

A decorative border consisting of a repeating DNA double helix structure in a light gray color, framing the entire page.

DNA  
*Wellness*



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# CERTIFICATE



وزارة الاقتصاد والتجارة  
Ministry of Economy and Commerce

Intellectual Property  
Department

## شهادة قيد بإبداع مصنف

إدارة حماية حقوق  
الملكية الفكرية

تشهد وحدة حماية حق المؤلف والحقوق المجاورة ، بأنها قد قامت بحفظ  
وإبداع مصنفكم بموجب القانون رقم (7) لسنة 2002م بشأن حماية حق  
المؤلف والحقوق المجاورة.

تاريخ قيد المصنف: 2016/05/3م

رقم الإبداع: 64 / ج م ف

أسم المصنف: DNA wellness .

نوع المصنف: مادة مكتوبة دراسة .

موضوع المصنف: DNA wellness يجمع بين العلم وطرق التجميل الصحية التقليدية  
ليجعل منه برنامج مخصص ومتكامل لكل فرد .

مالك المصنف: تيانا ترانابيا.

الجنسية: كرواتيا.

سلمت الشهادة إلى السيدة / تيانا ترانابيا بصفتها مالكة المصنف.



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## WHAT IS DNA WELLNESS

To find perfect answer in a market saturated with information about right diet, training procedure and best beauty treatment DNA Wellness blends comprehensive, cutting-edge genetic analysis of fitness, nutrition and beauty with holistic wellness solutions - giving clients specific and personalized guidance how to improve their lifestyle: to age well, to achieve dietary goals, to maximize the training results, and to maintain and balance their health in the long term. Changing perspective for Wellness industry from pampering and sport to forefront of healthcare is goal of DNA Wellness as research continues showing how minimal lifestyle changes bring significant benefits.

DNA test results highlight for the client information about food choices, exercise, general health status, vitamin supplements and risk of obesity, while with the assistance of Wellness team the client would receive a personalized wellness plan and professional guidance in how to prevent or address those health risks which concern him or her most.

## HOW WE DO IT

DNA testing includes a multidisciplinary team of specialists that will, after receiving all results, create a unique holistic lifestyle plan for each client. After swab is taken and sent to analyses in Nordic Lab, Denmark and Spain Lab in Barcelona (for beauty) DNA Wellness coach (Kinesiologist, Nutritionist or GP Doctor) will gather Lifestyle answers from customer educating him/her in basic lifestyle changes they will have to implement. Educating client is first stage of this concept, since understanding the results when they come is essential for success, DNA Wellness concept include seminars and workshops in business plan as one of the pillars of this project.

After results arrive DNA Wellness coach will present lifestyle plan to customer combined with all necessary segments such as nutrition plan, exercise program and stress managements suggestions, anti age tips and beauty product will be all combined in personalized packages focused on results. There are 4 types of test: DNA diet, DNA sport, DNA Health and DNA Oestrogen. DNA Wellness coach advice clients on which test to choose based on answers in lifestyle questionnaire.



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## THE PURPOSE

New research has shown that genetic predispositions to various diseases can be influenced and minimized by our environment and lifestyle choices, which, in simple terms, means that we can prevent diseases rather than just treat their symptoms, through DNA profiling and holistic lifestyle planning. Personalized DNA testing has already become sophisticated and affordable and it is being performed at medical and SPA destinations.

DNA Wellness would be the first Wellness Concept providing a detailed and comprehensive view of clients' health status and prescribing not only the right SPA & Wellness treatments, but, importantly, the lifestyle changes that would prevent the expression of acute and chronic diseases in clients. Embracing science in Wellness programs would be a game changer in Wellness industry and why not to start with your project.

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VALUES

QUALITY  
INNOVATION  
ETHICS  
EDUCATION  
EXPERTISE



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## MISSION

Pioneering a new direction in wellness industry as one-size-fits-all approach to diet, lifestyle or healthcare no longer makes sense in light of new scientific studies. Setting up new standards and starting to provide clients with knowledge, empowering them with right tools that will give personal or professional insight into WHY a service or a product would be the right choice for them. Stopping Current Wellness & SPA industry clichés by educating owners, managers and teams how to tailor made programs for their customers in order to reach best results.

## VISION

Wellness is new forefront of medical care and our vision is to prevent diseases rather than just treat their symptoms. Through DNA profiling and holistic lifestyle planning we can change wellness path of every person.

We will achieve this by offering a comprehensive range of services, aimed at learning about individuals' genetic background and improving their life.

## FACILITIES

Facilities that are supporting DNA Wellness should consist of reception, waiting area, consultation office, fully equipped gym, relaxing treatment rooms, healthy restaurant, tea corner or station, Yoga studio, swimming pool or plunge pool, sauna, steam or salt room as well as ice area with possible cryotherapy.

Dermatology Clinic with all aesthetic services is recommended as extension as well as salon with all needed beauty services.

Additional services are always welcome to add as field of wellness is constantly growing and improving but should be approved by concept designer.

## FACILITIES



RECEPTION/WAITING AREA

# FACILITIES



OFFICE

# FACILITIES



GYM

## FACILITIES



SPA

## FACILITIES



HEALTHY RESTAURANT

## FACILITIES



TEA CORNER

## FACILITIES



YOGA AREA

# FACILITIES



POOL AREA



## PROJECT REFERENCE LIST

- 2016**
- D/Code where wellness meets science, Al Raya, Peninsula & Gulf times daily news
  - It's in the genes, Qatar Happening
  - Developing a personalised and holistic wellness solution for clients by unlocking their genetic data, Edge magazine
  - Tajana Trtanj, DNA Wellness interview, Harayer magazine
  - D/Code wellness meets science, Abode magazine
  - Did You know that your beauty and health are written in your genes?, Horizon and Beyond
  - Where wellness meets science, TimeOut Doha
- 2015**
- World Luxury Spa Awards, Winner, Best Luxury Wellness Spa in Qatar, Best SPA Manager in Qatar, Best luxury emerging Spa in Qatar, Best Luxury Day Spa in Qatar
  - World SPA Awards, Middle East's Best Day Spa

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CONTACT



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DNA WELLNESS

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