

2021-2022 CATALOG

D'Adamo Personalized Nutrition is a support system for an earth-changing concept.

It's all about personalized nutrition.
It's all about personalized living.
It's all about people.

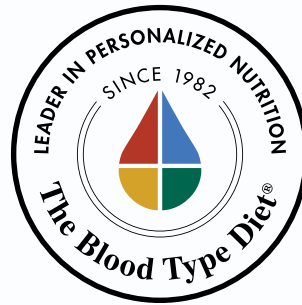
We're not a one-size-fits-all supplement company. We're the craftsmen of nutrition tailored for you. We're dedicated naturopaths, proven healers, passionate producers *and* consumers of our products. The truth is, we're different because you're different.

Your singularity is woven throughout your biology. It's printed in your DNA, pulses down your neurons, flows up your veins. That's where we come in. We strive to be just unique — in the one-of-a-kind personalized service and genuine care we offer.

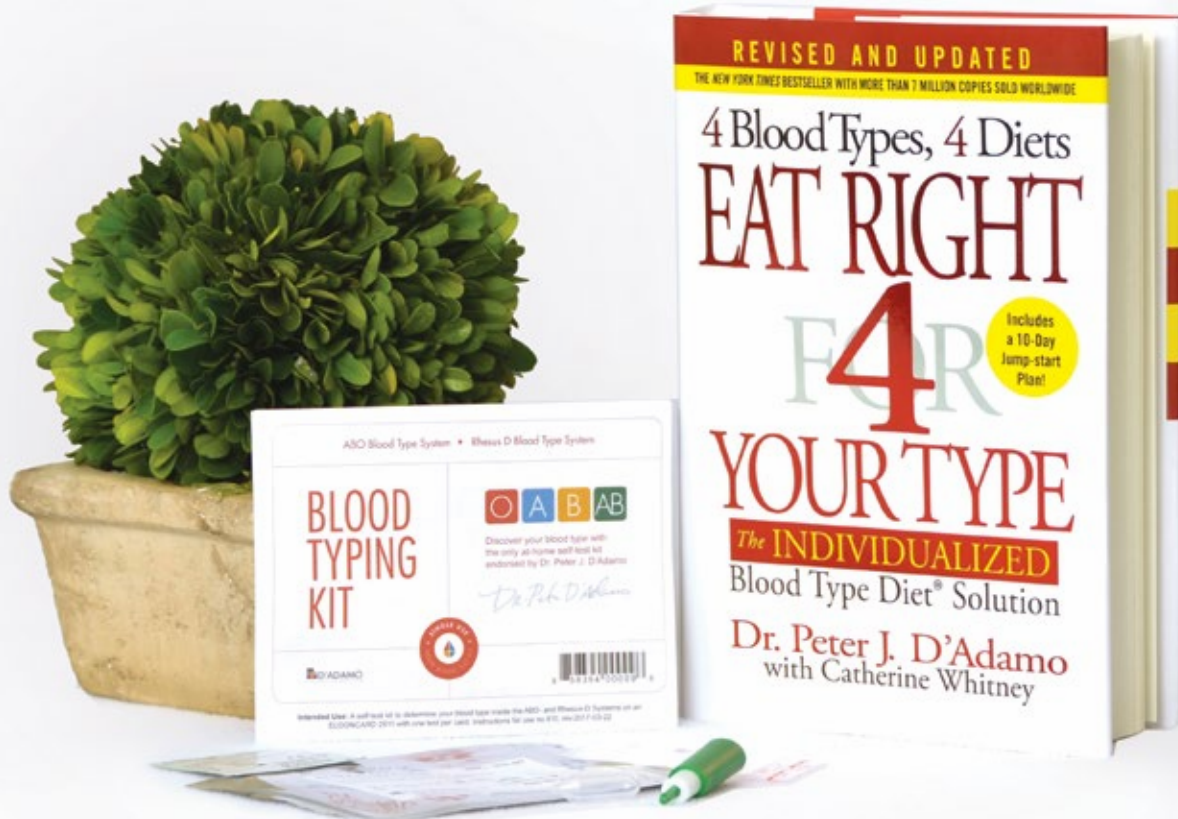
The key to your individuality lies in blood type. Your ABO profile helps you understand why certain foods are right for you and others are not. It provides insight into how you can best handle stress, manage weight and plan strategies for overall health and well-being.

Simply put, blood type is the foundation of health — and all of the physical and mental components that define it. Here at D'Adamo Personalized Nutrition (DPN), we build on that unique biological infrastructure. Our nutritional supplements, protein powders, teas, bars and condition-specific products are custom-made for your body's needs.

Welcome to the world of personalization, where you can finally be you.



The diet that knows you best.





The O blood type is nature's first successful model. The genetic traits associated with Type O blood include exceptional strength, a lean physique and a productive mind. When you adopt the Type O diet and lifestyle, you have the opportunity to reap the benefits of your heritage and avoid common Type O health issues, including insulin resistance, a sluggish thyroid and inflammatory conditions. In addition to eating right, regular vigorous exercise helps Type Os maintain a healthy weight and manage stress.



DIET PROFILE

High Protein: Meat, fish, vegetables, fruit, limited grains, beans, legumes



QUICK FOOD REFERENCE

Beneficials: Beef, olive oil, walnut, broccoli, banana, green tea

Avoids: Pork, milk, corn, white potato, orange, coffee



SUPPLEMENTS

Blood Type O Specific Products: Deflect O, Polyflora O, Phytocal O, Polyvite O

Genoma Targeted Formulas: Fucus Plus, Catechol



EXERCISE REGIMEN

Intense physical exercise such as aerobics, running, and martial arts

CARNIVORE



Type A thrives on a plant-based diet with occasional wild-caught fish. If you're accustomed to eating meat, you'll likely lose weight and feel particularly energized after adopting these recommendations. Type As have naturally high levels of the stress hormone cortisol, which makes stress reduction an essential part of the Type A lifestyle. Incorporating calming exercises like yoga into your daily routine increases feelings of well-being and reduces the predisposition of Type As to cardiovascular disease and other stress-related conditions.



DIET PROFILE

Largely Vegetarian: Vegetables, tofu, seafood, grains, legumes, fruit, turkey



QUICK FOOD REFERENCE

Beneficials: Soybean, cod, peanut, oats, carrot, pineapple

Avoids: Meat, dairy, sweet potato, coconut, tomato, banana



SUPPLEMENTS

Blood Type A Specific Products: Deflect A, Polyflora A, Phytocal A, Polyvite A

Genoma Targeted Formulas: Cortiguard, Collinsonia Plus



EXERCISE REGIMEN

Calming, centering exercises, such as yoga and Tai Chi

HERBIVORE



B

B is for balance! An omnivorous diet with a focus on organic meats, dairy and vegetables is recommended for Type B. Dr. Peter D'Adamo cautions Type Bs against consuming chicken, corn and wheat, as these foods contain a lectin that interferes with metabolic function. When Type Bs are out of balance, they are at an increased risk for depression, insulin resistance and hypothyroidism. Daily exercise that engages both the mind and body, such as golf or tennis, helps Type Bs thrive.



DIET PROFILE

Balanced Omnivore: Meat, dairy, grains, fruit, vegetables, fish, seafood, select beans, legumes



QUICK FOOD REFERENCE

Beneficials: Lamb, salmon, milk, feta cheese, bell pepper, grapes

Avoids: Chicken, peanut, wild rice, corn, avocado, tomato



SUPPLEMENTS

Blood Type B Specific Products: Deflect B, Polyflora B, Phytocal B, Polyvite B

Genoma Targeted Formulas: Nitricycle, Cortiguard



EXERCISE REGIMEN

Moderate physical exercise with a mental component, such as hiking, cycling, tennis and swimming

O M N I V O R E



AB

Found in less than 5% of the population, AB is the rarest blood type. Formed as a result of the intermingling of Type A and B, Type ABs are advised to enjoy a diet with a balance of lean protein, organic vegetables and grains. Health challenges of Type ABs include autoimmune diseases and age-related cognitive issues. Following the Type AB lifestyle tips, such as routinely engaging in both vigorous and calming exercise to burn off excess adrenaline, helps bring the mind and body into focus.



DIET PROFILE

Mixed Diet: Lamb, fish, dairy, tofu, beans, legumes, grains, vegetables, fruit



QUICK FOOD REFERENCE

Beneficials: Turkey, tuna, egg, peanut, soybean, oats

Avoids: Chicken, beef, butter, avocado, corn, coffee



SUPPLEMENTS

Blood Type AB Specific Products: Deflect AB, Polyflora AB, Phytocal AB, Polyvite AB

Genoma Targeted Formulas: Nitricycle, Catechol



EXERCISE REGIMEN

Calming, centering exercises, such as yoga, combined with moderate exercise, like cycling and tennis

I D I O S Y N C R A T I C



Lisa M., Blood Type A
Racine, Wisconsin

*Individual results may vary.

