst: (Ingredients: Methylcobalamin, Iodine (from Bladderwrack), Magnolia Bark Extract, Alpha Lipoic Acid, Coleus Forskohlii Root Standardized Extract, GenoPlex PB.\*)

Synergist: (Ingredients: Conjugated Linoleic Acid (CLA) Concentrate.)

*Available as a 3-formula Essentials Pack or 5-formula Complete Pack, which includes GenoType MultiMineral and MultiVitamin.*

## TEACHER GenoType Diet and Supplement Strategy



The Teacher GenoType has an open, tolerant and altruistic biological relationship with the environment. This Type is based on an archetype of a Teacher, learning by being open to new things and new ideas and possessing an inherent 'wisdom of the body.' Biologically, the Teacher GenoType is able to encounter many new environments, tolerate and quickly adapt to and learn from change.

### Teacher Challenges

The downside of being tolerant may be:

- Chronic infections due to overly tolerant immune system
- Bacterial overgrowth and parasites leading to sensitive digestive system
- Increased experience of mental stress when in poor health

### Teacher Opportunities

With the proper Geno-correct support and nutrition strategies, the Teacher GenoType can support their inherent ability to respond quickly, and:

- Support naturally balanced immunity
- Avoid build up of toxins
- Balance digestive flora for improved gut function

### Your Teacher Essentials Pack Includes:

Activator: (Ingredients: Thiamin, Biotin, Betaine HCl, Coriolus versicolor Extract, Saccharomyces cerevisiae, Lactobacillus plantarum, Lactobacillus bulgaricus, GenoPlex PB.\*)

Catalyst: (Ingredients: Vitamin D, Selenium Amino Acid Chelate, Quercetin, Panax ginseng Root Extract, EGCG, GenoPlex PB.\*)

Synergist: (Ingredients: Flax Seed Oil Contains: Omega-3 445 mg, Omega-6 129 mg, Omega-9 145 mg, Flaxseed Particulate (containing Lignan) 190 mg.)

*Available as a 3-formula Essentials Pack or 5-formula Complete Pack, which includes GenoType MultiMineral and MultiVitamin.*

## EXPLORER GenoType Diet and Supplement Strategy



The Explorer GenoType is a biological problem-solver, designed to respond to new discoveries in an aggressive, proactive way, with an impressive ability to adapt to environmental changes.

### Explorer Challenges

When not appropriately nourished and supported with Geno-correct nutrients, the hyper-reactive, flexible, Explorer response can lead to:

- Hypersensitivity to chemicals, allergens, and molds
- An imbalanced ability to detoxify
- Sensitive to some food or drugs
- Sluggish metabolism, weight gain

### Explorer Opportunities

With the proper Geno-correct support and nutrition strategies, the Explorer GenoType can take advantage of the strengths of this GenoType, including:

- Strong illness recovery
- Physical stamina
- Efficient metabolism for achieving optimal weight
- Graceful aging
- Mental clarity

### Your Explorer Essentials Pack Includes:

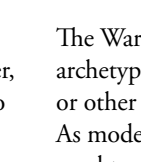
Activator: (Ingredients: N-Acetyl Glucosamine (NAG), Artichoke Leaf Extract, standardized Milk Thistle Seed Extract, Malic Acid, L-Phenylalanine, GenoPlex PB.\*)

Catalyst: (Ingredients: Calcium D-Glucarate, Drynaria fortunei Root Extract, Glutathione (Reduced), Mixed Plant Sterols (Contains Beta-Sitosterol, Campesterol, Stigmasterol and Brassicasterol), OPC from Grape Seed Extract, GenoPlex PB.\*)

Synergist: (Ingredients: Vitamin E (Mixed Tocopherols) Marine Lipid Concentrate 1,000 mg, Total Omega 3 Fatty Acids 300 mg, EPA 180 mg, DHA 120 mg.)

*Available as a 3-formula Essentials Pack or 5-formula Complete Pack, which includes GenoType MultiMineral and MultiVitamin.*

## WARRIOR GenoType Diet and Supplement Strategy



The Warrior is the survivor archetype, having survived war or other man-made catastrophes. As modern Warriors age, they need to make extra efforts to protect their cardiovascular system, keeping inflammation down in their arteries and improving blood flow.

### Warrior Challenges

In our modern era of long life expectancy, modern medicine and physical safety, the Warrior can experience more of the characteristics of aging even before middle age, including:

- Storing all calories as fat
- Depressed immune system
- Challenges in circulatory health
- Loss of regularity
- Other signs of accelerated aging

### Warrior Opportunities

With the proper Geno-correct support and nutrition strategies, the Warrior GenoType can:

- Support body's ability to normalize the aging process
- Support optimal metabolism
- Maintain healthy energy & stamina
- Help the body reach and maintain optimal weight
- Support healthy arteries and heart

### Your Warrior Essentials Pack Includes:

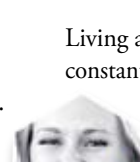
Activator: (Ingredients: Selenium, Chamomilla recutita Flower Extract, Yerba Santa Leaf Extract, Magnolia Bark Extract, Yerba Matte Leaf Extract, Standardized Feverfew Herb Extract, Resveratrol, GenoPlex PB.\*)

Catalyst: (Ingredients: Vitamin B6, Schisandra chinensis Berry Extract, Boerhavia diffusa Root Extract, Gynostemma pentaphyllum Extract, Soy Isoflavones (provides 11.35 mg genistein, 11.35 mg Daidzein, and 2.3 mg Glycitein), GenoPlex PB.\*)

Synergist: (Ingredients: Conjugated Linoleic Acid (CLA) Concentrate)

*Available as a 3-formula Essentials Pack or 5-formula Complete Pack, which includes GenoType MultiMineral and MultiVitamin.*

## NOMAD GenoType Diet and Supplement Strategy



Living a nomadic life involved constantly moving and encountering new environments, allergens, foods and microbes. The Nomad GenoType has a "tolerant" immune system in order to cope with a wide variety of challenges without over-reacting.

