

THE
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COMPANY

THRIVAL GUIDE

**CREATING A HEALTHIER LIFE:
A STEP-BY-STEP GUIDE TO WELLNESS**

Actionable insights based on decades of
genetic research and clinical data

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INTRODUCTION

The pandemic has been a wake-up call for many people. It has taught us the importance of staying healthy and taking care of our bodies. For too long, we have taken our health for granted. We have not made time for exercise, eating healthy foods, or getting enough sleep. We have not paid attention to our mental health. As a result, we have been susceptible to illness and disease.

However, taking steps to improve your health and wellbeing can help you not just survive but thrive in difficult times. There are many simple things you can do to promote health and wellness.

Our Thrival Guide gives you the insights you need from a diet, lifestyle, environment, mental health, and exercise perspective. We're here to help you figure out YOUR optimal schedule, with some added help through decades of genetic research and clinical data.

When you invest in your health, you can better cope with whatever challenges life throws.

So what are you waiting for?... Let's THRIVE!

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DIET

FOODS TO EAT

1

FOOD SOURCE

FATTY FISH

THE DETAILS

A great source of omega 3 fatty acids, which are anti-inflammatory compounds and reduce your risk of heart disease.

THRIVALPOINT

Always choose wild, sustainably caught fish - sustainable practice support a healthy marine environment opt for fish lower on the food chain (like mackerel and anchovies) and keep your larger fish consumption (wild tuna or pacific salmon) to 1-2 per month

EXAMPLE

- Salmon,
- mackerel,
- anchovies,
- sardines

RECIPES

Baked Salmon with Garlic and Dijon

[natashaskitchen.com](https://www.natashaskitchen.com)



GENOTYPES THAT BENEFIT IN PARTICULAR

9P21 4G carriers

Suboptimal Methylation Profiles

FOODS TO EAT

2



FOOD SOURCE

OKRA

THE DETAILS

Okra is a superfood that possess incredible antioxidative properties. Okra contains a thick gel-like substance called mucilage, which can bind to cholesterol during digestion, causing it to be excreted with stools rather than absorbed into your body. It is considered a good source of Vitamins C and K1 (which may reduce your risk of blood clotting - a known comorbidity associated with covid-19).

THRIVALPOINT

If you freeze okra and cut it while it is still frozen, it will less slimy than when you cut it fresh. A second trick for reducing sliminess is to soak the okra in vinegar for half an hour before cooking it. Rinse it and pat dry before cooking. Finally, you can pre-cook okra at very high heat by sautéing, roasting, blanching or grilling. Then add cooked okra to your recipe and there will be hardly any slime at all.

EXAMPLE

Also known as “lady’s finger” or “bhindi”

RECIPES

Ladies Finger Curry | Vegan Bhindi Curry

vegrecipesofindia.com



GENOTYPES THAT BENEFIT IN PARTICULAR

9P21 4G carriers
APOE 4 carriers
poor detox

FOODS TO EAT

3



FOOD SOURCE

SWEET POTATOES

RECIPES

Autumn Carrot and Sweet Potato Soup

[onceuponachef.com](https://www.onceuponachef.com)



THE DETAILS

A widely recognized and popular superfood, sweet potatoes are an excellent source of Vitamin A and Vitamin C. Numerous studies confirm that these two vitamins play an important role in maintaining health respiratory and pulmonary function.

GENOTYPES THAT BENEFIT IN PARTICULAR

The Vitamin A in sweet potatoes comes in the form of beta-carotene. Individuals with the GG version of their BCMO1 gene don't effectively convert vitamin A beta-carotene into its activated retinol form. These individuals may need to seek out sources or supplementation of activated version of Vitamin A (retinol or retinyl palmitate) in order to ensure they are getting their daily value of Vitamin A.

THRIVALPOINT

Don't confuse your sweet potatoes with yams! While the terms have become interchangeable in popular media, sweet potatoes and yams are two different types of root vegetables, or "tubers". Importantly, sweet potatoes contain much higher levels of Vitamin A and Vitamin C than yams do. In North America, true yams are hard to find unless you visit an ethnic grocery store. If you see yams at your local grocery store, chances are it is actually sweet potato.

FOODS TO AVOID

1

FOOD SOURCE

REFINED CARBOHYDRATES

EXAMPLES

- white bread,
- pizza dough,
- pasta,
- sugary desserts,
- breakfast cereals

THE DETAILS

Refined carbohydrates are highly inflammatory foods that have become a staple of western and north american diets. They have been linked to increased risks of cardiovascular and metabolic diseases like diabetes

THRIVALPOINT

Don't be fooled by the idea of organic here - while organic flours may use organic wheat, they are still processed to the point of being stripped of all nutrients. Opt for a whole grain organic powder, or a gluten free organic powder for your baking needs

GENOTYPES AT RISK

TCF7L2 T carriers
9P21 4G carriers
APOE 4 carriers
AMY1 A carriers

EAT THIS INSTEAD

- Organic quinoa,
- Organic whole grains,
- cauliflower crust pizza,
- shiritake pasta

FOODS TO AVOID

2

FOOD SOURCE

FOODS WITH REFINED & ADDED SUGARS

EXAMPLES

- baked goods,
- pastries,
- cereals,
- "low fat" foods,
- jams & preserves,
- chocolates,
- sweets,
- condiments,
- flavorings

THE DETAILS

Refined sugars are highly inflammatory and disruptive compounds that have been linked to several chronic diseases. They are incredibly common and can easily be hidden on nutritional facts through less-than-transparent marketing techniques which use synonyms - like glucose, fructose, sucrose and syrup.