My Success Story

I started The Blood Type Diet in 2000 while attending massage therapy school. I attended a presentation about The Blood Type Diet, and the speaker informed us that by following this diet she had cured her stomach issues. When I began researching The Blood Type Diet, I found many similarities between the recommendations and restrictions and how I felt after eating certain foods. I knew my blood type from my first pregnancy. The “wrong” foods made me feel tired and achy and the “good” foods gave me energy and strength. Unlike many diet trends at the time, The Blood Type Diet had immediate results — and was based on proven research and facts.

I now have been on The Blood Type Diet for almost 15 years and have maintained a very healthy weight and feel great. I have had two more fabulous pregnancies in my late thirties and I have more energy now than I did 20 years ago. My blood pressure, cholesterol levels and overall health are fantastic. I have a very strong immune system and rarely, if ever, get the flu, even when caring for my family when they all have it.

Some challenges I initially had with The Blood Type Diet were finding alternatives to favorite foods I should avoid, but I was able to eventually replace these with new foods that were right for my blood type. Dr. D’Adamo’s website recipes have also been very helpful in finding new favorites.

My number one tip in following this diet is to take baby steps. It took me years to get where I am today by switching things out slowly. Just avoiding one specific “trigger” food can make a major difference for some people.

Blood type is the hidden key to the right diet. Once you learn about all the blood types, it makes so much sense. I hear so many people say they couldn’t do it, but food is medicine, and you are what you eat! No drug will do what a healthy diet can!



Out of 6,617 individuals surveyed, **75% saw a significant improvement in health** after one month following The Blood Type Diet. Reported benefits included weight loss, better digestion, enhanced stress resistance, increased energy and enhanced mental clarity. The proportion of positive results was consistent across all blood types.

Tips

Everyone is different. Some people can jump into a new lifestyle immediately, while others need time to adjust to a change of pace. Personalize your journey with these suggestions for starting The Blood Type Diet.



Add three beneficial items to your diet and eliminate three avoid foods, per week. Continue for four weeks and evaluate how you feel.



Your beneficial foods are your natural medicine. Try to incorporate as many of these foods into your diet as possible.



Plan your meals in advance. Review your favorite recipes and swap avoid foods for healthier neutral or beneficial foods.



When grocery shopping, look for seasonal produce and meats from local farms. Locally sourced food offers fresh, healthy nutrients.

Tools

Supplement Advisor ★ RECENTLY UPDATED ★

The D'Adamo Supplement Advisor takes the guesswork out of determining which supplements will help you reach your health goals. Simply enter your top health priorities to receive supplement recommendations tailored to your needs.

Blog

Our D'Adamo Personalized Nutrition Blog provides tasty recipes, useful lifestyle tips and general advice to support you on the Blood Type, GenoType and SWAMI programs.

Newsletter

The DPN monthly newsletter provides key tips from Dr. D'Adamo and his team on living a personalized life. In each issue, you'll find inspirational success stories, product information, powerful tools and delicious recipes to help support you. Sign up on www.4yourtype.com.

Datapunk DietBuddy ★ NEW ★

Datapunk DietBuddy is a free, web-based application tailored to track users' specific health goals. The program measures compliance to any D'Adamo diet system and maps overall lifestyle data, like water consumption and energy levels. Graphs provide an easy-to-read breakdown of health progress. And DietBuddy is more than just a tool. It's a network and revolutionary social media platform for nutrition.

For specials, recipes, articles & healthy news follow us on:



WWW.4YOURTYPE.COM



Blood Type Diet® App For Apple and Android



Eating right for your type just got easier with the official Blood Type Diet app for Android and iPhones. Quickly find beneficial, neutral and avoid foods on the go. Handy for grocery shopping, meal planning and eating in restaurants.

Available at the iTunes App Store & Google Play for \$3.99

Why Take Supplements Made For You?

Or, the real question: Why take supplements made for *everyone else*?

Sometimes even the healthiest eaters need a little boost. That's why we offer innovative formulas developed specifically for each blood type's needs.

All of our products are carefully crafted to deliver key nutrients, in the right doses, to optimize wellness. Give your body a little extra love. You have nothing to lose — and only health to gain.



Deflect®

Blood type specific lectin blocking formula

One of Dr. D'Adamo's most popular formulas, Deflect has a wide range of applications, including weight loss, metabolism enhancement and maintenance of digestive health. Deflect blocks problematic dietary lectins, blood type specific proteins that wreak havoc in the gut and on the immune system.



Ingredient Highlights:

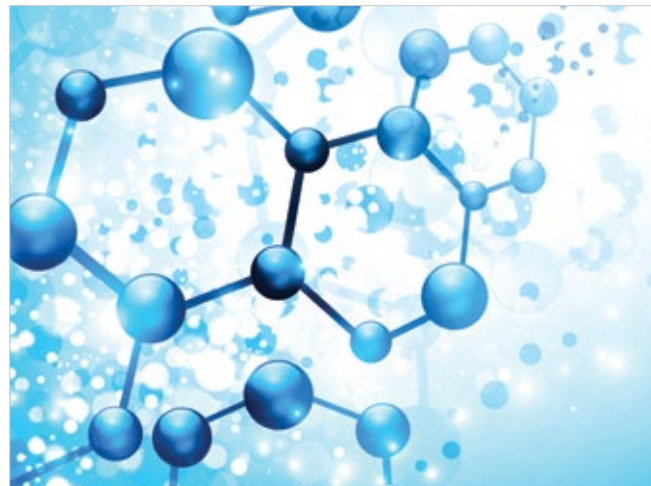
Type O: N-Acetyl D-Glucosamine, Bladderwrack, Larch Arabinogalactan. (BT0040)

Type A: Chondroitin Sulfate, D-Mannose, Cranberry Concentrate. (BT004A)

Type B: Larch Arabinogalactan, Pectin (citrus), N-Acetyl Cysteine. (BT004B)

Type AB: Larch Arabinogalactan, Cranberry and Pineapple Concentrate, D-Mannose. (BT004AB)

120 vegetarian capsules



Polyvite®

Blood type specific multivitamin formula

Each Polyvite formula has been uniquely crafted to address known deficiencies and metabolic vulnerabilities linked to specific blood types. At the same time, this supplement strengthens processes that are central to how each blood type deals with illness and aging. Polyvite is crafted from whole food sources.



Ingredient Highlights:

Type O: Vitamins A, C (from acerola), B6 and B12, Thiamine, Riboflavin. (BT0060)

Type A: Vitamins A, C (from acerola), D, E, Biotin, Pantothenic Acid. (BT006A)

Type B: Vitamins A, C (ascorbic acid and acerola), D, E, Niacin, Folate. (BT006B)

Type AB: Vitamins A, C, D, E, B12 (methylcobalamin), Pantothenic Acid. (BT006AB)

120 vegetarian capsules



Phytocal®

Blood type specific sea-based mineral formula

Dr. D'Adamo crafted Phytocal's four different mineral formulas using calcium from maerl seaweed. Every capsule contains essential cofactors and micro-mineral ratios specific to each blood type. Maerl is a natural source of calcium with a bioavailability and utilization rate nearly double that of all other calcium sources.



Ingredient Highlights:

Type O: Vitamins D and K, Calcium (derived from seaweed), Iron, Magnesium. (BT0080)

Type A: Vitamins A and D, Calcium (derived from seaweed), Zinc, Selenium (BT008A)

Type B: Vitamins D and K, Calcium (derived from seaweed), Iron, Magnesium (BT008B)

Type AB: Vitamin D, Calcium (derived from seaweed), Magnesium, Zinc. (BT008AB)

120 vegetarian capsules



Polyflora®

Blood type specific prebiotic/probiotic formula

Researchers studying the human microbiome have found that your gut flora influence many aspects of health, from brain function to weight gain. They've discovered that "good" gut bacteria feed on blood type sugars as a preferred food supply. Our unique Polyflora blends blood type specific prebiotics with probiotics to maximize your friendly-flora potential.



