

## **dnaPower™ Inks Partnership Deal with Bettr Life™ to Transform Health and Wellness Through Genetic Insights and Metabolic Programs**

Partnership Unlocks Personalized Health Opportunities with Genetic-Informed Decision Making and Metabolic Action Programs

Vancouver, BC -- (November 19, 2024) – dnaPower, a leader in genetic testing and analysis, has announced an innovative partnership with Bettr Life, a health and wellness platform, to revolutionize how individuals approach their health and well-being. Leveraging dnaPower’s cutting-edge genetic testing capabilities, the collaboration will empower users to make informed decisions and implement optimized metabolic health programs that align with their unique genetic profiles.

This partnership marks a significant leap in personalized wellness, combining dnaPower’s decades of expertise in genetic science with Bettr Life’s comprehensive health and wellness metabolic tools. Together, they aim to redefine the standard of care in health and wellness, emphasizing prevention, optimization, and informed action based on genetic insights.

Dr. Lois Nahirney, the visionary CEO of dnaPower, emphasized the transformative potential of this partnership, stating, “We are thrilled to join forces with Bettr Life to bring genetic-informed decision-making to a broader audience. By aligning our expertise with their innovative metabolic programs, we are unlocking a new era of personalized health that empowers individuals to take proactive control of their wellness journey.”

Bettr Life’s platform integrates dnaPower’s genetic analysis, offering users actionable recommendations for nutrition, fitness, and lifestyle choices tailored to their genetic blueprint. Their metabolic health program supports the systems of the body to maximize cellular function and support weight loss, higher energy, clearer thinking, balanced hormones and reduced pain and inflammation. This strategic partnership ensures individuals can access tools to enhance their health in ways that are scientifically sound and uniquely suited to their biology.

Chris Backus, CEO and co-Founder of Bettr Life shared, “Partnering with dnaPower allows us to deliver on our mission of making health and wellness accessible, actionable, and deeply personal through a 6-week metabolic health program. Together, we’re enabling our users to tap into the power of their DNA to make choices that truly support and optimize their health that not only helps them to live longer, but to live better.”

### **About Bettr Life**

Bettr Life Protocols is a metabolic health and wellness company offering health and longevity protocols driven by DNA analysis and insights. Our structured protocols are delivered online via our customized Bettr Life App and available to clients worldwide. Bettr Life empowers individuals to make customized, precision-like improvements to their lives by delivering science-based results. For further information, please contact [info@bettrlife.me](mailto:info@bettrlife.me) or visit our website at [www.bettrlife.me](http://www.bettrlife.me).

### **About dnaPower**

dnaPower is a pioneer in genetic testing, offering advanced DNA-based solutions to support health, fitness, and wellness. With a commitment to science-backed innovation, dnaPower has been empowering individuals to make smarter, data-driven health decisions since 2008. For further information, please contact [info@dnapower.com](mailto:info@dnapower.com) or visit [www.dnapower.com](http://www.dnapower.com).

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