



# Global launch of South African gene-based fitness test

DNAfit, a South African invention that detects the type of exercise best suited to athletes and fitness fanatics, will be launched on the global market by UK-based Lasarow Healthcare Technologies.

Local biotechnology company DNAnalysis developed the test, based on recent advances in genetic science. It helps athletes realise their natural potential by detecting what type of exercise is best suited to their individual genetic profile. This is done by testing an individual's genetic propensity to power and endurance performance, his or her risk of getting soft tissue or tendon injuries and the optimal recovery time required between exercise sessions.

According to DNAnalysis CEO, Dr Daniel Meyersfeld, the mapping of the human genome, which was completed in 2003, has led to new discoveries of the relationship between genes and sporting performance.

The discoveries reveal that there are specific genetic variations that indicate a potential either towards power or towards endurance and understanding where on the spectrum between these two poles their individual genetic profile lies, allows athletes to tailor their training in a way that supports their natural attributes.

For professional athletes this insight could help them refine their training to achieve even small improvements in performance, whilst for recreational athletes, the understanding helps them choose a training pattern that will realise their natural potential, and maximise the time spent training. Those with power attributes will benefit from hard training at short intervals, those inclined towards endurance will benefit from sustained exercise over a longer period.

"This will revolutionise exercise as we know it," said UK entrepreneur Avi Lasarow, founder of Lasarow Healthcare Technologies. "It means people will be able to work out more effectively, reduce the risk of injury and know that the plan they're following is the right one for them.

"We know that 66% of our athletic potential is down to our genes. The beauty of DNAFit is that it's not a one-size-fits-all approach. Each plan is tailored to a person's individuality ability to cope with exercise, assesses the risk of potential injury and how much time a body needs to recover."

Many people struggle to achieve their fitness and wellness goals and, by understanding more clearly how they work individually, that struggle may be now over.

For more information, go to [www.dnadiet.co.za](http://www.dnadiet.co.za) or call +27 (0)11 268 0268.