Ingredient Highlights:

Type O: Probiotic Blend: Streptococcus Thermophilus and L- rhamnosus, Chicory 4:1 Root Extract. (BT0030)

Type A: Probiotic Blend: Bifidobacterium bifidus, L- bacillus plantarum, L-bacillus reuteri, Burdock Root. (BT003A)

Type B: Probiotic Blend: L-bulgaricus, L-bacillus coagulans, Indian Elecampane (Inula racemosa). (BT003B)

Type AB: Probiotic Blend: Lactobacillus bulgaricus and fermentum, and Dandelion 4:1 Root Extract. (BT003AB)

120 vegetarian capsules



Live Cell®

Blood type specific sprouted food complex

As a sprout, a plant has greater concentrations of vitamins, minerals, proteins, enzymes and phytonutrients than at any other point in its life. Dr. Peter D'Adamo designed Live Cell to optimize your health and digestion with blood type specific micronutrient sprout sources beneficial for each type.



Ingredient Highlights:

Type O: Sprouts from Kale, Onion, Broccoli, Okra. (BT0090)

Type A: Sprouts from Soy, Onion, Fennel, Adzuki. (BT009A)

Type B/AB: Sprouts from Onion, Oats, Brussels Sprouts. (BT009B-AB)

90 vegetarian capsules

Sip Right 4 Your Type Tea®

Blood type specific tea blends

Dr. D'Adamo worked closely with the master tea blenders at Simpson & Vail to craft a line of premium, healthy loose leaf tea blends. These designer blends are the only teas on the market today suited for the individual needs of each blood type.



Type O: Green tea is enhanced with sweet notes of licorice, rooibos and natural cherry flavor. (BT0180)



Type A: Green tea is blended with spicy notes of ginger, hawthorn berries and tangy pineapple. (BT018A)



Type B: A soothing blend of green tea with peppermint and accents of natural peach flavor. (BT018B)



Type AB: A relaxing blend of green tea with chamomile, echinacea and subtle lemon flavor. (BT018AB)

Net Weight: 4 ounces loose leaf tea

Paper Tea Filters

Brew right for your type on the go!

T-Sac unbleached paper tea filters allow you to conveniently enjoy our loose leaf Sip Right 4 Your Type teas at work or while travelling. Simply pre-fill your tea bags with your Sip Right tea and tuck them into your handbag or briefcase. Made in Germany with unbleached hemp.

**#2 t-sac (4 cup) - 100/bx
YTEAFT02**





Right 4 Your Type® Cookbooks

Essential Companions to the BTD

Produced by Dr. Peter D'Adamo and chef Kristin O'Connor, the Eat Right for Your Type Personalized Cookbook line offers healthy recipes right for each blood type. The first cookbooks designed for your unique nutritional needs, our four publications each contain over 150 easy-to-prepare meals. Along with recipes, you'll find step-by-step how-tos, pantry stocking tips and simple ingredient substitutions that make following The Blood Type Diet even easier.

TYPE O - ED1000 | TYPE A - ED100A
TYPE B - ED100B | TYPE AB - ED100AB
241-253 page softcover book

Uniblend™ Protein Powder

The only protein right 4 all types, the only protein right 4 you.

Dr. Peter D'Adamo created Uniblend® Protein Powder to be right 4 all types, blend seamlessly and taste amazing — an easy and healthy choice for the entire family. Unlike many protein powders, Uniblend has no Avoid ingredients, synthetic additives or sweeteners.

Harnessing the power of arabinogalactans from the western larch tree, bromelain and alpha-lipoic acid (ALA), Uniblend is formulated to support your immune system, aid in post-workout recovery and boost your energy levels.

Perfect to mix with your favorite Beneficials to whip up a protein-packed snack or post-workout recovery meal — Unflavored or Cocoa.

- 15g of protein per serving
- Non-GMO
- Gluten Free
- Soy + Corn Free
- No sugars or sweeteners

Unflavored

1lb (455g) | NP085

Cocoa

1.14lb (520g) | NP084



SMOOTHIE RECIPE

Blueberry Pineapple Protein Smoothie

- ½ cup frozen organic blueberries
- ½ cup diced frozen pineapple
- ½ cup organic rice milk
- 1 serving of Uniblend Protein Powder
- ½ to 1 cup ice cubes

Use more ice for a thicker smoothie and less for a thinner consistency. Place all ingredients in a blender and pulse until smooth. Drink immediately.



Unibar®

Protein bars right for all blood types

Finally, there's a satisfying, energizing snack for when you are trying to eat smart. The Unibar is a healthy treat you don't have to feel guilty about. Designed by Dr. Peter D'Adamo for all blood types — and both secretors and non-secretors— the Unibar is an ideal snack.

- Gluten and wheat FREE food
- Provides energy on the go
- Quick solution when you don't have time for a full meal
- Nutritious pocket-sized treat
- Clean fuel workout bar



Unibar - Blueberry Almond

13 grams of blood-type compliant protein.

Blueberry Almond Single Bar | NP050S
Blueberry Almond Pack of 12 | NP050

Unibar - Chocolate Cherry

15 grams of blood-type compliant protein.

Chocolate Cherry Single Bar | NP051S
Chocolate Cherry Pack of 12 | NP051



Mr. Itaru's Green Tea™

Powerful antioxidants inhibit toxins

Mr. Itaru's special green tea blend, Gen Mai Cha, is grown and produced in Japan from the finest green tea leaves carefully processed to maximize health-promoting compounds. This loose leaf green tea is blended with toasted brown rice and matcha to give it a full flavor and smooth texture. Numerous scientific studies document the stress-reducing benefits of drinking green tea.

200 grams/7 ounces green tea | NP026

★ RECENTLY UPDATED ★



Right 4 Your Type® Pocket Guides

Food, beverage & supplement lists

The Eat Right 4 Your Type portable and personal blood type guides are pocket sized and blood type specific. They are a handy reference tool for shopping, cooking and eating out. Each book contains the food, beverage and supplement lists for individual blood types, along with helpful tips and ideas for incorporating The Blood Type Diet into daily life. Combine the pocket guide with a blood type product pack for the perfect gift.

TYPE O - ED0050 | TYPE A - ED005A
TYPE B - ED005B | TYPE AB - ED005AB
80-94 page softcover book

*These statements have not been evaluated by the FDA (U.S. Food & Drug Administration).
Our products are not intended to diagnose, cure, or prevent any disease. If a condition persists, please contact your physician.

Condition Specific Formulas

It's time to get personal. Our Genoma Nutritionals line offers formulas to target a variety of specific health conditions. From joint pain to cardiovascular disease, we cover it all.

With other companies' supplements, it can be hard to tell if the ingredients you're consuming are beneficial for your blood type. Dr. D'Adamo's products, on the other hand, are specially tailored to be right for you. Every Genoma Nutritionals formula uses the highest quality ingredients to support individuals of all blood types.

Find Your Supplement by Health Interest

THESE FORMULAS ARE RIGHT FOR ALL TYPES

Stress [p. 16]

Catechol
Cortiguard
Tranquility Base

Brain Support [p. 16]

Attentia
Fish Oil Blend Liquid
Trehalose Complex
Methyl 12 Plus

Anti-Aging [p. 17]

Membrosia Fluidizer
Membrosia Complex
Trehalose Complex
Mr. Itaru's Green Tea
Aging: Fight It with the BTB

Vision Support [p. 16]

Ocubright

Digestive Wellness [p. 18]

Bromelain
Gastro-D Complex
Intrinsa
Carob Extract

Detoxification Strategies [p. 18]

DetoxiCal-D
Harmonia Deluxe
Hepatiguard
Redoxa

Weight & Metabolism [p. 19]

El Dorado
Glycoscia
Fucus Plus
CLA Oil Blend Liquid
Histona Ulterior
Diabetes: Fight It with the BTB

Fatigue & Energy [p. 20]

Harmonia Deluxe
Methyl 12 Plus
Mr. Itaru's Green Tea
Carob Extract
Nitricycle
Fatigue: Fight It with the BTB

Vitamins & Minerals [p. 20]

Methyl 12 Plus
ClearCal
Exakta
Phyto D 2000

Men's Health [p. 21]

Aromastat
Genoma EQ
Nitricycle

Women's Health [p. 21]

Aromastat
DetoxiCal-D
Fem Balance
Hytrax
*Menopause: Manage Its
Symptoms with the BTB*

Respiratory Support [p. 22]

Collinsonia Plus
Quercetin Plus
Redoxa
Membrosia Fluidizer

Changing Seasons [p. 22]

Collinsonia Plus
Quercetin Plus
Membrosia Fluidizer
Mr. Itaru's Green Tea
Allergies: Fight Them with the BTB

Immune Support [p. 23]

ARA 6 - Powder
Proberry 3 Liquid
Genoma Security
Proberry Caps
Helix
Cancer: Fight It with the BTB

Cardiovascular Support [p. 24]

Genoma Cardia
Nitricycle
Flaxseed Oil Blend Liquid
Fish Oil Blend Liquid
*Cardiovascular Disease:
Fight It with the BTB*

Joints, Bone & Mobility [p. 25]

Bromelain
ClearCal
Connectivar
Phloxicin
Phyto D 2000
Scienca
Arthritis: Fight It with the BTB

Skin Care [p. 26-27]

Genoma Skincare Line
Genoma Derma
Flaxseed Oil Formula
Fish Oil Blend Liquid

Unsure where to begin? Try the D'Adamo Supplement Advisor, a [free](http://bit.ly/dpnSA) online tool that analyzes health history and goals to provide personalized vitamin and supplement recommendations : <http://bit.ly/dpnSA>

Brain Support

Methyl 12 Plus®

The vitality-enhancing B-vitamin

Dr. Peter D'Adamo has blended the two biologically "active" forms of vitamin B12, methylcobalamin and adenosylcobalamin, to maximize the body's absorption and utilization. Methylcobalamin is the specific form of B12 needed for nervous system health. Our formula also contains folate, the active form of vitamin B9 found in foods. If you are looking to maintain your natural energy levels, you won't find a better formula than Methyl 12 Plus.