THRIVALPOINT

More and more data is showing that all sugar, regardless of its sources, increases your blood glucose levels for some period of time. This initiates the release of insulin. If you are genetically prone to insulin resistance, you should be extra careful around all sugars, regardless of their source.

Artificial sweeteners may claim to be free of sugars, but they act like sugars in the body and still trigger insulin release, which can cause the body to become confused when it can't locate the sugar, sending a signal to your brain to find some real sugar. This is why you're more likely to be tempted to seek out a sugar fix after consuming an artificially sweetened product.

GENOTYPES AT RISK

TCF7L2 T carriers
9P21 4G carriers
APOE 4 carriers
AMY1 A carriers

EAT THIS INSTEAD

- natural organic sugar sources if and when necessary,
- raw honey,
- organic fruit,
- coconut sugar,
- maple syrup,
- sugar alternatives - xylitol, stevia,
- monkfruit

FOODS TO AVOID

3

FOOD SOURCE

PRO- CESSED MEATS

EXAMPLES

- bacon,
- sausages,
- ham,
- smoked meats,
- beef jerky,
- salami,
- bologne

THE DETAILS

Several studies have linked the consumption of processed meats to heart disease, diabetes, stomach and colon cancer. They contain significantly high levels of sodium as well as advanced glycation end products (AGEs), which are considered highly inflammatory agents. Remember, those with preexisting health conditions are at highest risk of severe complications from viral infections.

THRIVALPOINT

Beyond their high percentage of preservatives, processed meats are also high in salt or sodium content. Depending on your genes, high levels of sodium can lead to significant blood pressure and dehydration concerns. Opt for low sodium alternatives whenever possible when choosing packaged or pre-cooked food products.

GENOTYPES AT RISK

TCF7L2 T carriers
9P21 4G carriers
APOE 4 carriers
AMY1 A carriers

EAT THIS INSTEAD

- sliced chicken breast,
- sliced portabello mushroom,
- sliced tempeh or tofu

FOODS TO GROW

1

FOOD SOURCE

ZUCCHINI

THE DETAILS

Zucchini is not only easy to grow, they also grow a lot! Just one plant can yield up to 10 pounds of zucchini in a single growing season. Plant the seeds directly in your garden or a large container once the soil warms up to at least 60 degrees Fahrenheit. They will need full sun and moist, easily-draining soil amended with compost. Give them approximately 1 inch of water each week, if there's no rain, and harvest when the fruits (technically, they are fruits!) are still small and the skin is tender. Zucchini can be chopped and stored in your freezer. You can bake zucchini into breads, turn them into a gluten-free vegetable spaghetti, or chop them and add them to a hearty vegetarian chili.

RECIPE

Gluten-free Zucchini Bread

mygluten-freekitchen.com



FOODS TO GROW

2

FOOD SOURCE

TOMATOES

THE DETAILS

Our top tips on growing tomatoes include: Providing lots of light (using artificial sunlight during the winter), fanning your stems often to improve their strength, burying the stems deep, removing the bottom leaves regularly, and watering regularly. Tomatoes are not only delicious, but high in vitamins and minerals that are essential to optimal immune health.

RECIPE

Nonna's Marinara Sauce

cookingwithnonna.com



FOODS TO GROW

3



FOOD SOURCE

MICRO- GREENS

RECIPE

Egg White Omelette With Avocado, Goat Cheese, And Microgreens

themerrythought.com



THE DETAILS

Where they lack in size, microgreens more than make up in superpowers, with 40 times as many vitamins and nutrients than fully grown plants. Start with a warm, sunny windowsill and a small, clean container. A disposable pie plate or plastic take out container poked with a fork for drainage work well. Pick up a microgreens seed packet from your local nursery or grocery store and check for any special instructions. Cover the bottom of the container with an inch or two of moistened potting soil or mix. Flatten it with your hand or cardboard but don't overcompress! Scatter seeds evenly on top of the soil. Press gently into the soil using your hand or the cardboard. Cover the seeds with a thin layer of soil. Dampen the surface with a mister. If you prefer, you can skip this step and instead cover the container with a clear

lid or plastic wrap until the seeds are sprouted. While waiting for sprouts to appear, usually within three to seven days, use a water mister once or twice daily to keep the soil moist but not wet.

Once seeds have sprouted, remove the cover (if you've used one) and continue to mist once or twice a day. Microgreens need about four hours daily of direct sunlight to thrive. In winter months, some may need even more. Leggy, pale greens are a sign of not enough sunlight. Light needs can also be satisfied with a grow light. Microgreens should be ready in about 2-3 weeks depending on what kind you bought. Snip them right above the soil using scissors. Wash, pat dry, and toss into literally anything you eat for added texture and colour.

