



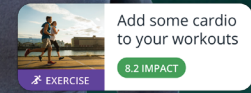
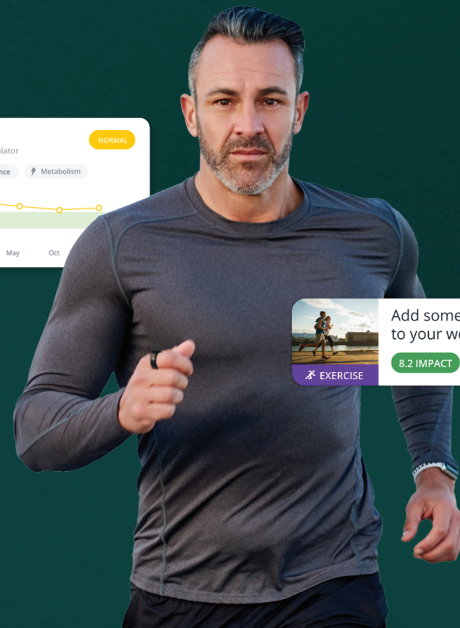
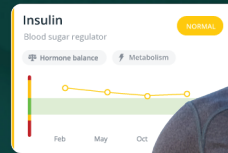
 **InsideTracker** | Live healthier longer

# Getting started guide

[InsideTracker.com](https://www.insidetracker.com)



# What is InsideTracker?

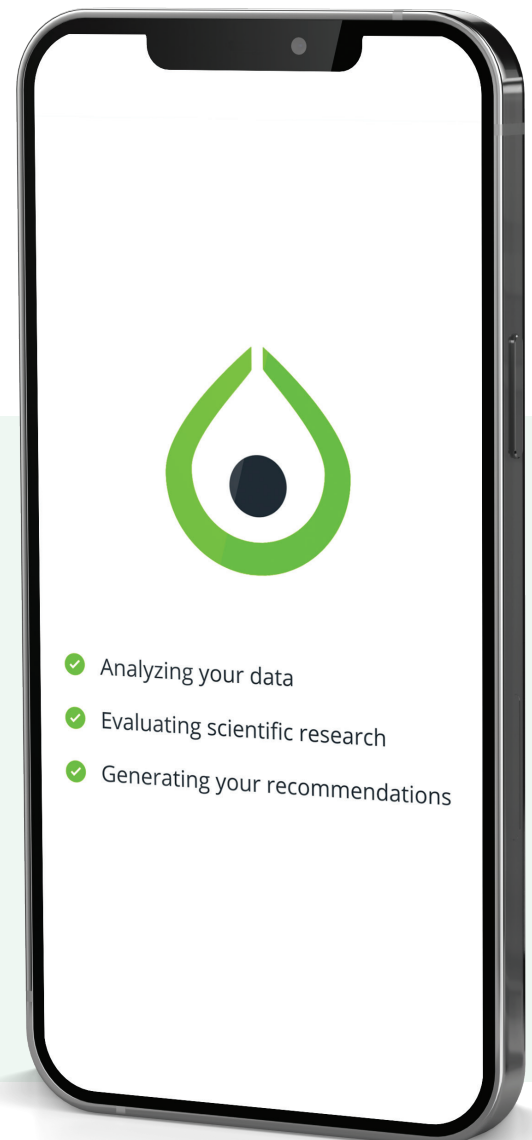


Created by experts in aging and genetics from Harvard, Tufts, and MIT, InsideTracker provides a personal health analysis and data-driven wellness guide, designed to help you live healthier longer.

By analyzing your body's biomarkers, InsideTracker provides an objective health assessment along with a custom set of actionable recommendations and insights for your nutrition, supplements, exercise, and lifestyle.

Integrated within an intuitive mobile app, InsideTracker reveals your personalized path to improving your health and longevity from the inside out.

