



How are spas using and interpreting data from DNA tests effectively?

Everyone's talking about...

DNA Testing

More commonly associated with crime scenes and paternity tests, DNA testing is becoming mainstream.

Julie Cramer finds out what this means for spas



Julie Cramer is a health and wellness journalist
 ■ juliecramer@me.com

Fuelled by the growth of popular companies such as US-based 23Me, DNA testing is more readily available to consumers than ever before. And it's also becoming a service offered by health and wellness providers.

DNA testing involves a simple saliva swab which can be analysed to deliver powerful health information directly into the hands of the consumer. UK-based firm Chronomics has taking things a step further by launching one of the world's first consumer epigenetics testing kits and we take a closer look at that on p20.

But what should people do with this data once they receive it? Is this where spa facilities should be stepping in as the experts to prescribe lifestyle changes

and assist with their implementation? What sort of services are spas offering?

The good news is that, with the growth of third party DNA testing providers, spas don't need to have a medical component onsite as everything can be outsourced, with specialist training provided for staff. But how do they choose a credible partner?

There are caveats to consider too. How can such sensitive data be protected, and how can spas deal with the delivery of often life-changing information? And with the extra infrastructure a spa might need, will the service be profitable?

We talk to leading wellness providers and industry experts about how spas can tackle these issues.

Marina Efraimoglou CEO and founder, Euphoria Retreat

We see the huge value of DNA testing. It's something that can have a highly personalised influence on lifestyle interventions that can be used to reduce the expression of a 'bad' genotype.

We chose to partner with the Greek firm Eucrasia, whose experts have been studying human metabolic function for more than 20 years, producing a significant track record of over 15,000 clinical cases.

One of the tests we offer is 3GL, which costs €110 (US\$124, £95). Through a simple finger prick blood test, we measure the levels of glutathione, the master protection cell for our metabolism. We also measure



blood glucose levels. From this we can determine a person's precise antioxidant nutritional needs and identify the ideal isoglycemic diet to keep blood glucose balanced. Balanced sugar levels promote wellness, longevity and metabolic homeostasis.

It can have a highly personalised influence on lifestyle interventions

Our advanced seven-night Nutrigenomics Programme, priced at €3,471 (US\$3,925, £3,000), measures the influence of your lifestyle and nutritional habits in the expression of your genetic code.

Using a blood panel that measures around 200 parameters, our scientific team can assess a person's cellular respiration, gut flora, general detoxification and how they metabolise macro and micro nutrients.

We use this information to prescribe diet and exercise, but nutrigenomics is so

much more than that. It also encompasses elements such as recovery, psycho-emotional balancing, detoxification and meditative therapies.

This is a life-changing approach which, at a scientific level, goes right to the core of the nucleus of the cell - ie DNA and expression, and it's why Euphoria is fundamentally changing clients' health for the long term. ●

■ *Formerly a high-profile banker, Efraimoglou set up Euphoria Retreat in Greece last year*