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EXERCISE TYPE

EXERCISE TYPE

BODYWEIGHTS

EXERCISE LEVEL

BEGINNER
PERFORM EACH
EXERCISE X 3
SETS

EXERCISE 1 SQUATS

NOTES

10 squats

HOW TO PERFORM
THE PERFECT SQUAT

 WATCH NOW

EXERCISE 2 KNEE PLANK

NOTES

To failure, then increase
one second every set

HOW TO PERFORM
THE PERFECT KNEE PLANK

 WATCH NOW

EXERCISE 3 LUNGES

NOTES

5 lunges per leg,
10 lunges in total

HOW TO PERFORM
THE PERFECT LUNGE

 WATCH NOW

EXERCISE 4 KNEE PUSHUPS

NOTES

10 pushups

HOW TO PERFORM
THE PERFECT PUSH UP

 WATCH NOW

EXERCISE TYPE

BODYWEIGHTS

EXERCISE LEVEL

INTERMEDIATE
**PERFORM EACH
EXERCISE X 4
SETS**

EXERCISE 1
PUSHUPS

NOTES

15 pushups

EXERCISE 2
PULL UPS /
INVERTED BODYWEIGHT
ROWS

NOTES

5 pull ups/10
bodyweight rows

HOW TO PERFORM
PULL UPS

 **WATCH NOW**

EXERCISE 3
SPIDERMAN OR
BEAR CRAWL

NOTES

1 minute continuously

HOW TO PERFORM
A SPIDERMAN CRAWL

 **WATCH NOW**

EXERCISE 4
ABS CIRCUIT
LEG CRUNCHES, BICYCLE,
PLANK, RUSSIAN TWIST

NOTES

10 reps per exercise,
15 second plank

EXERCISE TYPE

BODYWEIGHTS

EXERCISE LEVEL

ADVANCED
PERFORM EACH
EXERCISE X 5
SETS

EXERCISE 1

RESISTANCE PUSH UPS

NOTES

15 pushups

EXERCISE 2

RESISTANCE SQUATS

NOTES

15 squats

EXERCISE 3

SPIDERMAN OR BEAR CRAWL

NOTES

2 minutes continuously

EXERCISE 4

ABS CIRCUIT LEG CRUNCHES, BICYCLE, PLANK, RUSSIAN TWIST

NOTES

15 reps per exercise,
plank to fail

EXERCISE TYPE

KETTLEBELL

EXERCISE LEVEL

BEGINNER
PERFORM EACH
EXERCISE X
3 SETS

EXERCISE 1 GOBLET SQUATS

NOTES
10 squats

HOW TO PERFORM
A GOBLET SQUAT

[▶ WATCH NOW](#)

EXERCISE 2 BENT OVER ROW

NOTES
6-8 reps per arm

HOW TO PERFORM
A BENT OVER ROW

[▶ WATCH NOW](#)

EXERCISE 3 OVERHEAD SHOULDER PRESS

NOTES
6-8 reps per arm

HOW TO PERFORM
OVERHEAD SHOULDER
PRESS

[▶ WATCH NOW](#)

EXERCISE 4 RUSSIAN TWISTS

NOTES
8-10 reps per side

HOW TO PERFORM
A RUSSIAN TWIST

[▶ WATCH NOW](#)