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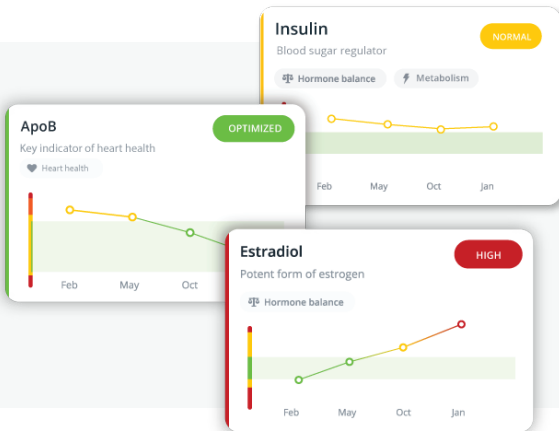
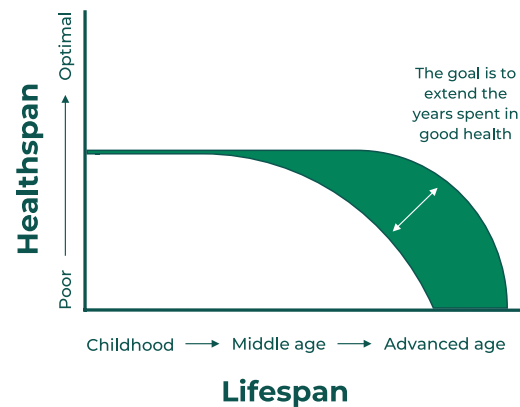


# Unlock a deeper understanding of your healthspan



## What is “healthspan?”

Healthspan is the duration of life spent in good health without chronic diseases or age-related disorders. Healthspan supports the maintenance of both health and functional capacity (the ability to perform activities of daily living).



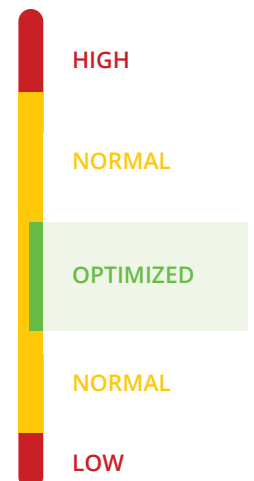
## What is a biomarker?

A biomarker is an indicator of your body's physiological state. At InsideTracker, we analyze specific biomarkers found in your blood to identify where your health is optimized, where there are potential concerns, and where there's room for improvement.

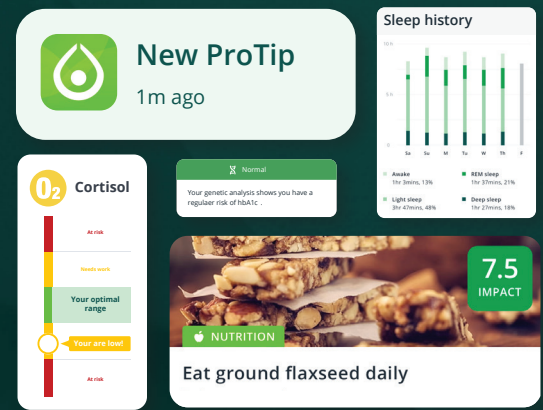
## What is an optimized zone?

InsideTracker goes beyond traditional bloodwork to calculate your body's unique optimized zone for each biomarker (not just generic “normal” ranges). These zones are rooted in decades of scientific research and generated based on your health profile data and other factors, making them completely unique to you.

Keep in mind that your biomarker levels are a snapshot in time, so it's important to routinely retest to understand how your current habits are impacting your current levels.



# InsideTracker vs traditional blood tests



Typical bloodwork (like what you might get at your annual physical) only examines 10 biomarkers or less. InsideTracker analyzes up to 48 critical biomarkers associated with health, cognition, nutritional status, inflammation, immunity, longevity, and more.

Additionally, we provide personalized optimized zones for each biomarker—rather than the generic “normal range”—a comprehensive Action Plan to help you improve your suboptimal markers.