60 vegetarian capsules | NP008

Fish Oil Blend

Total essential fatty acids

(See page 24 for full product description)

8 fluid ounces | NP082

Attentia™

Helps maintain normal cognitive function and feelings of well-being

We've all experienced a time when stress, multitasking, fatigue, poor diet and lack of exercise has dulled our thinking. In these moments, it's important to slow down, work on our diet fundamentals, relax and practice mindfulness. When nutrition alone isn't enough, Attentia goes the extra step to help you preserve cognitive health. Crafted by Dr. D'Adamo, our formula includes ginkgo biloba leaf extract, grapeseed extract and ashwaganda — all well known for their ability to enhance mental acuity.

60 vegetarian capsules | NP038

“My brain is working more efficiently — the fog has lifted! My vitality has increased and stabilized so that I don't feel like I'm running on empty by the time late afternoon rolls around!

— Victoria,
Blood Type B

Vision Support

Ocubright™

Advanced nutritional support for the eyes

Ocubright is an innovative botanical vitamin formula designed to replenish the vital nutrients lost by your eyes with age. Created by Dr. D'Adamo for use in his clinical practice, Ocubright includes lutein, zeaxanthin, bilberry, taurine, zinc, copper and eyebright. Harness the power of well-researched nutraceuticals with traditional healing botanicals. Make Ocubright your choice for maximum vision support.

60 vegetarian capsules | NP062

“ I have taken this supplement for 2 years. Last year my new prescription just required a slight adjustment, instead of a major adjustment, which was the case before the supplement. My eye doctor praised the supplement and my improvement! — Luisa

Stress

Catechol™

Stress relief, especially useful for Os and ABs

Research indicates individuals of different ABO blood types have varied responses to stress. Dr. D'Adamo designed Catechol to restore a natural state of calm in individuals with blood types O and AB. Catechol has a unique, three-layer design: a base of B vitamins (including methylcobalamin), a layer of amino acids and, finally, a top level of magnolia and rhodiola. All ingredients are well-researched botanicals effective at providing relief from occasional stress.

60 vegetarian capsules | NP080

Tranquility Base™

Supports relaxation; decreases stress/anxiety

Tranquility Base helps provide mental and physical relaxation while decreasing occasional stress and anxiety. This formula, right for all blood types, does not induce drowsiness and can be used as a nutritional aid to support restful, restorative sleep.

60 vegetarian capsules | NP035

Cortiguard®

Stress relief, especially useful for As and Bs

Cortiguard helps to maintain a healthy response to mental pressure. Studies have shown that, during times of stress, Type As and Bs have the most rapid rise — and subsequent slowest fall — of stress hormone levels. Cortiguard has a unique three-layer design: a base of vitamin B and C, a second layer of panax ginseng root and eleuthero root plus a third layer of Ayurvedic herbs and magnolia extract.



60 vegetarian capsules | NP081

Anti-Aging

Trehalose™ Complex

Neuroprotective memory-enhancing formula

Always at the frontier of new nutritional science, Dr. D'Adamo has discovered that the molecule trehalose carries unique anti-aging properties. Trehalose Complex, a mix of the revolutionary molecule and synergistic factors, works by encouraging the healthy function of cellular “chaperones.”

Much like adult chaperones at a high school dance, molecular chaperones work to ensure their charges (the proteins inside our cells) behave in a responsible manner. When these biological chaperones are comprised, the cell goes through a stress response that accelerates its aging process. Trehalose Complex works to block aging where it occurs — at the cellular level.

240 grams | NP067

Membrosia™ Fluidizer

Essential nutrients to support cell health, in an oil form

Dr. Peter D'Adamo blended five natural oils to create Membrosia Fluidizer. Black cumin oil and walnut oil detoxify the nervous system, while perilla seed oil supports healthy immune function. Cod liver oil and flaxseed oil, rich in omega fatty acids, nourish the brain. This formula is a powerful combination of essential nutrients primed to support overall health.

8 fluid ounces | NP076

Membrosia™ Complex

Essential nutrient to support cell health, in a soluble powder

Cell health is total health. Membrosia Complex contains lecithin, trehalose and uridine, a building block of the RNA molecule. This product represents a unique combination of essential nutrients that eliminate cellular by-products and stabilize the cell membrane to support overall health.

210 grams | NP077

When used together with Membrosia Complex, Membrosia Fluidizer promotes a fast metabolism, increased energy, healthy aging process and overall sense of well-being.



Aging: Fight It with the Blood Type Diet

Individualized plan for preventing and treating brain decline, cognitive impairment, hormonal deficiency and the loss of vitality associated with advancing years.

236-page softcover book | ED061P

Mr. Itaru's Green Tea™

Powerful antioxidants inhibit toxins

(See page 13 for full product description)

200 grams/7 ounces green tea | NP026



Digestive Wellness

STAFF
PICK

Intrinsa™

Supports stomach, small intestine and colon health

This powerful formula promotes stomach, intestine and colon health. Butyric acid, a short-chain fatty acid, supports the lining of the intestines and serves the natural process of aerobic energy metabolism. Caprylic acid and larch arabinogalactan provide more fatty acids to further aid the digestive process.

120 vegetarian capsules | NP054

Gastro-D Complex™

Promotes stomach and intestinal health

Occasional heartburn or bloating seem to be normal parts of modern life. For the simple problems that result from overindulgence or stress eating, Gastro-D Complex can be a useful addition to your supplement protocol. Crafted by Dr. D'Adamo to promote healthy digestion, this revolutionary formula contains deglycyrrhizinated licorice (DGL), mastic gum, safflower tops, slippery elm and bismuth — a unique combination of herbs and minerals designed to soothe an upset stomach.

90 vegetarian capsules | NP042

Bromelain™

Nature's recovery and repair enzyme

Bromelain is a mixture of enzymes found naturally in the juice and stems of pineapples. Because it possesses proteolytic (protein dissolving) properties, bromelain is widely known as a digestive enzyme. This supplement promotes healthy gut function while easing bloating and gas. It may also help promote joint comfort, especially after physical exertion or a tough workout.

180 vegetarian capsules | NP032

Carob Extract

Support for fatigue and digestive discomfort

"Outrageously delicious!" "So good, I just want to eat it off the spoon." "I love adding it to my protein drink in the morning."

Customers love our delicious Carob Extract. A nutritious addition to any meal, this product is a blend of four synergistic ingredients designed to support healthy blood sugar levels and intestinal flora. Scientific studies also point to its energy-boosting properties. Carob Extract is great for kids who are picky eaters or for individuals who need extra nutritional support but have problems swallowing pills and capsules. Great substitute for chocolate syrup.

8 fluid ounces | NP063



Detoxification

Hepatiguard™

Supports healthy liver function

Hepatiguard is designed to promote healthy liver function. Milk thistle extract provides a dose of silybin, an antioxidant that fights free radicals, while bupleurum root regulates body energy and helps eliminate toxins. Turmeric, a staple of Ayurvedic treatments, inhibits uncontrolled tissue growth.

120 vegetarian capsules | NP043

DetoxiCal-D™

Supports healthy estrogen levels and liver function

DetoxiCal-D promotes liver health and hormonal balance. A synergistic blend of calcium D-glucarate and the botanical phyllanthus, this product works to enhance the body's natural detoxification activities. DetoxiCal-D is 100% vegetarian.