EXERCISE TYPE

KETTLEBELL

EXERCISE LEVEL

INTERMEDIATE

PERFORM EACH EXERCISE IN A CIRCUIT X 5

CYCLES 40 SEC PER EXERCISE, 20 SEC BREAK

EXERCISE 1

GOBLET SQUATS

NOTES

40 squats then
20 second break

EXERCISE 2

KETTLE BELL SWING

NOTES

40 seconds, then
20 second break

 WATCH NOW

EXERCISE 3

ALTERNATING REVERSE LUNGES

NOTES

40 seconds, then
20 second break,

HOW TO PERFORM
A REVERSE LUNGE

 WATCH NOW

EXERCISE 4

ROMANIAN DEADLIFTS

NOTES

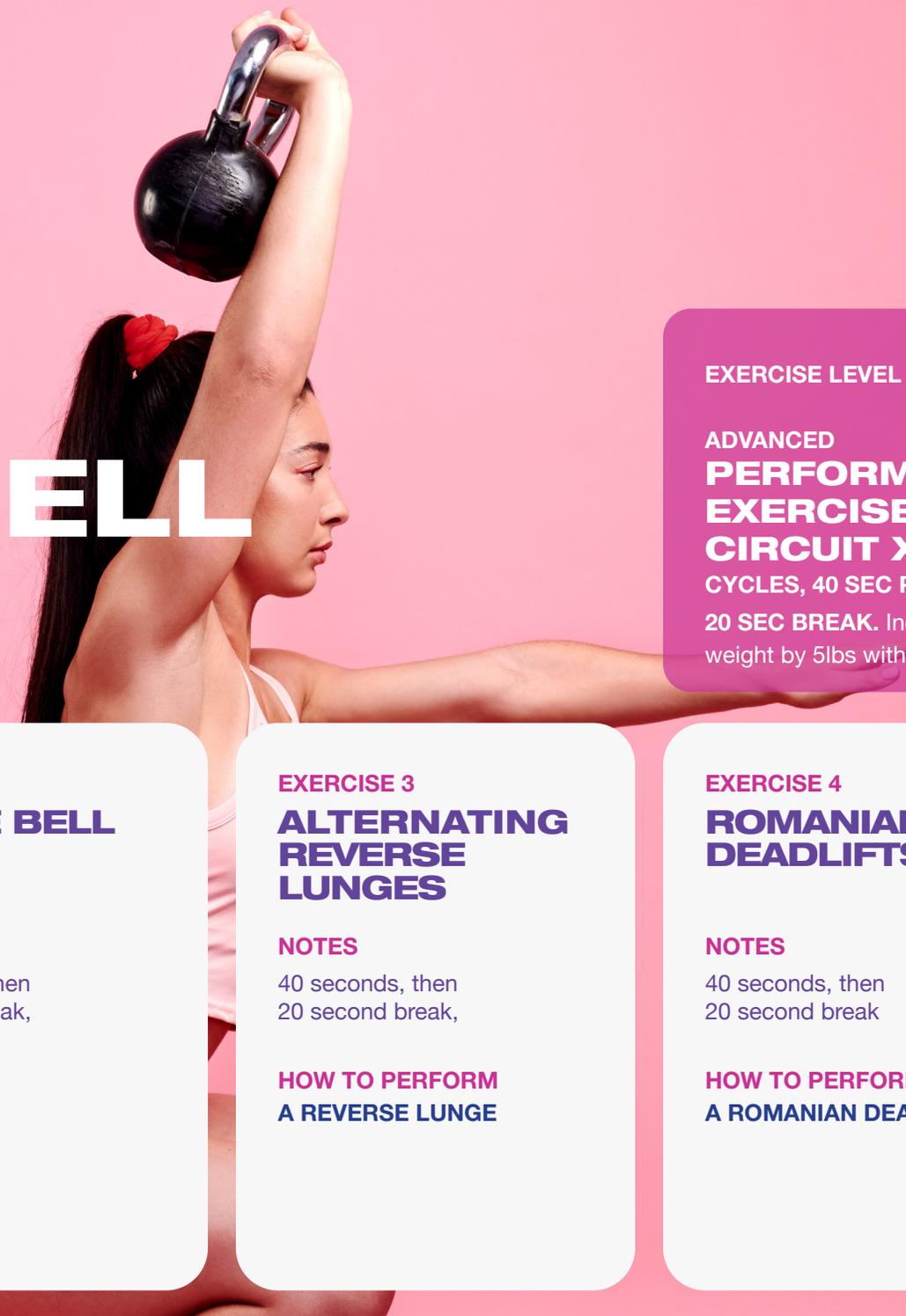
40 seconds, then
20 second break

HOW TO PERFORM
A ROMANIAN DEADLIFT

 WATCH NOW

EXERCISE TYPE

KETTLEBELL



EXERCISE LEVEL

ADVANCED
PERFORM EACH EXERCISE IN A CIRCUIT X 5
CYCLES, 40 SEC PER EXERCISE,
20 SEC BREAK. Increase your
weight by 5lbs with each cycle

EXERCISE 1

GOBLET SQUATS

NOTES

40 seconds, then
20 second break,

EXERCISE 2

KETTLE BELL SWING

NOTES

40 seconds, then
20 second break,

EXERCISE 3

ALTERNATING REVERSE LUNGES

NOTES

40 seconds, then
20 second break,

**HOW TO PERFORM
A REVERSE LUNGE**

EXERCISE 4

ROMANIAN DEADLIFTS

NOTES

40 seconds, then
20 second break

**HOW TO PERFORM
A ROMANIAN DEADLIFT**

EXERCISE TYPE

DUMBBELLS

EXERCISE LEVEL

BEGINNER
**PERFORM EACH
EXERCISE X
3 SETS**
90 SECOND BREAK IN
BETWEEN EACH SET

EXERCISE 1
LATERAL RAISES

NOTES

6-8 reps per set

HOW TO PERFORM
LATERAL RAISES

 **WATCH NOW**

EXERCISE 2
BICEP CURLS

NOTES

6-8 reps per set

HOW TO PERFORM
BICEP CURLS

 **WATCH NOW**

EXERCISE 3
**TRICEP KICK
BACKS AND
OVERHEAD
EXTENSIONS**

NOTES

6 reps per exercise, do both
exercises together to complete
one set.

HOW TO PERFORM
**TRICEP KICK BACKS AND
OVERHEAD EXTENSIONS**

 **WATCH NOW**

EXERCISE 4
DEADLIFT

NOTES

5 reps per set

HOW TO PERFORM
**A DEADLIFT WITH
DUMBBELLS**

 **WATCH NOW**

EXERCISE TYPE

DUMBBELLS

EXERCISE LEVEL

INTERMEDIATE
**PERFORM EACH
EXERCISE X
4 SETS**
90 SECOND BREAK IN
BETWEEN EACH SET

EXERCISE 1

T PUSH UP

NOTES

5 reps per arm,
both arms per set

HOW TO PERFORM
A "T" PUSH UP

[▶ WATCH NOW](#)

EXERCISE 2

DUMBBELL FRONT SQUAT

NOTES

6-8 reps per set

HOW TO PERFORM
DUMBBELL FRONT SQUAT

[▶ WATCH NOW](#)

EXERCISE 3

ARNOLD PRESS

NOTES

6-8 reps per set

HOW TO PERFORM
AN ARNOLD PRESS

[▶ WATCH NOW](#)

EXERCISE 4

BICEP NEGATIVE CURLS

NOTES

6-8 reps per set

HOW TO PERFORM
NEGATIVE CURLS WITH A
STATIC START

[▶ WATCH NOW](#)

EXERCISE TYPE

DUMBBELLS

EXERCISE LEVEL

ADVANCED
**PERFORM EACH
EXERCISE X
5 SETS**
90 SECOND BREAK IN
BETWEEN EACH SET

EXERCISE 1

TURKISH GET UP

NOTES

6 reps per arm,
both arms per set

HOW TO PERFORM A TURKISH GET UP

 WATCH NOW

EXERCISE 2

DUMBBELL SINGLE ARM SNATCH

NOTES

6-8 reps per arm,
both arms per set

HOW TO PERFORM A SINGLE ARM SNATCH

 WATCH NOW

EXERCISE 3

DUMBBELL FRONT RACK LUNGE

NOTES

6-8 reps per leg,
both legs per set

HOW TO PERFORM A DUMBBELL FRONT RACK LUNGE

 WATCH NOW

EXERCISE 4

DUMBBELL HANG CLEAN

NOTES

6-8 reps per set

HOW TO PERFORM A DUMBBELL HANG CLEAN

 WATCH NOW

DID YOU KNOW?

Rest and Recovery is the most important aspect of a good workout routine, and yet its often overlooked.

Getting enough sleep, giving a break in between workout days, and eating right are all essential parts of a successful health and wellness program, because they allow your body to reduce inflammation and give your muscles time to build. In some cases, the intelligent use of supplements can improve your rest and recovery protocol. Ingredients like N-Acetyl Cysteine and Alpha Lipoic Acid improve the body's internal detoxification system, while others like Tocotrienols and Coenzyme Q10 provide fuel for your cell's powerhouse, the mitochondria. All of these ingredients are available at your health food store, but you should never begin a supplement protocol without speaking to a health care professional first. The DNA Company offers clinician-formulated supplements that are designed to improve your body's rest and recovery protocol. Interested in learning more? Send us an email at clientcare@thednacompany.com with the title **"REST AND RECOVERY"** and we'd be happy to help you!