This is a level of detailed, personal insight and guidance that you can’t get from traditional blood tests

Basic biomarkers (e.g. Cholesterol, Triglycerides, Blood Sugar)

Specialty biomarkers (e.g. ApoB, insulin, TSH)

# of biomarkers

“Normal” reference ranges

Personalized optimal zones (calculated for each blood marker)

Comprehensive analysis + insights for each biomarker

Actionable recommendations to address unoptimized biomarkers

An app to check-in daily and track your progress

Integration of blood + DNA + physiomarker insights

Ability to regularly retest your biomarkers to track progress and seasonal changes

Calculate your biological age (InnerAge 2.0)

	Traditional blood test	InsideTracker
Basic biomarkers (e.g. Cholesterol, Triglycerides, Blood Sugar)	✓	✓
Specialty biomarkers (e.g. ApoB, insulin, TSH)	✗	✓
# of biomarkers	Less than 10	Up to 48
“Normal” reference ranges	✓	✓
Personalized optimal zones (calculated for each blood marker)	✗	✓
Comprehensive analysis + insights for each biomarker	✗	✓
Actionable recommendations to address unoptimized biomarkers	✗	✓
An app to check-in daily and track your progress	✗	✓
Integration of blood + DNA + physiomarker insights	✗	✓
Ability to regularly retest your biomarkers to track progress and seasonal changes	✗	✓
Calculate your biological age (InnerAge 2.0)	✗	✓

# How to get started




## New ProTip

Here's a heart healthy food swap!

## Choose your preferred path toward optimal health and longevity:

Most popular

### Ultimate Plan




**\$699**  
per test

### Ultimate Plan

- Blood test included
- Measure up to 48 biomarkers
- Personal data dashboard (app)
- Custom Action Plan
- Most popular in U.S. and CAN

Instant access

### Blood Results Upload Plan

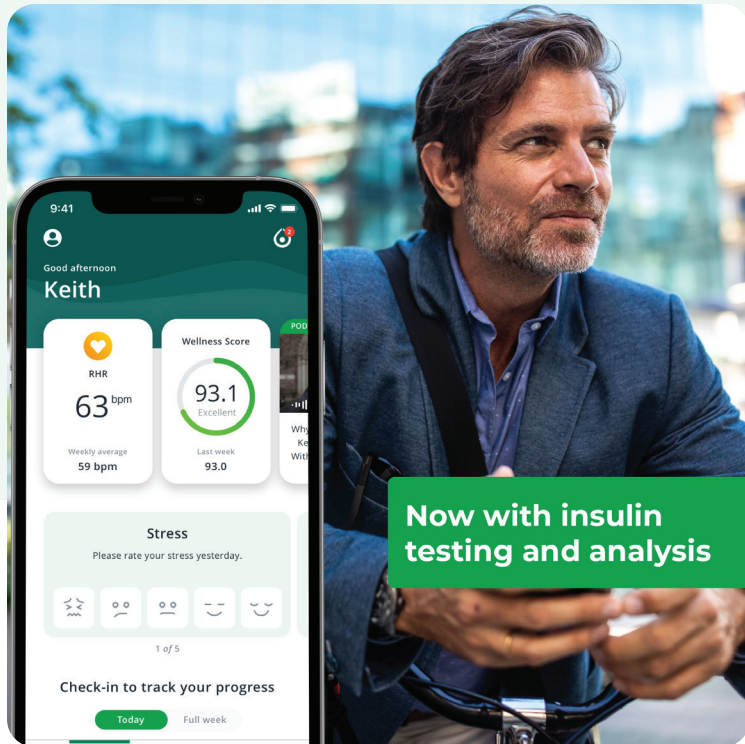


**\$119**  
per year

### Blood Results Upload Plan

- Blood test NOT included
- ~ 10 biomarkers (varies)
- Personal data dashboard (app)
- Custom Action Plan
- Popular with INT'L customers

*\*This plan is not common in the U.S./CAN since the # of biomarkers is limited. Blood Results Upload is mainly intended for global customers since we cannot provide bloodwork services internationally.*



# Ultimate Plan \$699

Most popular.  
Most comprehensive.  
Blood test included.