90 vegetarian capsules | NP053

Redoxa™

Supports immune health, respiratory health and detoxification

In our increasingly toxic world, we are constantly exposed to volatile hydrocarbons, environmental pollutants and dangerous chemicals. Redoxa — a blend of botanicals, antioxidants and the chelating amino acid, N-acetyl cysteine — helps maintain the liver's natural ability to detoxify. This easily absorbed formula also neutralizes free radicals.

90 vegetarian capsules | NP078

Harmonia Deluxe™

Blood type compliant green drink with added antioxidants

Harmonia Deluxe is an exceptional blend of nutrients designed to enhance health, vitality and energy. Formulated for maximum nutritional integrity and enzymatic activity, this product features a wide variety of sprouted seeds and grasses. Notable ingredients include chlorella, dandelion and parsley, which support the body's natural detoxification mechanisms. Harmonia Deluxe also contains antioxidant-rich fruits, such as elderberry, cherry and blueberry, plus phyto-nutrients like ginger and ginseng. A delicious powder that dissolves instantly in liquid, Harmonia Deluxe is an easy way to add nutrients to your diet.

198 grams/7 ounces | NP000



Weight & Metabolism

El Dorado™

Unlock the ability to burn sugars and fats

Struggling with a sluggish metabolism? Optimize the conversion of carbohydrates into energy with El Dorado. Working on a molecular level, this combination of synergistic herbs optimizes AMPK, the compound responsible for regulating cellular energy, commonly known as the “fuel gauge of the cell.” Guarana seed fights fatigue and white willow bark controls achiness.

60 vegetarian capsules | NP075

Fucus Plus®

Metabolic balance

Fucus Plus is made from the best quality organic freeze-dried seaweed. High in the sugar fucose, this supplement supports a healthy digestive system for all blood types by promoting the growth of beneficial bacterial flora.

60 vegetarian capsules | NP007

Diabetes: Fight It with the Blood Type Diet

The individualized plan for preventing and treating diabetes and prediabetes, including hyperglycemia (high blood sugar) and hypoglycemia (low blood sugar)



188-page softcover book | ED0665

CLA Oil Blend Liquid

Enhances muscle growth, increases insulin sensitivity

The essential fatty acid CLA (conjugated linoleic acid) supports weight loss by promoting healthy muscle mass and improving athletic performance. Found in beef, dairy and eggs, this compound cannot be produced by the human body. Our superior CLA Oil Blend Liquid includes the highest quality omega oils, derived from walnuts and macadamia nuts, in addition to Tonalin® conjugated linoleic acid.

8 fluid ounces | NP083



Histona Ulterior™

Optimizes metabolism and supports healthy blood sugar levels

Histona Ulterior exemplifies Dr. D'Adamo's unique skill at blending traditional healing wisdom with modern molecular biochemistry. This supplement derives much of its power from magnolia bark, which alleviates stress and regulates PPARs, signaling molecules involved in many aspects of energy metabolism. Histona Ulterior also includes Chinese skullcap, salvia and betaine.

60 vegetarian capsules | NP061



Glycoscia™

Supports healthy blood sugar levels

Glycoscia is an innovative nutraceutical formula designed by Dr. Peter D'Adamo as an aid to weight loss. Based on millenia-old Ayurvedic teachings, this formula uses the potent herb Salacia oblonga to balance blood sugar levels and enhance metabolism. Red sage root and maitake mushroom promote full biological absorption. Flavonoid quercetin, a naturally occurring antioxidant, offers support for the process of insulin secretion.

60 vegetarian capsules | NP056

“ Glycoscia is a terrific supplement. My 33-year-old son was diagnosed with borderline diabetes about 2 years ago. He started on a diet with Glycoscia and got his blood sugar under control in a matter of weeks with no prescription medication. — Jane

HEALTH TIP:

BOOST YOUR METABOLISM

In addition to following your specific Blood Type Diet, Dr. D'Adamo recommends a combination of products that **work synergistically to enhance weight loss and optimize metabolism.**

El Dorado
Burn Calories

Glycoscia
Balance Blood Sugar

Deflect
Block Harmful Lectins



Fatigue & Energy

BEST
SELLER

Multi-purpose product

Methyl 12 Plus®

The vitality-enhancing B vitamin

Dr. Peter D'Adamo blended the two biologically "active" forms of vitamin B12, methylcobalamin and adenosylcobalamin, to maximize the body's absorption and utilization. Methylcobalamin is the specific form of B12 needed for nervous system health. Our formula also contains folate, the active form of vitamin B9 found in foods. If you are looking to maintain your natural energy levels, you won't find a better formula than Methyl 12 Plus.

60 vegetarian capsules | NP008

“As soon as I started taking Methyl 12, my energy increased, as well as my mental alertness. Thanks, Dr. D! — B.B.

Nitricycle™

Oxygenating support for cardiovascular, nerve and muscle health

Recent Nobel Prize winning research has led to a deeper understanding of the important role played by the simple compound nitric oxide (NO). A key signaling molecule in the body, NO influences healthy cognitive function, blood pressure and immune response. Nitricycle, a great supplement for athletes, supports healthy NO function, aiding the flow of oxygen through the bloodstream.

60 vegetarian capsules | NP013

Fatigue: Fight It with the Blood Type Diet

The individualized plan for preventing and treating the conditions that cause fatigue



192-page softcover book | ED0675

Mr. Itaru's Green Tea™

Powerful antioxidants inhibit toxins

(See page 13 for full product description)

200 grams/7 ounces green tea | NP026

Carob Extract

Support for fatigue and digestive discomfort

(See page 18 for full product description)

8 fluid ounces | NP063

Harmonia Deluxe™

Green drink with added antioxidants

(See page 18 for full product description)

198 grams/7 ounces | NP000

Vitamins & Minerals

Exakta™

Multi-nutrient support for children, mothers and seniors

We experience different levels of biological need for certain nutrients at different stages of our lives. In particular, children, new mothers and seniors benefit from additional dietary support. Exakta provides over 30 key vitamins and minerals for those in need. This product is crafted for easy nutritional assimilation.

120 vegetarian capsules | NP052

ClearCal™

Nature's purest calcium

Designed by Dr. Peter D'Adamo, this formula features a unique source of calcium, maerl, a small red seaweed found only in isolated areas off the coast of Ireland. Maerl has one of the lowest levels of undesirable contamination. With high rates of absorption and a phenomenal rate of bioavailability, this supplement is perfect for all blood types.

120 vegetarian capsules | NP037



Phyto D 2000™

Superior vitamin D with powerful synergists

Vitamin D is essential for health, supporting bone strength, boosting immune response, countering fatigue and promoting feelings of well-being. Phyto D 2000, formulated by Dr. D'Adamo, includes a unique combination of vitamins D3 and K, along with the traditional Chinese healing herbs epimedium and drynaria. The mineral strontium supports bone and joint health.

60 vegetarian capsules | NP074

Men's Health

Nitricycle™

Oxygenating support for cardiovascular, nerve and muscle health

Recent Nobel Prize winning research has led to a deeper understanding of the important role played by the simple compound nitric oxide (NO). A key signaling molecule in the body, NO influences healthy cognitive function, blood pressure and immune response. Nitricycle, a great supplement for athletes, supports healthy NO function, aiding the flow of oxygen through the bloodstream.

60 vegetarian capsules | NP013

Genoma EQ™

Supports healthy hormonal balance and immune system

The main ingredient in Genoma EQ is stinging nettle root, which supports healthy hormonal balance. Urtica dioica, a diuretic, is capable of modulating aspects of the immune system. A potent yeast-agglutinating lectin, urtica dioica controls overactive immune responses and is approved for use in promoting prostate health in Germany.



60 vegetarian capsules | NP045

Aromastat™

Enhances healthy testosterone and estrogen levels

Aromastat is an all-natural blend of herbs proven to help modulate the enzyme aromatase. For men, aromatase activity increases with age, converting testosterone into estrogen and contributing to the symptoms of male menopause. Aromastat, with its hormone-balancing benefits, is key to a healthy prostate regimen. And this product is more than just a "guy supplement." For both genders, aromatase modulators work to increase lean muscle mass and decrease body fat. Our unique formula can play an important role for men and women who want to get back into shape.

60 vegetarian capsules | NP010

Women's Health

Fem Balance™

A natural way to maintain healthy hormonal balance

Dr. D'Adamo combined the best quality herbs and vitamins in a powerful formula that helps ensure healthy menstruation and menopause.



