



## TeloYears™ Story Ideas

Initial market research by the company behind TeloYears suggests that its new genetic test that reveals your cellular age has a high purchase intent score from people ages 30 to 60. The TeloYears test appeals to men who self-identify as "quantified selfers" and women who are interested in aesthetic services and products. Further, TeloYears is attractive to people who want more information about the levels of their overall wellness and fitness and are keen to track the impact of their lifestyle interventions, such as diet and exercise. Many have also stated that they would use the information that TeloYears provides for both monitoring and motivation.

Whether a feature article or health report, tech trend or round-up story, seasonal or commemorative piece, blog or tweet, please consider the following ideas for your coverage of TeloYears.

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### **Telomere Testing: The Next Wave of Fitness Tracking**

Since its' inception in 2007, the Quantified Movement continues to mainstream with 1 in 10 Americans now wearing a mobile tracking device. A new genetic test out of Silicon Valley, California, now seeks to up the ante by allowing consumers to track their fitness at the level of their DNA. TeloYears, introduced in October 2016, is a DNA test that measures your telomeres, or the end caps of your chromosomes that shorten and fray with age. By measuring a component of the human chromosome that changes over time and is influenced by a variety of lifestyle and environmental factors, TeloYears allows fitbit junkies to track their fitness at a cellular level.

### **Your Skin Looks Great But How Well Are You Aging on the Inside at a Cellular Level?**

Since the advent of Botox in the early 00's, the aesthetic industry has continued to innovate rapidly with a wide array of easy, in-office procedures to help keep the signs of aging at bay. A new genetic test now aims to give us personal information about how we are aging inside – at the cellular level. TeloYears is a new genetic test out of Silicon Valley, CA that seeks to measure our telomeres or the end caps of our chromosomes that tend to shorten and fray with age and are impacted by genetic, environmental and lifestyle factors.

## New Year, New You with TeloYears

The New Year is more than just turning the page on the calendar. It's an opportunity to discover how well you're aging at the "cellular" level based on your DNA. That's the concept behind the new TeloYears test that measures the length of your telomeres and reveals your cellular age. Armed with this personalized knowledge, imagine the positive changes you can make by taking action with just one or two easy lifestyle modifications. Now, in addition to a new regimen of skin care, exercise and fashion sense, let TeloYears take your cellular health to a new level in 2017.

## Why TeloYears and Why Now?

We are living in a new era of genetic information where understanding how old you are is more than counting how many birthdays have passed. To know how well you're aging, TeloYears analyzes your cells to see how much capacity they have left to thrive. Unlike apps and devices that measure what you do in the moment, TeloYears is like a molecular or cellular Fitbit that measures what you are now and over time. Plus, it's accessible (simple, do at home and affordable price), reliable (accurate telomere length measurement) and relatable (everyone cares about aging and overall wellness). And, best of all, TeloYears is an easy to understand genetic test that provides motivational knowledge at the level of your DNA.

## Twins – A Model for Telomeres and TeloYears

### You've Heard of Calendar Years and Light Years... Now TeloYears!

Public appreciation of genetic testing and quantified information about one's body is on the rise. A new simple yet comprehensive test to measure your telomere length called TeloYears is now available direct to consumers. Unlike other tests, your age in TeloYears focuses on one important marker – how well you're aging at the level of your DNA. And, best of all, your test results can change in response to lifestyle improvements that you make.

## To Learn More, visit [www.teloyears.com](http://www.teloyears.com)

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*The TeloYears test is not intended for screening, diagnosing, treating or preventing diseases or medical conditions. The test is available for individuals between the ages of 20 to 80 within the United States, except for the state of New York.*

*The information provided by the TeloYears test should not be used to replace medically appropriate screening tests recommended based upon actual age or other risk factors, nor should the information be used to make decisions about diagnosis or treatment of diseases or medical conditions. The Telomere Diagnostics lab is regulated under the Clinical Laboratory Improvement Amendments of 1988 (CLIA) as qualified to perform high complexity clinical testing. The performance characteristics of this test were determined by Telomere Diagnostics. It has not been cleared or approved by the U.S. Food and Drug Administration.*

*Test reports are kept absolutely private according to our Privacy Policy and are available only in a fashion that maintains compliance with the HIPAA security rule, which regulates privacy and security of health information.*