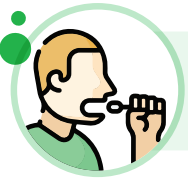


# How It Works?



Gather saliva samples.  
Make sure the cap is  
securely fastened



Document the sample  
And reach us to collect  
your samples



Lab Processing &  
Data Analysis



Report Generation



Login in your account or  
check your email



Schedule your Genetic  
Counselling



📍 Registered office : Lord's Mark Microbiotech Pvt. Ltd.  
B-101 Riddhi Siddhi Complex, M. G. Road,  
Borivali (E), Mumbai - 4000666

📍 Corporate office : Lord's Mark Microbiotech Pvt. Ltd.  
6-3-1090/A/10/1/2, Office Space No.502,  
5<sup>th</sup> Floors, "Sonthalia Emerald", Raj Bhavan Road,  
Somajiguda, Hyderabad. T.S. - 500082

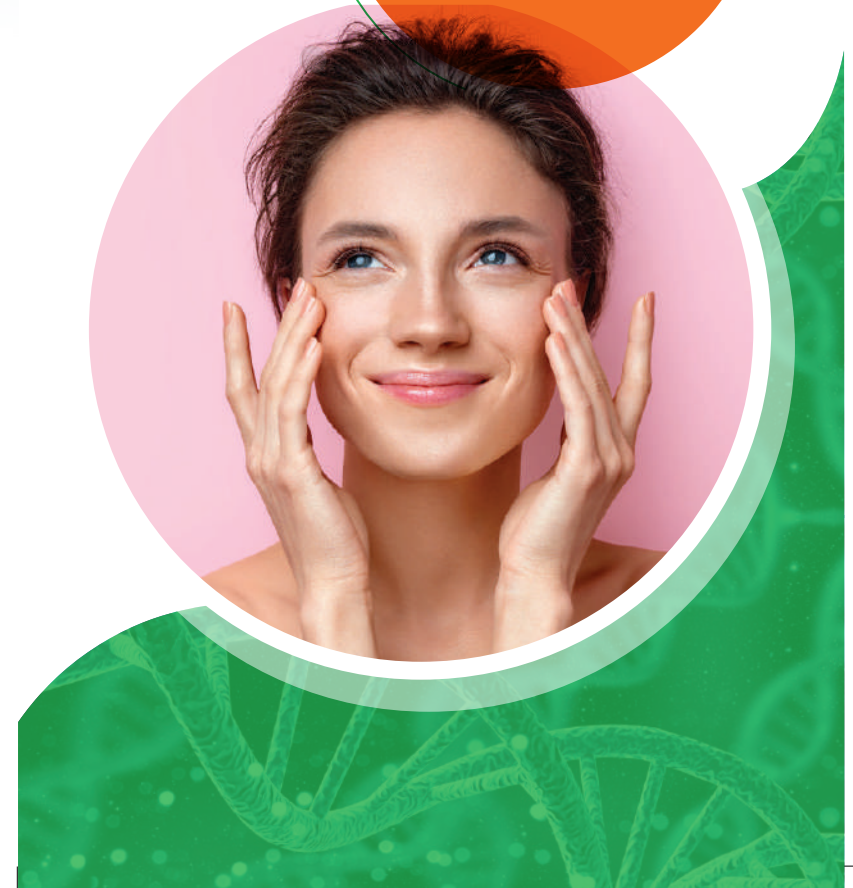
☎ + (91)-40-49583100

✉ mydna@lordsmicrobiotech.com

🌐 www.mydna.lordsmicrobiotech.com



Discover.  
Empower.  
Transform.





## Genes & Beauty & Skin ●●●

Up to 60% of the skin ageing variation between individuals can be attributed to genetic factors, while the remaining 40% is due to non-genetic factors.<sup>1</sup>

Genes play a vital role in skin properties associated with ageing, namely, oxidative stress, elasticity, and hydration.<sup>1</sup>

As per the study published in Clinical, Cosmetic and Investigational Dermatology, Genomic analysis can contribute to the characterization of human skin care and anti-ageing needs, by conducting a simple genetic test and assigning an individual to one of the ten genetic groups.<sup>1</sup>

1. Naval J, Alonso V, Herranz MA. Genetic polymorphisms and skin aging: the identification of population genotypic groups holds potential for personalized treatments. Clin Cosmet Investig Dermatol. 2014 Jul 1;7:207-14. doi: 10.2147/CCID.S55669






- MyDNA DermaGencheck is a DNA based genetic test which helps you understand what your skin & hair need. The genetic test provides insights on 40+ conditions of your skin, like skin ageing, hydration, elasticity, acne, and sun photoactivity, along with a free genetic counselling session. It can also help you to predict the risks for skin tone, texture, inflammation, allergic reactions, photosensitivity, oxidative stress, skin ageing, the effect of environmental pollutants, along with nutritional requirements for healthy skin.
- The test helps you get the tailor-made skin care routine by getting the genetic information regarding what exactly your hair and skin needs. MyDNA DermaGencheck can also recommend you the nutritional, day care routine and exercises for your skin and hair.








“  
*Customize your skincare products based on your DNA*  
”

## Why to Take MyDNA DermaGencheck ●●●

-  Helps to understand the exact needs of skin and hair
-  Helps you take actionable plan to prevent the skin from damage and keep it healthy and rejuvenated
-  Can help to take personalized nutritional, routine care for skin and hair as per the genes

## Who can Take this Test? ●●●

-  To prevent your skin from damage right from the beginning
-  If you have stressful and unhealthy lifestyle that can affect your skin and hair
-  If your current skin care is not working
-  If you wish to have delay in signs of skin ageing
-  If you have skin-related issues personally or among your family members