90 vegetarian capsules | NP033

Hytrax™

Supports healthy kidney, bladder and urinary function

Hytrax is a synergistic blend of herbs used to encourage proper water balance within the body, promoting kidney, bladder and urinary tract health. Dandelion leaf, a diuretic, stimulates weight loss while buchu leaf boosts bladder health. Uva ursi extract, an herbal tonic, supports the urinary tract.

60 vegetarian capsules | NP044

DetoxiCal-D™

Supports healthy estrogen levels and liver function

DetoxiCal-D promotes liver health and hormonal balance. A synergistic blend of calcium D-glucarate and the botanical phyllanthus, this product works to enhance the body's natural detoxification. DetoxiCal-D is 100% vegetarian.

90 vegetarian capsules | NP053

Menopause: Manage Symptoms with the Blood Type Diet

The individualized plan for preventing and treating hot flashes, loss of libido, mood changes, osteoporosis and related conditions



192-page softcover book | ED0685

Great for both men and women

“My husband started taking Aromastat about a week ago and has already noticed a difference. He has more energy and has renewed his vigor. He is 66! — Website Guest

“I have been using Aromastat for seven months — my hot flashes are not as frequent. Maybe once a day, if that. I will continue taking until it becomes zero times a day. — Website Guest

Changing Seasons & Respiratory Support

Collinsonia Plus®

Support for sinus and throat

In developing Collinsonia Plus, Dr. Peter D'Adamo reasoned that the best way to maintain healthy sinuses would not be to simply apply healing agents to the external surfaces of the sinuses, but to support them from within. This one-of-a-kind formula blends collinsonia, or stone root, with the highest quality larch arabinogalactan for a natural way to maintain throat and sinus health.

60 vegetarian capsules | NP009

Quercetin Plus™

Stomach, cardiovascular and antioxidant support

Designed by Dr. D'Adamo, Quercetin capsules give your body the antioxidant support it needs for healthy function. A plant-derived bioflavonoid 400 times more potent than vitamin E, Quercetin supports a healthy response to post-workout inflammation and seasonal allergies. Added bromelain ensures maximum nutrient absorption.

90 vegetarian capsules | NP031



Redoxa™

Supports immune health, respiratory health and detoxification

In our increasingly toxic world, we are constantly exposed to volatile hydrocarbons, environmental pollutants and dangerous chemicals. Redoxa — a blend of botanicals, antioxidants and the chelating amino acid, N-acetyl cysteine — helps maintain the liver's natural ability to detoxify. This easily absorbed formula also neutralizes free radicals.

90 vegetarian capsules | NP078



Mr. Itaru's Green Tea™

Powerful antioxidants inhibit toxins

Mr. Itaru's special green tea blend, Gen Mai Cha, is grown and produced in Japan from the finest green tea leaves carefully processed to maximize health-promoting compounds. This loose leaf green tea is blended with toasted brown rice and matcha to give it a full flavor and smooth texture. Numerous scientific studies document the stress-reducing benefits of drinking green tea.

200 grams/7 ounces green tea | NP026

Membrosia™ Fluidizer

Essential nutrients to support cell health, in an oil form

Dr. Peter D'Adamo blended five natural oils to create Membrosia Fluidizer. Black cumin oil and walnut oil detoxify the nervous system, while perilla seed oil supports healthy immune function. Cod liver oil and flaxseed oil, rich in omega fatty acids, nourish the brain. This formula is a powerful combination of essential nutrients primed to support overall health.

When used together with Membrosia Complex, Membrosia Fluidizer promotes a fast metabolism, increased energy, healthy aging and an overall sense of well-being.

8 fluid ounces | NP076

Allergies: Fight Them with the Blood Type Diet

Individualized plan for preventing and treating environmental and food allergies, chronic sinus infections, asthma and related allergy conditions

187-page softcover book | ED062S



COMBAT CHANGING SEASONS

“While I can control what food I eat, I can't control the air quality or seasonal changes. The combination of Quercetin, Collinsonia Plus and Proberry Caps comes in handy for allergy defense without the usual side effects of allergy medications, such as migraine, dry mouth, dizziness and trouble sleeping, among others. — Daisy

Immune Support

ARA 6® Powder

Natural digestive and immune enhancer

ARA 6 is a light, blendable powder derived from the Western larch tree. This formula is primarily created with arabinogalactans, sugars capable of regulating critical aspects of the immune system. A powerful prebiotic and natural source of soluble fiber, ARA 6 is primed to support immune defenses and colon health.

100 gram | NP001
1 pound | NP025

Helix Plus®

Immune support from the humble snail

Helix Plus supports a healthy immune system, especially in Blood Types A and AB. Formulated with unique nutrients from the Helix Aspersa snail, this supplement strengthens bodily defenses and promotes overall vitality.

60 vegetarian capsules | NP011

Cancer: Fight It with the Blood Type Diet

The individualized plan for preventing and treating cancer

212-page softcover book | ED064S



Proberry 3™

Powerful antioxidants in a delicious liquid concentrate

A special blend of blueberry, elderberry, red raspberry and cherry extracts, Proberry 3 provides unmatched immune support. The dark-hued berries central to our formula contain powerful antioxidants that fight free radicals and combat aging. This product increases intracellular levels of vitamin C and helps maintain capillary stability. At the same time, Proberry 3 also encourages collagen integrity, inactivates microbial enzymes, enhances resistance to infection and blocks microbial adhesion to cells. The syrup is pleasant tasting and a hit with children. Add a teaspoon to water, tea or juice during cold and flu season — or any time of year — for a potent and delicious tonic. Or, drizzle over pancakes for a healthy treat.

8 fluid ounces | NP023



Proberry Caps™

Elderberry and ARA 6: Potent immune enhancers

Recent studies indicate a correlation between consumption of elderberries — a staple of traditional European medicine — and increased antiviral defenses. Proberry Caps' critical 4:1 ratio of elderberry concentrate to ARA 6 is designed to optimize immune function. Plant anthocyanins, such as those found in elderberries, black cherries, blueberries and other pigmented fruits and vegetables, have been shown to block the production of dangerous growth factors. Proberry Caps are key to a strong immune defense.

120 vegetarian capsules | NP065

Genoma Security™

Gently enhances a healthy, balanced immune system response

Crafted from traditional herbal remedies, Genoma Security supports immune health and enhances metabolic function. Chinese skullcap promotes a robust digestive system while green chiretta bolsters the body's natural defenses.

60 vegetarian capsules | NP048

BEST
SELLER

An all-time favorite of customers, Genoma Security is one of our bestselling products. This innovative formula provides fundamental immune support, serving as a nutritional "security blanket" for all blood types and GenoTypes.

Cardiovascular Support



“ In my clinic, Genoma Cardia is my go-to formula for safe and effective cardiovascular support. I can't imagine being without it. — Dr. Peter D'Adamo

Genoma Cardia™

Supports healthy cardiovascular function

Designed by Dr. Peter D'Adamo, Genoma Cardia capsules support healthy heart function, maintain balanced blood pressure and strengthen the circulatory system. Hawthorne berry extract, used as a natural remedy since the Middle Ages, promotes cardiovascular health while the amino acid L-Taurine fortifies the heart.

60 vegetarian capsules | NP046

Fish Oil Blend

Total essential fatty acids

Our new Fish Oil Blend is a powerhouse mixture of oils derived from wild-caught cod, sardines and anchovies native to the pristine coastal waters of Peru. This formula provides the perfect combination of EPA and DHA, omega-3 fatty acids known for their effects on vitality. In particular, this product is ideal for supporting cardiovascular health, brain function, joint flexibility, visual acuity and radiant hair and skin. Hints of lemon oil and rosemary extract add light flavor.

8 fluid ounces | NP082



Flaxseed Oil

Total essential fatty acids

First cultivated in ancient Egypt, flaxseed oil is a millennia-old nutritional remedy. Our carefully balanced ratio of omega-3s, 6s and 9s, optimized for maximum dietary benefit, promotes cardiovascular strength, digestive health, joint mobility and radiant skin and hair. Flaxseed Oil Blend tastes great and is a smart pick for adults and children alike.

8 fluid ounces | NP079



Cardiovascular Disease: Fight It with the Blood Type Diet

The individualized plan for treating heart conditions, high blood pressure, high cholesterol, vascular problems and angina

219-page softcover book | ED0655



Nitricycle™

Oxygenating support for cardiovascular, nerve and muscle health

(See page 20 for full product description)

60 vegetarian capsules | NP013

HEALTH TIP

Type A can be prone to thicker blood, especially when stressed. Drinking lemon water is a great way to promote healthy circulatory flow.



For more blood type specific cardiovascular support, refer to Dr. D'Adamo's book *Cardiovascular Disease: Fight It with the Blood Type Diet*.

