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**Innovative New Wellness and Nutrition Program  
Leverages Latest Understanding of Relationship Between Diet and Genes  
*Gene Smart™ Takes New Approach to Diet and Exercise to Live Longer, Healthier Lives***

**Winston-Salem, NC (June 11, 2009)** – The mismatch between today’s typical diets and our genes has been a major contributor to the nation’s health crisis, including obesity and chronic inflammatory disease. Shifting the paradigm to focus on gene-based strategies to nutrition and lifestyle is the goal of Gene Smart Wellness, and its ground-breaking new approach to health and fitness announced today.

The Gene Smart Program officially debuted this week with the publication of *The Gene Smart Diet* (Rodale Books, June 2009) by Floyd H. “Ski” Chilton, PhD, a pioneer in the study of gene-based nutrition and inflammatory diseases, as well as the launch of a comprehensive new health and wellness web site ([www.genesmart.com](http://www.genesmart.com)). Genesmart.com features numerous tools and resources such as diet tips, exercise programs, recipes, nutritional supplements, and motivational success stories to educate consumers and help them get started on the program.

The Gene Smart Program is based on the groundbreaking research of Dr. Chilton, a professor of Physiology and Pharmacology at Wake Forest University School of Medicine, Director of the NIH-sponsored Wake Forest Center for Botanical Lipids, and Senior Associate Director for Research for the Program for Complementary and Integrative Medicine at Wake Forest University Baptist Medical Center. Recent findings suggest our diets and lifestyles are working against our genes rather than with them, resulting in a net effect that has been devastating to our waistlines, not to mention our overall health.

“Clearly, the research has pointed to the typical American diet as the cause of numerous health issues, from obesity to chronic inflammatory diseases,” said Dr. Chilton. “But through proven principles that use our bodies’ own survival systems, we can start to reverse that trend and help people to not only lose weight, but prevent a host of diseases and live healthier, more vigorous lives.”

Dr. Chilton's latest research in nutrient/gene interactions, as published in the June 5, 2009 issue of *Journal of Biological Chemistry*, has played a role in the development of the Gene Smart Program, which focuses on five key principles:

1. **Increase Polyphenols** -- Eat more dark-skinned fruits and vegetables. Drink more 100% fruit juices, green tea, red wine and dark chocolate.
2. **Add Omegas** -- Increase Omega-3 consumption, targeting 1,250 – 1,500 mg of combined EPA and DHA acid per day by eating more fish and through a high quality fish oil supplement. Add 400 - 500 mg daily of a specific omega-6 called GLA.
3. **Increase Fiber** -- Increase daily fiber consumption to 14-16 grams for every 1,000 calories consumed, or about 30 grams of fiber for a 2,000 calorie diet.
4. **Reduce Calories** -- If you are overweight, reduce your daily caloric intake by 20% to 30% of what is needed to maintain your current weight.
5. **Exercise to Reduce Inflammation** -- Exercise at least 5 days a week, for at least 30 minutes, in a specific manner focused on reducing whole body inflammation.

Gene Smart is one of the few wellness programs proven to work in a clinical study. In addition to hundreds of clinical trials from established medical institutions supporting the individual elements of the Gene Smart Program, Dr. Chilton's research laboratory recently completed an eight-week long clinical study on 68 individuals of all shapes and sizes. Participants following the Gene Smart program lost weight, decreased whole body inflammation, reduced risk of disease, and reported improvements in mood and energy.

Gene Smart™ Wellness (GSW) is a science-based preventative health care company that combines expertise in consumer marketing, behavioral science, and the science of nutrition, inflammation, gene expression and health. GSW develops, markets, and implements programs and supporting products that empower individuals to prevent disease and improve overall health in order to live life abundantly. More information on the Gene Smart program is available at [www.genesmart.com](http://www.genesmart.com).

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