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LIFESTYLE

ENVIRONMENT

AIR PURIFIERS

Air purifiers help eliminate environmental agents, including viruses as well as other toxins such as mould, pollution, smog, dust particles and chemicals. Consider having a purifier ideally in every used room in the house, but at a minimum in areas that are used more often such as your kitchen, living room, and bedrooms.

Air Purifier recommended by our clinicians: IQ Air Health Pro Plus

CLEAN AIR PLANTS

Plants can act as natural air purifiers for those who don't want to invest in mechanical air purifiers.

Nearly 30 years ago, NASA published a list of the best plants to keep in your home in order to have a cleaner air environment. Check them out below!

NASA Reveals A List Of The Best Air-Cleaning Plants For Your Home

boredpanda.com/



ANXIETY



1

Anxiety

2

Facts on Anxiety from the Anxiety and Depression Association of America.

3

Anxiety disorders are the most common mental illness in the U.S., affecting 40 million adults in the United States age 18 and older, or 18.1% of the population every year.

4

Anxiety disorders are highly treatable, yet only 36.9% of those suffering receive treatment.

5

People with an anxiety disorder are three to five times more likely to go to the doctor and six times more likely to be hospitalized for psychiatric disorders than those who do not suffer from anxiety disorders.

6

Anxiety disorders develop from a complex set of risk factors, including genetics, brain chemistry, personality, and life events.

ANXIETY



GENES AND ANXIETY

Genes play an important role in your risk of developing an anxiety disorder. The two most important genes in this regard are your COMT gene and your ADRA2B gene. These genes influence how you perceive fear, emotion, and memory. Certain variations within these genes means you're more likely to read a person's face and assume their intentions about you. It may also affect how you deal with negative emotional events, such as childhood trauma for example. Your ADRA2B gene in particular can influence your risk for PTSD - particularly for those who have been exposed to war, abuse, or trauma of any kind.

THE PANDEMIC, YOUR ENVIRONMENT, AND SOCIAL MEDIA

Technology has made information more accessible than ever before. The unfortunate reality is that much of this information is now spread without verification or research. There is nothing more dangerous than misinformation, and yet it dominates our social media feeds and our digital networks. The current pandemic is no different. For those with pre-existing anxiety and related disorders, the overload of information, particularly information that is negative in nature, can have a massive impact on their ability to manage their lives during this time.

WHAT CAN I DO ABOUT MY ANXIETY

It's important to understand that anxiety related disorders aren't always addressed through prescription drugs. In some cases, individuals see significant benefit from simple lifestyle tweaks and changes that improve their anxiety. Check out some of our recommendations below



WHAT CAN I DO ABOUT MY ANXIETY

1

AVOID SOCIAL MEDIA AND INFORMATION OVERLOAD

Due to its unregulated nature, social media can be a dangerous place. Aim to use social media only as necessary to maintain close relationships with family and friends

2

PRACTICE MEDITATION EXERCISES

Meditation has become much more popular in mainstream media, and the pandemic has only spurred its rise. But traditional meditation exercises, like yoga, tai chi, and qi gong have been around for thousands of years

3

LIMIT YOUR CONSUMPTION OF ALCOHOL AND CAFFIENE

Both alcohol and caffeine consumption can aggravate and trigger panic attacks

WHAT CAN I DO ABOUT

MY ANXIETY

4

SLEEP!

Check out our section on sleep which gives you the low down on why its important, and how you can acheive optimal sleep with just a few tweaks to your daily routine.

5

SPEAK WITH A HEALTH CARE PROFESSIONAL

Its important to consider consultation with a health care practitioner who is trained to identify anxiety disorders as well as the different ways to treat these disorders.

SLEEP

THE IMMUNE BOOSTER YOU DIDN'T KNOW YOU HAD

Sleep is likely the most underrated immune booster of all time. It is completely free, already built into your schedule, and requires almost no effort (in fact, the more effort you put to avoid it, the more likely you are to want it!). Yet, despite its innumerable benefits and necessity for a long life, nearly 1 in 2 North Americans suffer from some sort of sleep disorder. Chronic low sleep has been attributed as a significant factor in the development of chronic diseases such as cardiovascular disease, type 2 diabetes, and cancer. So why is it that we are getting less and less sleep? Here are a few factors:

1

MORE SEDENTARY TIME

We just don't move around as much as we used to. Spending hours sitting down and not expending energy means we need less and less sleep to recover. The problem with this is most of our body's detoxification and recovery happens during sleep, so we're missing out on key recovery times by impacting our sleep.

2

CHRONIC STRESS

We've never been more stressed out as a society. According to the American Institute of Stress, About 33 percent of people report feeling extreme stress, 77 percent of people experience stress that affects their physical health, 73 percent of people have stress that impacts their mental health, and 48 percent of people have trouble sleeping because of stress

3

TECHNOLOGY

Improved access to the digital world means our brains are always on and we're exposed to more information than ever before. Excessive consumption of information means our brains don't get the opportunity to relax because there's always something fighting for brain space.

