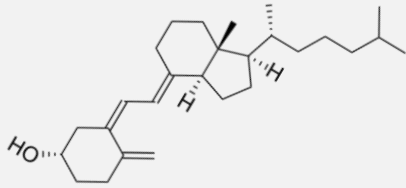


Cholecalciferol (D₃) C₂₇H₄₄O

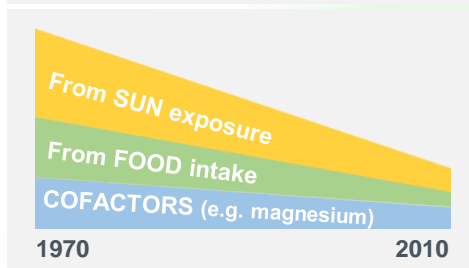


WHAT

Vitamin D isn't like most other vitamins. Your body can synthesise its own vitamin D when you expose your skin to sunlight. The human body can synthesize sufficient vitamin D from cholesterol when the skin is exposed to adequate amounts of sunlight. In terms of its function, Vitamin D is essential for calcium homeostasis, which reflects its broad role in maintaining the health of tissues across the body and boosting the immune system. On the other hand, 25(OH)D which is a primary form of Vitamin D, has a serum level that is an indicator for vitamin D but is also medically related to conditions such as osteoporosis, sclerosis, malignancies and rickets. Individuals with certain genetic types have been observed to have lower levels of serum 25(OH)D and vitamin D than others. Given the important role of Vitamin D in health, Individuals with inadequate levels are at risk of various medical conditions. Thus increasing Vitamin D levels as well as other nutrients can help these individuals improve their health.

WHY

Historical decline in Vitamin D



Various lifestyle shifts in recent history have led to an increasing trend of vitamin D deficiency among global populations. Changes in diet and means of entertainment

coupled with longer hours spent indoor away from direct sunlight are indirectly responsible for a sharp increase in serious vitamin D deficiency-related health conditions. A lack of vitamin D has been proven to be one of the predictive factors for developing conditions related to bones & teeth, heart, liver, kidney, the immune system, mental health, cognitive performance and cellular division. To counter the decline in Vitamin D levels, a growing body of research has identified numerous simple actions and lifestyle choices with the greatest impact.

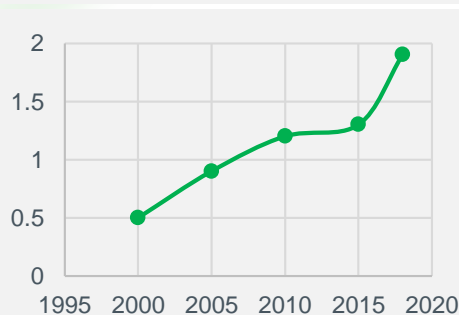
SCIENCE YOU CAN USE

15 minutes of late morning or late afternoon exposure to direct sunlight, sleeves rolled up is an example of a simple recommendation to combat vitamin D deficiency. Sunlight is particularly important considering that vitamin D is found in only a small number of foods including oily fish, egg yolks and red meat. Countries with lower sunlight such as the UK and Northern Europe have therefore issued guidelines for people to complement a healthy lifestyle with vitamin D supplements.

HOW

Research on vitamin D uncovered that individuals carrying certain genetic variants predispose them to having lower vitamin D levels.

Available research papers on Vitamin D (millions)

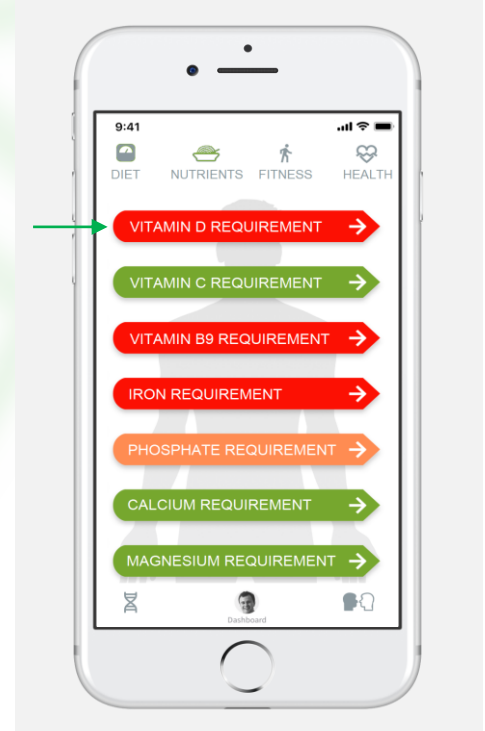


Analysing the individual's genetic profile using bioinformatics and machine learning algorithms has enabled iamYiam to measure

one's predisposition to vitamin D deficiency. In order to do so, iamYiam has reviewed and selected the most relevant and reliably predictive genetic variants including the following:

Gene: NADSYN1	Gene: GC
SNP: rs3829251	SNP: rs2282679
Risk Allele: A	Risk Allele: C

iamYiam test results interface



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