### Nomad Challenges

Imbalance in cardiovascular, immune, and nervous systems

- Immune imbalance that swings from overly tolerant to over-reactive
- Lower than optimal energy levels

### Nomad Opportunities

With the proper Geno-correct support and nutrition strategies, the Nomad GenoType can:

- Enhance normal cardiovascular, immune and nervous systems
- Support a healthy stomach lining
- Support body's naturally optimized levels of nitric oxide production
- Maintain normal energy

### Your Nomad Essentials Pack Includes:

Activator: (Ingredients: Copper Amino Acid Chelate, L-Lysine, Standardized Cordyceps sinensis Biomass Extract, L-Arginine, Dan Shen 5:1 Extract (from Salvia miltiorrhiza Root), GenoPlex PB.\*)

Catalyst: (Ingredients: Biotin, Creatine, Choline Bitartrate, L-Methionine, Magnolia Bark Extract, Panax ginseng Root Extract, GenoPlex PB.\*)

Synergist: (Ingredients: Flax Seed Oil Contains: Omega-3 445 mg, Omega-6 129 mg, Omega-9 145 mg, Flaxseed Particulate (containing Lignan) 190 mg.)

*Available as a 3-formula Essentials Pack or 5-formula Complete Pack, which includes GenoType MultiMineral and MultiVitamin.*



## GenoType Diet MULTIVITAMIN For All GenoTypes

Dr. D'Adamo's GenoType MultiVitamin is a blend of over 30 nutrients optimized for all GenoTypes. The formula includes Geno-correct vitamins, minerals, essential fatty acids, and botanical concentrates and extracts.

GenoType MultiVitamin is easy to tolerate and assimilate, with highly bio-available vitamin and mineral sources. Also blended into the MultiVitamin formula is Larch Arabinogalactan to support immune system balance and provide soluble fiber. This exclusive formula also offers potent antioxidant support from Green Tea and four highly concentrated berry-fruit extracts. Together with the GenoType MultiMineral formula, these foundation formulas work in harmony with your GenoType Activator, Catalyst, and Synergist formulas.

**Ingredients** Vitamin A (Beta-Carotene), Vitamin C (Acerola Berry), Vitamin D (Cholecalciferol) Thiamin, Riboflavin, Niacin, Vitamin B6, Folic Acid, Vitamin B12 (from Methylcobalamin), Biotin, Pantothenic Acid, Calcium (Seaweed Extract), Iron, Iodine, Magnesium Blend, Zinc, Selenium, Copper, Manganese, Chromium, Molybdenum, (from Sodium Chloride, Potassium. Proprietary Blend Contains: Arabinogalactan, Berry Concentrate Blend [Contains 4:1 Fruit Extracts of Elderberry, Black Cherry, and Blueberry, Citrus Bioflavonoids, Cranberry Fruit, Green Tea Standardized Extract, Omega 3 Blend [from Fish Oil, EPA/DHA and PABA.



## GenoType Diet MULTIMINERAL For All GenoTypes

Dr. D'Adamo's exclusive MultiMineral formula features his unique source of highly bio-available sea calcium, composed of a wide variety of essential trace nutrients. MultiMineral is a blend of over 15 minerals, trace nutrients, and co-factors optimized for all GenoTypes.

Easily assimilated and well tolerated, GenoType MultiMineral, when used together with the GenoType MultiVitamin formula, these foundation formulas work in harmony with your GenoType Activator, Catalyst, and Synergist formulas.

**Ingredients** Vitamin D (Cholecalciferol), Calcium (Seaweed Extract), Magnesium, Zinc, Copper, Manganese, Chromium, Molybdenum, Potassium, Drynaria fortunei Root 5:1 Extract, Horsetail Herb, Rehmannia glutinosa Herb, Boron, Vanadium.

## Featuring Nature's Original GenoActives:

Many of Dr. D'Adamo's GenoType formulas feature a blend of nature's original epigenetic botanicals. This unique blend is found in your formula when you see GenoPlex PB\* in the ingredient listing. GenoPlex Proprietary Blend Contains: Turmeric (Curcuma longa Root), Green Tea Extract (from Camilla sinensis Leaf), Garlic Bulb (Allium sativum), Dandelion Leaf (Taraxacum officinale), Bilberry Fruit Extract (from Vaccinium myrtillus), and Black Cherry Fruit Extract (Prunus serotina).

# THE GenoType Diet™

Discover more at [www.rightforyourtype.com](http://www.rightforyourtype.com)