InnerAge 2.0 compatible: ✓

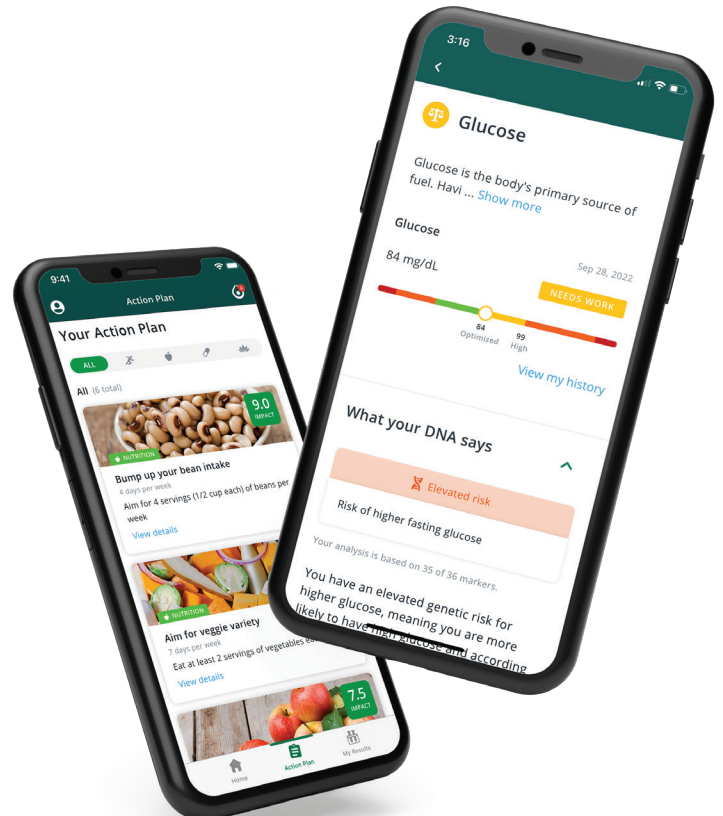
Add an InnerAge calculation and analysis to this plan for just \$99.

With up to 48 analyzed biomarkers, the Ultimate Plan delivers a complete and holistic analysis of your health to reveal where you're optimized and where there's room for improvement.

Based on this analysis, you'll also receive personalized, science-backed recommendations to help you live healthier longer. Precise adjustments to your nutrition, exercise, supplement, and lifestyle can help you reach optimal biomarker zones and achieve your long-term wellness goals.

## Biomarkers available:

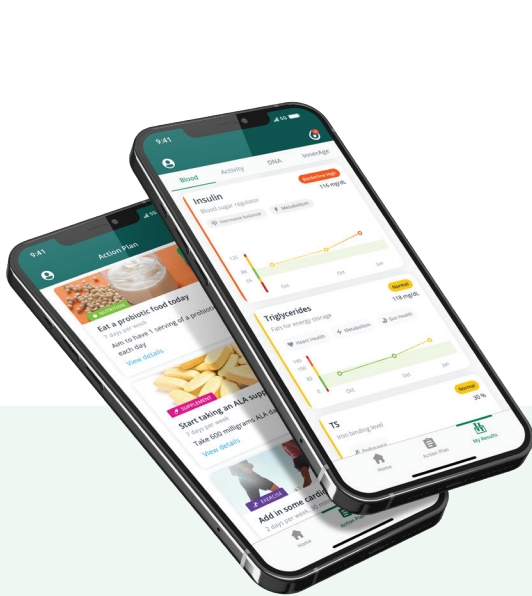
- Alanine Aminotransferase (ALT)
- Albumin
- Apolipoprotein B (ApoB)
- Aspartate Aminotransferase (AST)
- Basophils
- Calcium
- Cortisol
- Creatine Kinase (CK)
- DHEAS (Female)
- Eosinophils
- Estradiol (Female only)
- Ferritin
- Folate
- Free testosterone (Male)
- Gamma-glutamyl Transpeptidase (GGT)
- Glucose
- Hematocrit
- Hemoglobin
- Hemoglobin A1c (HbA1c)
- High Sensitivity C-Reactive Protein (hsCRP)
- High-density lipoprotein (HDL) cholesterol
- Insulin
- Iron
- Low-density lipoprotein (LDL) cholesterol
- Lymphocytes
- Magnesium
- Mean Cell Hemoglobin (MCH)
- Mean Cell Hemoglobin Concentration (MCHC)
- Mean corpuscular volume (MCV)
- Mean Platelet Volume (MPV)
- Monocytes
- Neutrophils
- Platelets
- Potassium
- Progesterone (Female only)
- RBC Magnesium
- Red Blood Cell Count (RBC)
- Red Cell Distribution Width (RDW)
- Sex-Hormone Binding Globulin (SHBG)
- Sodium
- Testosterone
- Thyroid-stimulating hormone (TSH)
- Total cholesterol
- Total Iron Binding Capacity (TIBC)
- Transferrin Saturation (TS)
- Triglycerides
- Vitamin B12
- Vitamin D
- White blood cells (WBC)



# Bundle Ultimate Plans and save!

Maximize your savings as you optimize your health. Package together multiple Ultimate Plans to reduce the cost of future blood testing and analysis. With Bundles, your InnerAge calculations are also included for free!