OF CLOCKS AND RHYTHMS

As biological creatures, we have a biological clock that regulates what time of the day, week, month, and year that our body performs certain functions. Functions like hormone production, eating habits, digestion, and regulating body temperature. The timings of these functions can be influenced by the environment we live in, and they ultimately create patterns known as circadian rhythms. One of the most important circadian rhythm is the light-related circadian rhythm that drives our sleeping and waking schedules. The human body produces a specialized hormone called melatonin, whose main function is to initiate drowsiness and prepare the body for sleep. The pattern of this hormone production is strongly related with light exposure, hence why there is more melatonin produced at night. Excessive light exposure at night, such as working late at night or exposing your eyes to screens later in the evening, can disrupt melatonin production, which impacts your ability to fall asleep.

IS IT IN MY GENES?

Circadian rhythms are influenced by genes found in your DNA. Two of these genes, the CLOCK and CRY1 genes, play an important role in helping to regulate the timing of bodily functions, including sleeping and waking cycles. When you have a mutation within these genes, you have a greater risk of dysregulated circadian rhythms. This can influence a number of disorders, including mental health disorders such as depression, anxiety, and bipolar disorder. Another important gene that controls your ability to enter REM or “deep” sleep is the BDNF gene - which influences the production of a neurofactor known as Brain Derived Neurotrophic Factor. Individuals with a suboptimal variation of the BDNF gene report a harder time falling asleep, a harder time returning to sleep if they are woken up, and a more difficult time adjusting to jet lag or changing time zones.

HOW MUCH SLEEP DO I NEED?

While there has been a lot of debate on just how much sleep is optimal, most experts agree that healthy adults should aim for between 7-8 hours of sleep. This number can depend on your environment, lifestyle, and nutrition. More important than the hours you sleep is the quality of your sleep. It’s important that you enter REM sleep at night, as this is when most of your body’s rest and recovery occurs at the optimal level. REM sleep cycles average about 90 minutes, and being woken up during REM sleep can leave you feeling groggy. As a result, aiming to wake up at the end of a 90 minute cycle can generally improve your feeling of rest and recovery, which is why 7.5 hours seems to be the ideal time for most people.

WANT BETTER SLEEP?

PRACTICE GOOD SLEEP HYGEINE!

There's a number of small and easy lifestyle changes you can make to improve your sleep quality. Check out some of our favourites below!

1

Be consistent. Go to bed at the same time each night and get up at the same time each morning, including on the weekends

2

Make sure your bedroom is quiet, dark, relaxing, and at a comfortable temperature

3

Avoid screen time at least an hour before bed, but if you have a poor BDNF gene, make it two hours instead!

4

Avoid large meals, caffeine, and alcohol before bedtime

5

Engage in physical activity during the day
- it will help you fall asleep more easily at night

6

Read a book
- it reduces brain stimulation and prepares the brain for a rested state

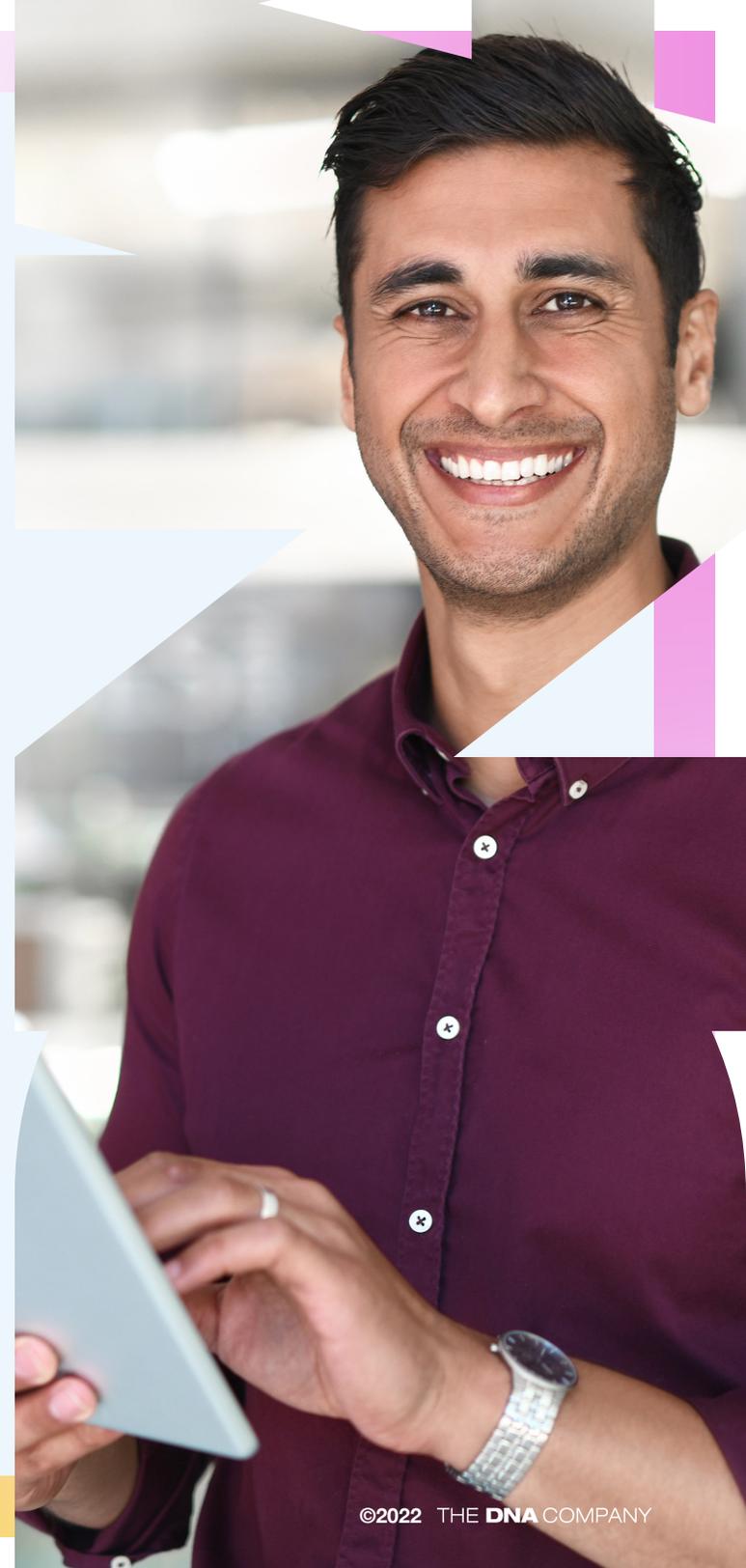
7

Aim to sleep before midnight
- Researchers have found that the most effective replenishment period for the body during sleep occurs in the last 90 minutes before midnight

DID YOU KNOW?