Joints, Bones & Mobility

Bromelain

Nature's recovery and repair enzymes

Bromelain is a mixture of enzymes found naturally in the juice and stems of pineapples. Because it possesses proteolytic (protein dissolving) properties, bromelain is widely known as a digestive enzyme. This supplement promotes healthy gut function while easing bloating and gas. It may also help promote joint comfort, especially after physical exertion or a tough workout.

180 vegetarian capsules | NP032

ClearCal™

Nature's purest calcium

Designed by Dr. Peter D'Adamo, this formula features a unique source of calcium, maerl, a small red seaweed found only in isolated areas off the coast of Ireland. Maerl has one of the lowest levels of undesirable contamination. ClearCal has high rates of bioavailability.



120 vegetarian capsules | NP037

Connectivar™

Maintain joint stability and support blood vessel, capillary and ligament strength

Designed to promote healthy connective tissue, Connectivar can ease aches and pains resulting from exertion. Manganese supports ligaments while butcher's broom promotes strong blood vessels. Continued use can help maintain proper circulation.

60 vegetarian capsules | NP036

Phyto D 2000™

Superior vitamin D with powerful synergists

Vitamin D is essential for health, supporting bone strength, boosting immune response, countering fatigue and promoting feelings of well-being. Phyto D 2000, formulated by Dr. D'Adamo, includes a unique combination of vitamins D3 and K, along with the traditional Chinese healing herbs epimedium and drynaria. The mineral strontium supports bone and joint health.

60 vegetarian capsules | NP074

Scienca™

Turmeric complex with multiple applications

Scienca's main ingredient is turmeric, a powerful immune-booster long used by Ayurvedic practitioners. Quercetin and bromelain, both potent antioxidants, help promote maximum nutrient absorption. This unique formula eases joint discomfort and promotes cardiovascular health.

60 vegetarian capsules | NP059

Arthritis: Fight It With The Blood Type Diet

The Individualized Plan for Defeating the Pain of Osteoarthritis, Rheumatoid Arthritis, Fibromyalgia and Other Inflammatory Conditions



211-page softcover book | ED0635

Phloxicin™

Designed to maintain joint health and flexibility

Crafted from a unique blend of herbal ingredients, Phloxicin works to promote joint health in men and women of all blood types. The amino acid L-Histidine strengthens connective tissues while Japanese knotweed builds flexibility.



60 vegetarian capsules | NP034

“It is incredible! My husband and I suffer from joint pain, especially around the winter time, and Phloxicin has met our expectations; I would recommend Phloxicin to anybody who might suffer like us from joint pain! You would not regret it. — Laura



Fight AGE and aging.

Advanced Glycation End-product (AGE) molecules are complex sugars that build up in the body, contributing to signs of aging, like dark spots and wrinkles. Luckily, this damage doesn't have to be permanent. Our revolutionary Genoma Skin Care System specifically targets AGE compounds to help restore your skin's youthful glow. Formulated by Dr. Peter D'Adamo, every Genoma product contains premium herbs and botanicals scientifically proven to eliminate accumulated sugars and restore vitality.

With our naturally sourced products, you can lay the foundation for a lifetime of radiant skin.

Cleanse & Tone

Rejuvenating Cleanser

Although skin can be a magnet for unwanted debris — including makeup remnants, dirt or excess oil — washing your face is an easy way to keep clean. This creamy cleanser contains carnosine to block chronic glycation and natural botanicals to remove grime while locking in moisture.

3.53 Fluid Oz. Pump Bottle | GNS04

Repair & Protect

“ Ever since I have been using this product more consistently, I have noticed my “AGE” spots are fading. Definitely a must-have if you want to lighten those annoying spots. Thank you for a great product free of toxic gunk. — Website Guest

Hydrate

Day Light Face Crème

This daily moisturizer is the key to healthier, softer skin. Lecithin, carnosine and milk thistle keep collagen fibers supple, while date, pomegranate and strawberry extract provide broad-spectrum antioxidant protection.

1.67 Fluid Oz. Pump Bottle | GNS01

AGE-Inhibiting Toner

This luxurious toner, full of milk thistle, neroli flower and natural mineral peptides, tightens, cleanses and hydrates skin. A soothing base of rose water minimizes pores.

3.5 Fluid Oz. Spray Bottle | GNS03

Anti-AGE Serum

A light, yet powerful serum that locks in moisture on a cellular level and plumps up skin to minimize fine lines. Formulated with trehalose, this product decreases AGE-related pigmentation (brown spots) and evens skin tone to give you a more youthful appearance.

.5 Fluid Oz. Pump Bottle | GNS19



Restorative Night Crème

After a long night of rest, shouldn't your skin be refreshed as your body? A night crème is the perfect way to truly get the most from your beauty sleep. A rich blend of olive and clary sage, our custom formula blocks glycation and aids tissue detoxification.

1.67 Fluid Oz. Pump Bottle | GNS02

Eye Crème

The skin surrounding your eyes is the thinnest of anywhere on the body, meaning it is most susceptible to signs of aging. Eliminate puffiness and bags with our Eye Crème, created with soothing natural ingredients like sweet lupine, licorice and sea fennel.

.5 Fluid Oz. Pump Bottle | GNS11



Genoma Derma™

Synergistic blend of herbs and nutrients to promote youthful skin

Fight skin damage from the inside out. A superior skin-support formula based on natural ingredients, Genoma Derma works to minimize the effects of AGE molecules. L-Lysine boosts collagen production while resveratrol promotes general health.

60 vegetarian capsules | NP047

**Our skin care line does not contain Blood Type Diet avoids, mineral oils, parabens, paraffin or petroleum.
None of our products are ever tested on animals.**

D'Adamo Personalized Nutrition Library

Dr. Peter D'Adamo is a naturopathic physician, educator, software engineer and researcher with a wide international following. His first book, *Eat Right 4 Your Type*, was a *New York Times* best-seller that has been translated into over 65 languages. Recently voted one of the 10 most influential health books of all time, *Eat Right 4 Your Type* has touched millions of lives around the globe. Dr. D'Adamo is the author of eighteen other publications in The Blood Type Diet series, including bestsellers *Cook Right 4 Your Type* and *Live Right 4 Your Type*.

You can find a complete list of his books at www.4yourtype.com.

Right For Your Type Cookbooks

Essential Companions to *Eat Right For Your Type*®

Produced by Dr. Peter D'Adamo and Chef Kristin O'Connor, the *Eat Right 4 Your Type* Personalized Cookbook line offers healthy recipes right for each blood type. The first cookbooks designed for your unique nutritional needs, our four publications each contain over 150 easy-to-prepare meals. Along with recipes, you'll find step-by-step how-tos, pantry stocking tips and simple ingredient substitutions that make following The Blood Type Diet even easier.



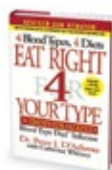
TYPE O - ED1000 | TYPE A - ED100A
TYPE B - ED100B | TYPE AB - ED100AB

241-253 page softcover book

Eat Right For Your Type®

The Individualized Diet Solution to Staying Healthy, Living Longer and Achieving Your Ideal Weight
"One of the ten most influential health books of all time" — Nutribooks

In 1996, *Eat Right 4 Your Type*, the international bestseller by Dr. Peter D'Adamo, introduced personalized nutrition to a world of one-size-fits-all dieting. Now, with more than seven million copies in over 65 different languages, *Eat Right 4 Your Type* continues to define the way we view health around the globe. Newly reprinted in a 20th anniversary edition, this groundbreaking publication includes updated food lists, a ten day diet challenge and more individualized guidelines than ever before.



411 page hardcover book | ED096

Change Your Genetic Destiny: The Revolutionary GenoType Diet

Harnessing the power to alter our genes' behavior through nutrition and lifestyle

Expanding his approach to dieting beyond the four blood types, Dr. D'Adamo explains how people can reprogram their genetic destinies to manage weight, repair cells, avoid illness and age gracefully. In this groundbreaking study of what defines an individual, he draws on epigenetics, the study of the interaction between genes and environment, to further personalize nutrition. He has identified six genetic types, or GenoTypes, each with different optimal strategies for health. Whether you are a Hunter, Gatherer, Teacher, Explorer, Warrior or Nomad, his strategies will help you take control of your biological inheritance.