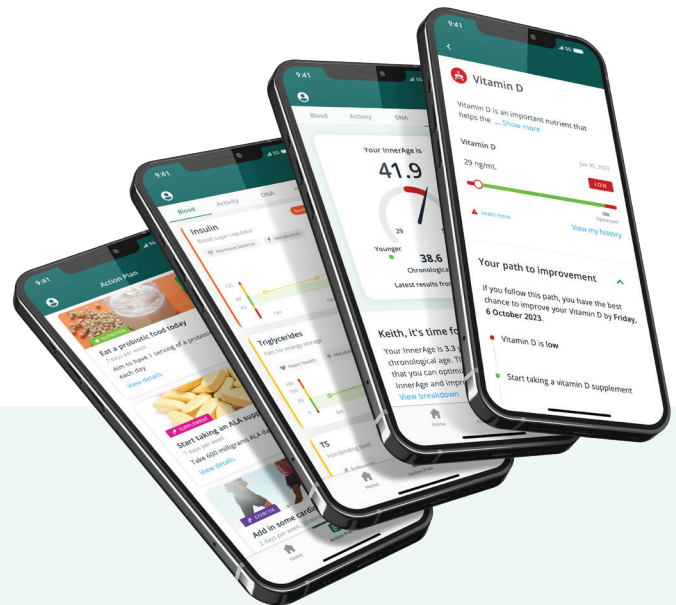
Bundles also allow for easy sharing, making it a great way to order gifts for friends and family.



2 Ultimate Plans  
+ 2 InnerAge 2.0

**\$1,388**  
*(save over \$200)*

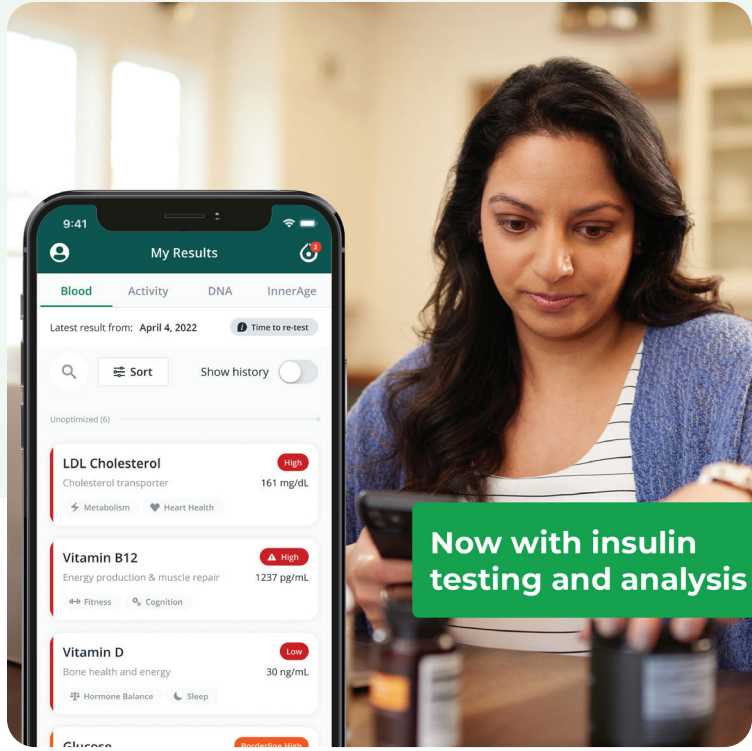
Combine TWO Ultimate Plans and TWO InnerAge 2.0 calculations, so you can measure your biomarkers now and plan ahead for your next test in a few months.



4 Ultimate Plans  
+ 4 InnerAge 2.0

**\$2,681**  
*(save over \$500)*

Combine FOUR Ultimate Plans and Four InnerAge 2.0 calculations, so you can set yourself up for 1-2 years of repeat analysis with InsideTracker.