When taken intelligently with the guidance of a clinician, certain supplements have been clinically studied to help individuals with sleep concerns.

These include ingredients like L-theanine, GABA, and Ashwagandha. You can find these ingredients at your local health foods store, or better yet, get a clinician-designed formulation from The DNA Company that combines these ingredients into one convenient dose. Interested in learning more? Send us an email at clientcare@thednacompany.com with the title **SLEEP OPTIMIZER** and we'd be happy to help you!





TIPS AND TRICKS

YOUR DAILY AND WEEKLY PLANNER

We've set this up along with our recommendations so you can set up the lifestyle that works best for your schedule. Remember, discipline is the key to success. Disciplined individuals aren't less enticed by their desires, vices, or distractions. They've just built a system that doesn't afford them the opportunity to break their schedule. Habits take 21 days to form, but we recommend you stick to the schedule you build for at least 40 days to leave a lasting impression.

YOUR DAILY AND WEEKLY PLANNER

Print out this daily & weekly planner and fill it using the suggested sections below. Stick it somewhere you can see it easily, such as on your refridgerator or in your home office!

MONDAY **TUESDAY** **WEDNESDAY** **THURSDAY** **FRIDAY** **SATURDAY** **SUNDAY**

6:00 AM						
7:00 AM						
8:00 AM						
9:00 AM						
10:00 AM						
11:00 AM						
12:00 PM						
1:00 PM						
2:00 PM						
3:00 PM						
4:00 PM						
5:00 PM						
6:00 PM						
7:00 PM						
8:00 PM						
9:00 PM						
10:00 PM						
11:00 PM						
12:00 AM						

SECTION

WAKE UP TIME
WORK TIME
BREAKS
MEALS

SOCIAL MEDIA TIME
EXERCISE
FAMILY/PERSONAL TIME
SLEEP

WINNING HABIT #1 _____
WINNING HABIT # 2 _____
WINNING HABIT #3 _____

OUR RECOMMENDATIONS



1

Add at least 3-4 exercise periods during the week. Testosterone production peaks between 6-8am as well as around 5pm, so working out at those times may improve performance and muscle-building

2

Choose and build 3 winning habits that you will do every day at the same time - we recommend learning a language through an app like Duolingo. It's fun, gamey, and keeps your mind focused and not occupied with distractions or doubts. This habit shouldn't take up more than 5 minutes of your time.

3

Aim to sleep between 6.5-8 hours every day

4

No phone time for half an hour after you wake up or an hour before bed - Use a real alarm clock instead of your phone, and read a book at night instead.

5

Your eating habits depend on your lifestyle - most people benefit from intermittent fasting and skip one meal. Speak to your clinician before starting any diet protocol to ensure its right for you

OUR RECOMMENDATIONS



6

Schedule daily family time, whether its play time with children, face time with parents, or hanging out with your loved ones.

7

Start your morning with a meditation exercise for at least 15 minutes, ideally 30 minutes. This can be breathing exercises, yoga, tai chi, qi gong, or mindful meditation for example.

8

Stay active during work! Take your meetings while walking and aim to keep moving until the meeting is done.

9

Schedule 1 minute stretching exercises every 45 minutes to an hour to keep your blood flow active.

10

Turn off all non-work related notifications from your phone, especially social media.

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**APPS
WE LOVE**



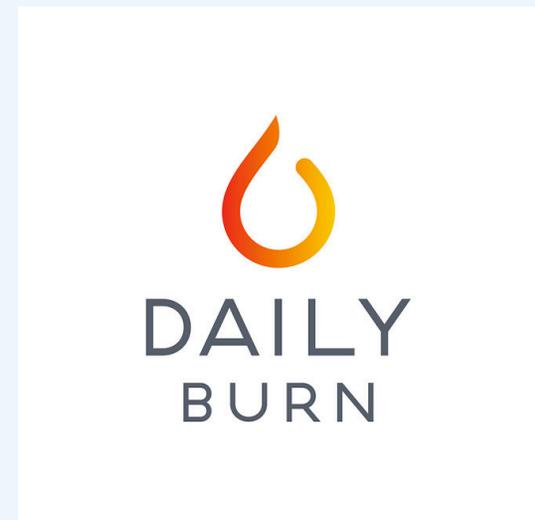
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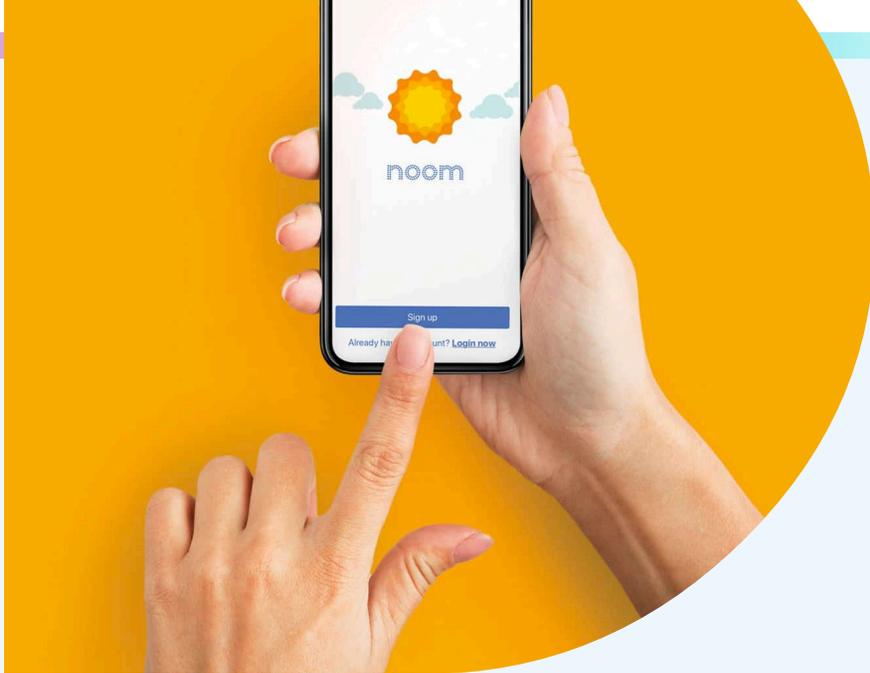
DAILYBURN

