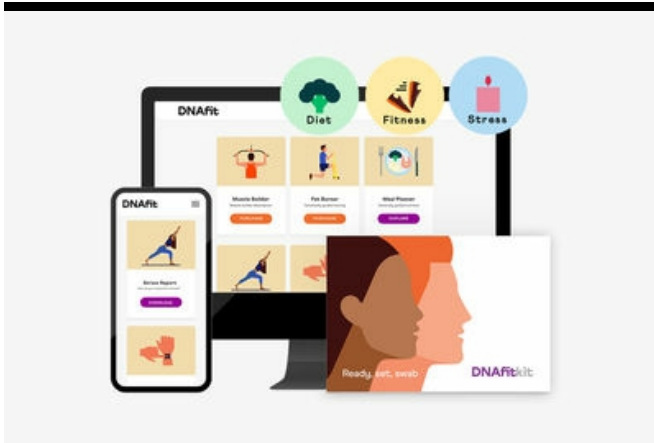


DNAFIT USES GENETICS TO IMPROVE SLEEP

By Livvy Houghton and Holly Friend

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DNAfit



DNAfit

London – **Health Fit** is a test that provides in-depth insights on individual sleep and stress genetics.

DNAfit, which already offers a simple DNA test for diet and fitness, has created a new kit that analyses how genes affect the body's sleep and stress levels. Health Fit reveals insights as to how sleep quality and caffeine can affect mental wellbeing, as well as an evaluation of whether the user is genetically predisposed to heightened hormonal activity in the morning or evening, making them an early riser or night owl.

The test, which retails at £165 (\$216, €193), assesses the impact of more than 75 genes to create personalised reports and access to coaching and support plans. Every customer receives their own personal consultation to help them process the results and make healthier lifestyle choices.

For more on how consumers are using technology and genetics tools to retain themselves to sleep, subscribers can read our **Retaining Sleep Market**.