# Blood Results Upload \$119

Upload your recent test data. Unlock life-changing results. Blood test NOT included.

*\*This plan is not common in the U.S./CAN since the # of biomarkers is limited. Blood Results Upload is mainly intended for global customers since we cannot provide bloodwork services internationally.*

This plan enables you to utilize a recent blood test from your doctor, employer, or insurance company and take advantage of the in-depth insight that only InsideTracker can provide.

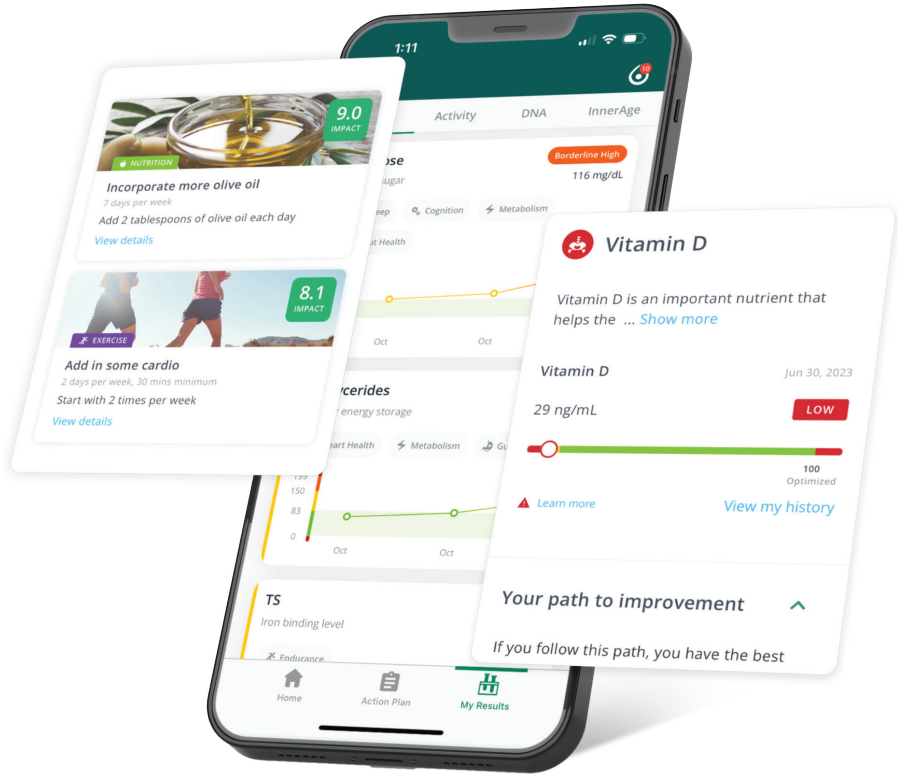
Once you have a copy, upload your own blood panel as a PDF or JPEG file or manually type in your values.

## Biomarkers available:

The number of biomarkers analyzed is dependent on what's included in your blood test and limited to InsideTracker's 48 available biomarkers. You don't have to have all 48 biomarkers to proceed.

## Before you choose this plan:

Check the biomarkers listed on your results and cross-reference them with the biomarkers we offer in the Ultimate Plan. The more biomarkers you have tested, the more precise your InsideTracker analysis and recommendations will be. You can work with your local lab or physician to match applicable biomarkers as closely as possible.





# Add DNA insights to enhance your blood analysis



**DNA kit**  
**\$249**

Put your bloodwork in context with your genetic predispositions

The DNA Kit analyzes 261 genetic markers to reveal your genetic potential for up to 29 wellness traits. Through your data, InsideTracker will identify how your DNA is influencing your weight, aging, athletic performance, food sensitivities, and sleep optimization.

And with convenient, at-home testing, the DNA Kit makes it easy to unlock the detailed information in your genes. Simply register your kit, swab your cheek, and drop your sample in the mail.



# FAQs



## Frequently asked questions

### How do I prepare for my blood draw?

On your test day, you will want to prepare yourself for the best results.