Available on: **IOS and Android**

Why we love it: Looking to lose weight, tone up, or find a helpful introduction to fitness? DailyBurn can help you do it all, with quick workouts, personalized plans, access to personal trainers and healthy recipes, and much more. The app syncs with other health and fitness apps and offers streaming on demand so you can work out on your schedule.

dailyburn.com/





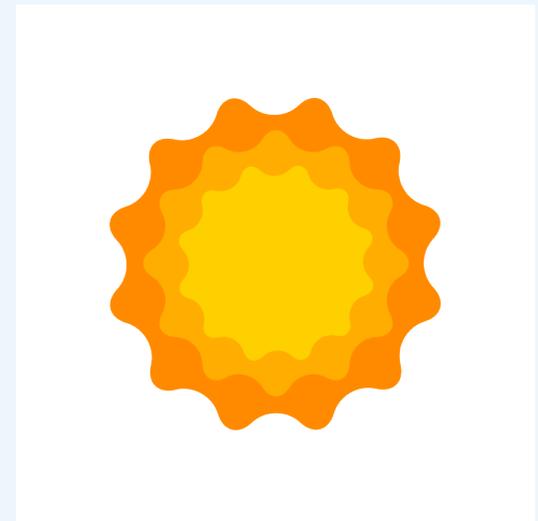
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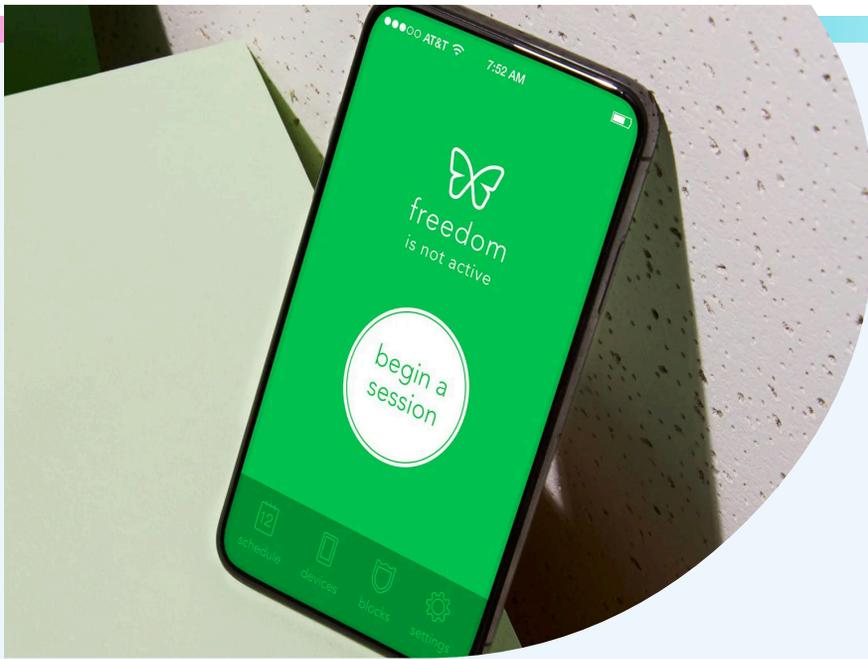
NOOM

Available on: IOS and Android

Why we love it: Instead of telling you to eat less and move more, Noom uses a psychology-based approach to identify your deeply held thoughts and beliefs about nutrition and exercise. Then it builds a customized approach to help you create healthy habits. The app helps you track your weight, food, exercise, blood pressure, and blood sugar all in one place.

noom.com/





PRODUCTIVITY:

FREEDOM

Available on: **IOS and Android**

Why we love it: We all know how easy it is to get distracted by social media and other websites — which is exactly where this useful app comes in. Freedom provides a way for you to block distracting and time-wasting websites and apps for a set time period. You can customize your own list of sites to block — or yes, even block your entire access to the Internet so you can keep your focus entirely in check.

freedom.to/





SLEEP:

SLEEP CYCLE

Available on: **IOS and Android**

Why we love it: Sleep Cycle monitors your sleep patterns and offers detailed statistics and daily sleep graphs so you can get a better understanding of what's going on when you hit the hay – or what may be interfering with a good night's sleep. The app also features an intelligent alarm clock designed to gently wake you up when you're in the lightest sleep phase.

sleepcycle.com/



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