



Outsmart Your Genes: How Understanding Your DNA Will Empower You to Protect Yourself Against Cancer, Alzheimer's, Heart Disease, Obesity, and Many Other Conditions

Brandon Colby

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Learn what you and your doctor can do today to alter your genetic destiny.

Predictive medicine is the most exciting--and potentially groundbreaking--medical development in decades. Written by Brandon Colby, MD, a leader in the fields of predictive medicine and genetic testing, *Outsmart Your Genes* will empower you, the reader, with a clear understanding of exactly what predictive medicine entails and how it can be used today to protect your health as well as the health of those you love.

Written in straightforward, nontechnical language, *Outsmart Your Genes* enables everyone, even those without any background in genetics or medicine, to understand the benefits of predictive medicine. Separating myth from fact and answering all the tough questions, *Outsmart Your Genes* clearly explains:

- How the revolutionary new medical specialty called predictive medicine analyzes your genes and provides you with clear solutions to protect your health and wellbeing
- The many ways in-which learning about your genes can help you formulate a genetically tailored nutrition and athletic plan that may help you shed those extra pounds and stay trim and fit. (A specialized field of genetics known as *nutrigenomics*.)
- How predictive medicine can help both prospective and current parents protect their children against SIDS and also help minimize the impact of and most effectively treat many other childhood diseases such as autism, asthma, dyslexia, obesity, and diabetes.
- Learn about the genetic technologies of companies that provide genetic testing including 23andMe, Illumina, Life Technologies, Complete Genomics, Pacific Biosciences, Sequenom, Quest and LabCorp.
- The top five questions you need to ask in order to assess:
 1. The credibility of the laboratory doing the testing.
 2. The types of diseases included in the test.
 3. How thoroughly the test actually evaluates your risk for each of the diseases.
 4. Whether the information is provided in a way that makes it actionable.
 5. Whether the results will be delivered in a format that is straightforward and easy to understand.



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