317 page softcover book | ED011

Live Right For Your Type

The Individualized Prescription for Maximizing Health, Metabolism and Vitality in Every Stage of Your Life

Deepen your understanding of blood type genetics and further refine your diet. In *Live Right 4 Your Type* (LR4YT), perhaps the magnum opus of the blood type theory, Dr. Peter D'Adamo distills the voluminous collection of data on blood type, physiology and metabolism into a series of fascinating observations and simple guidelines. LR4YT seamlessly follows the path paved by its phenomenally successful predecessor, *New York Times* bestseller *Eat Right 4 Your Type*. New data looks at the importance of "secretor subtype," an extension of The Blood Type Diet theory. This publication includes extensive new food lists and prescription recommendations based on secretor status.



383 page hardcover book | ED003

Eat Right For Your Type Complete Blood Type Encyclopedia

The A-Z Reference Guide for the Blood Type Connection to Symptoms, Disease, Conditions, Vitamins, Supplements, Herbs and Food

Dr. Peter D'Adamo has established himself as the world's most respected authority on the connection between blood type, nutrition and lifestyle. Our *Eat Right 4 Your Type Complete Blood Type Encyclopedia* is the ultimate guide to his research, addressing blood type specific disease susceptibility, allergic responses and chronic pain, as well as individualized remedies for these issues. Custom protocols provide roadmaps for recovery from many common ailments. A comprehensive introduction provides the history of blood type science and powerfully states the case for personalized nutrition.



583 page softcover book | ED004

DPN Typing Kits

Original Home Blood Typing Kit

Knowing your blood type is the first step on your journey to optimal health. With this easy at-home typing kit, you can discover your ABO profile in under six minutes. Complete instructions and illustrations are included.

Performing the test is easy. Prepare the supplied Eldon Card with drops of water per instructions. After first cleaning the finger with the included alcohol prep pad, the finger is lanced with the sterile disposable lancet. A drop of blood is placed on top of each of the four sticks. The sticks are then applied to the card, and stirred for two minutes. The results are then read from the card. Complete instructions and illustrations included.

*For educational purposes only.

Home Blood Typing Kit | YTE001

Secretor Status Collection Kit

Take the next step in understanding your genetic individuality through cutting-edge DNA analysis. Your secretor status — whether or not you carry your blood type antigen in bodily fluids like saliva or tears — can help you further personalize your nutritional journey. With this kit, all you have to do is swipe the provided cotton swab along the inside of your cheek and send the specimen back to our lab. You will receive your secretor status results within 21 business days.

Secretor Kit | TE007

GenoTyping Kit

Are you a Hunter, Gatherer, Teacher, Explorer, Warrior or Nomad? Our home GenoTyping Kit gives you the tools you'll need to quickly and easily determine your GenoType. When paired with Dr. Peter D'Adamo's *Change Your Genetic Destiny* book, learn what white lines on your fingertips tell you about your digestive system, what the length of your index and ring fingers say about your fertility, how the shape of your teeth indicates your best diet choices — and more. Most importantly, you'll find out how you can optimize your genetic programming for a longer, healthier life.

GenoTyping Testing Kit | TE011



The promise of personalized nutrition
because you are unique



SWAMI XP2

The ultimate personalized online diet tool

SWAMI XP2, designed and coded by Dr. Peter D'Adamo, puts the power of personalized nutrition in your hands. This cutting-edge software allows you to generate a completely customized nutritional program designed to optimize overall health, maximize weight loss and boost energy levels. SWAMI combines the important markers of blood type and secretor status with simple body measurements and health history to provide clues into the lifestyle choices best for you.

SWAMI is web-based, so you are always able to use the latest version of our software without the hassle of installation. Our downloadable user guide makes interpreting your SWAMI results even easier. As a bonus, you also receive free access to Dr. D'Adamo's Cookbook Creator software, which will allow you to view recipes and shopping lists right for you.

Why Buy SWAMI XP2:

- Receive a 50 page diet plan tailored to your needs.
- Learn about genetic inheritance and how it continues to define modern life.
- Easily link SWAMI to DietBuddy™ to further refine your food tracking and health goals.

SWAMI XP2 Diet Software | ED070

“I had never used the SWAMI meal plan for myself until the other day when I was walking a client through it. I immediately opened my own and discovered the new version and it is AMAZING! I didn't know you could print out the menus, shopping list and recipes. I use it now myself and it is so inspiring. I am impressed.

— Karen, Paris, France



“ Our understanding of blood type takes the science of genetics one step further by stating unequivocally that every human being is utterly unique. There is no right or wrong lifestyle or diet; there are only right or wrong choices to be made based on our individual genetic codes.

Dr. Peter D'Adamo

Dr. Peter J. D'Adamo

Dr. Peter D'Adamo is a world-renowned naturopathic physician, author, educator, software developer and bioinformatics researcher. He is considered a world expert in glycobiology, principally the ABO (ABH) blood groups and the secretor (FUT2) polymorphisms. A distinguished professor of Clinical Sciences at the University of Bridgeport's Department of Health Sciences, he also serves as the chief medical officer at the Bridgeport Center of Excellence in Generative Medicine (COE). The COE is an academic, clinical and research institution dedicated to forwarding the principles of personalized medicine and human biochemical individuality.

In 1996, Dr. D'Adamo wrote the *New York Times* bestseller, *Eat Right 4 Your Type*, which introduced the revolutionary Blood Type Diet to the world. Since then, he has authored 18 other books about blood type and personalized nutrition. With over 7 million copies sold in over 65 languages, these works have carried innovative lifestyle recommendations to every corner of the globe. Dr. D'Adamo is the author of the textbook *Fundamentals of Generative Medicine*, along with numerous scientific research papers detailing his ongoing work in naturopathy.

Outside of writing, Dr. D'Adamo serves as the chief scientific advisor and master formulator at D'Adamo Personalized Nutrition. The founder of Datapunk Bioinformatics, LLC, he has designed numerous software programs, transforming the way we understand genomics. Among his most popular are Opus23, Utopia, SWAMI XP2 Personalized Nutrition program and the brand new Datapunk DietBuddy. In his spare time, Dr. D'Adamo enjoys restoring vintage Volkswagens, repairing antique clocks, kayaking and enjoying time with his family in southwestern Connecticut, as well as at a favorite lakeside retreat in rural Pennsylvania.

Who We Are

D'Adamo Personalized Nutrition (DPN) is the first company dedicated to supporting individuals following The Blood Type Diet, GenoType Diet or a personalized SWAMI program. Under the leadership of Dr. Peter D'Adamo, our chief visionary officer and formulator, the company has thrived for over 20 years.

Here at DPN, you'll find the concept of personalization in every aspect of our company's operations — from the individualized customer attention we provide to our one-of-a-kind supplements. Our formulas are different because you're different.

When buying DPN products, you can be sure of the following:

- Our products are produced in GMP (Good Manufacturing Practices) facilities that have been certified with an "A" compliance rating through the Natural Products Association.
- We use hypoallergenic vegetarian capsules for all of our formulas.
- Our products do not contain artificial fillers or animal stearates.
- Many of our products use certified organic ingredients.

We recognize that our customers are not just following a diet, but embracing a personalized lifestyle. Our goal is to provide guidance, education, nutritional supplements and lifestyle products made just for you to support this rewarding journey to better health.

Welcome to personalized living.

Dr. Peter D'Adamo, Martha Mosko D'Adamo and the DPN Staff

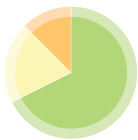


*These statements have not been evaluated by the FDA (U.S. Food & Drug Administration).
Our products are not intended to diagnose, cure, or prevent any disease. If a condition persists, please contact your physician.



The diet that knows **you** best
can now know you **even better.**

DietBuddy is a one-of-a-kind, web-based program tailored to track your foods and specific health goals. From measuring nutritional compliance to mapping meals, DietBuddy is totally free.



Measure diet compliance

Pie charts provide an easy-to-read breakdown of user compliance. The best part? DietBuddy tailors its feedback to your personalized nutritional regimen, allowing for better self-regulation and accelerating the journey to optimal health.



Connect with friends & gain support

A social media platform for nutrition, DietBuddy allows you to communicate and share data with friends. Connecting with other dieters may boost your morale, giving you the inspiration and determination to reach all your health goals.



Plan meals

The DietBuddy Weekly Planner uses an intuitive drag-and-drop interface that allows users to schedule meals. Designing a nutritional roadmap will help you avoid diet "cheats," keeping you on track for future success.



Track overall health data

Gain valuable insight into how diet and exercise affect energy levels, weight, sleep quality, and digestive elimination. Your nutritional progress is cause for celebration! With DietBuddy, you can clearly see your health accomplishments.

Every diet is easier with a friend. Find yours with DietBuddy.

<http://bit.ly/DietBuddy>

Datapunk DietBuddy is a registered trademark of Datapunk Bioinformatics, LLC.