All InsideTracker blood tests require a 12-hour fast immediately preceding the test. Be mindful of this when scheduling blood draws, and we recommended choosing a morning appointment

In addition to your fast, do not engage in strenuous exercise for two days before the blood test. Beginner weight-lifters should avoid lifting for at least 7 days before their InsideTracker blood test.

Avoid any alcohol for at least 24 hours before the InsideTracker blood test.

Drink extra water before the blood test to ensure proper hydration.

Bring your printed lab slip and photo ID to any tests conducted at Quest Diagnostics.

We also recommend not taking any supplements for at least 24 hours before the InsideTracker blood test.

### Can I purchase in bulk for my family/friends?

Yes! Buying multiple plans at once is a great way to maximize your savings when you give gifts to friends and family—or even when you're just trying to stock up for yourself!

To give InsideTracker as a gift, you can transfer any plan directly from your account after purchase. All you need is the recipient's email address, and you can easily give the gift of health and longevity to the ones you love.

## Frequently asked questions

### Is my data secure with InsideTracker?

Security and vigilance sensitivity toward your information is a top priority at InsideTracker. We have implemented best practices for security and are continuously improving them to meet the highest industry standards.

*In fact, we are fully HIPAA compliant and SOC 2 certified, which validates our cutting-edge cybersecurity protection.*

Your blood and DNA data is thoroughly encrypted, obfuscated, anonymized, and de-identified with extensive layers of firewalls to ensure safety. It's why we are trusted by some of the world's top scientists, military organizations, athletes, and researchers.

For more information on this, please check out our Privacy Policy and Product Consent page at the bottom of our website.



## Costs, insurance, and frequency

### Do you accept or work with any insurance companies?

No. InsideTracker is an out-of-pocket expense. However, our plans are eligible for HSAs, FSAs, and HRAs (see below).

### Do you accept HSA, FSA, or HRA?

InsideTracker plans are eligible for coverage by HSA, FSA, and HRA benefits under most insurance plans.

However, most HSA and FSA debit cards do not allow direct transactions on InsideTracker's website. In those cases, your best option is to purchase on your credit card and submit the itemized receipt for reimbursement through your employer or insurance company.

### Is InsideTracker a subscription?

No, InsideTracker is not a subscription. Each InsideTracker plan is a one-time cost. However, InsideTracker is meant to be used as a tool to optimize your health, so continued testing is necessary to track your health and progress on your wellness journey.

### How often should I retest my blood work?

We recommend retesting every 3-6 months.

Your first plan is to establish your baseline biomarker levels and identify deficiencies. Then, you'll follow your Action Plan and retest with the same plan to see how much you've improved and which new markers need to be addressed. Essentially creating a proactive approach towards health instead of reactive.

# Timelines (scheduling + results):



## Lab visit:

Once you've placed an order, your lab slip is emailed within 48 hours with a Quest lab search tool and best practices before your blood draw. After your blood has been drawn, you will receive your complete analysis back within five business days, at which point you can start your Action Plan.



## Mobile Blood Draw:

Whether in the US or Canada, once ordered, the Mobile Blood Draw service reaches out directly to you within five business days to schedule a time and location for the following five business days. After your blood has been drawn, you'll receive your complete analysis back within five business days, at which point you can start your Action Plan.



# Testing locations



## US and CAN testing locations:

We provide lab orders for Quest Diagnostics in the US (except those in NY/NJ/RI/HI as required by local law).

Here is a search tool to locate a Quest Labs nearest you:

<https://appointment.questdiagnostics.com/patient/findlocation>

Select "Schedule Appointment" and then select "All Other Tests" to locate the correct lab.

*Customers in AZ/HI/NJ/NY/RI and CAN are eligible to purchase any of our blood plans, however, a Mobile Blood Draw is required.*

*This requirement is due to a law that you cannot bring your lab slip to a local facility for any 3rd party discretionary blood work performed.*

Our convenient Mobile Blood Draw service connects you with a certified phlebotomist to bring a premium lab experience directly to your home or office. Mobile Blood Draw comes with an additional cost of \$99 per blood draw.

*You may still opt for a Mobile Blood Draw, even if you're located in a non-restrictive US State.*



# Ready to get started?

[Click here](#) to learn more about  
InsideTracker plans and find  
the right one for you.

InsideTracker.com



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