

THE **DNA** COMPANY

THE **DNA** UNIVERSITY

BLAZING THE TRAIL IN
FUNCTIONAL GENOMICS EDUCATION



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MESSAGE FROM THE FOUNDER AND CEO

Welcome to DNA University - Where Education Becomes Opportunity

Building a successful clinical practice can be an arduous task. Finding your niche—where you excel as a practitioner and where your knowledge can provide the greatest support and value to your patients and clients—is one of the most important steps you will take.

At **The DNA Company**, we believe understanding the human being starts with understanding the blueprint. That blueprint is DNA. But DNA is not destiny. Understanding how an individual's genetic variants may influence biological pathways—and how those insights interact with lifestyle, environment, nutrition, and other factors—can give practitioners an entirely new lens through which to understand the person sitting in front of them.

That is the foundation of **functional genomics**, and it is the foundation upon which DNA University was built.

For more than a decade, The DNA Company has been advancing the practical application of functional genomics.

Our work has been informed by years of clinical observation, data, research, scientific literature, and the study of thousands of individuals. Those insights have contributed to the development and refinement of our proprietary interpretive algorithms and the clinical frameworks we use to translate complex genetic information into understandable, actionable insights.

DNA University (DNA-U) was created to take that body of knowledge and put it into the hands of practitioners. Not just as a module to interpret The DNA Company's testing, but also to provide a foundational education in functional genomics through one module, followed by dedicated training on our testing methodologies in a second module.

Today, DNA-U has grown far beyond its original curriculum. Our practitioner and alumni community spans the globe, our educational platform continues to expand, and our programs are designed to evolve alongside the rapidly advancing science of genomics and precision health.

As The DNA Company expands its testing portfolio—including functional genomics, the gut microbiome, epigenetics, healthy aging, and emerging screening technologies—DNA-U practitioners have the opportunity to grow with us.

We believe education should have an ROI (return of investment). We don't believe practitioners should invest in an education only to receive a certificate and then be left wondering, "**Now what?**" We want your DNA-U education to become part of the economic engine of your practice. Qualified DNA-U alumni receive access to **preferred practitioner pricing on The DNA Company's testing**, allowing you to integrate functional genomics into your existing programs while creating an additional revenue opportunity for your practice.

As your testing volume grows, the preferred pricing available to practitioners can create a meaningful return on the cost of your DNA-U education. But I wanted to take that opportunity even further.

Welcome to the Preferred Provider Network

Qualified DNA-U alumni may also become eligible for entry into The DNA Company's elite global **Preferred Provider Network (PPN)**.

The DNA Company reaches **tens of thousands of clients** who are seeking answers about their health. Many of those clients need something beyond a test and a report. They need a practitioner. They need someone highly trained who understands functional genomics and can help them interpret what they have learned, integrate those insights into their broader health journey, and potentially work with them over the long term.

I want that practitioner to be you!

The Preferred Provider Network gives The DNA Company a trusted community of qualified professionals to whom clients can be directed when they are looking for ongoing support. For our alumni, that creates something incredibly valuable: **a potential bridge between education and actual practice growth.**

You aren't simply joining a university. You are entering an ecosystem. Our vision for DNA-U is to provide practitioners with far more than exceptional genomics education. We want to provide the infrastructure, resources, technology, products, continuing education, and community that can help you build a thriving modern practice.

That expanding ecosystem includes preferred pricing on The DNA Company's testing, access to our curated **Black Label supplements**, ongoing educational webinars, advanced training, practitioner resources, and the plethora of clients clamoring for a qualified and knowledgeable clinician in the Preferred Provider Network.

Each component has been designed with one objective in mind:

Help exceptional practitioners become exceptional businesses.

So, welcome to Mastery.

The training ahead, including education from several members of our founding and clinical teams, will take you deeper into the practical application of functional genomics across areas such as mood and behavior, cardiovascular health, detoxification pathways, diet and nutrition, metabolic health, healthy aging, and more.

You are learning how to look at the human body through an entirely different lens. And as DNA-U continues to grow, so will the opportunities available to the practitioners who grow with us.

As we build that global community of highly educated functional genomics practitioners—we want our graduates to become the professionals people seek out when they want to understand their biology at a deeper level.

Welcome to Mastery. We are incredibly excited about your journey.

Respectfully,



Tracy Wood, CPC, HHA

Tracy Wood, CPC, Eli-MP, HHA, CFGP
Founder & CEO | DNA University and The DNA Company

MESSAGE FROM THE DEAN OF STUDENTS

Welcome to DNA-U and to the Functional Genomics Program!

Genomics gives us an extraordinary way to understand health. It allows us to explore how our genes work together, and how genetics, environment, and lifestyle can influence health and function over time.

As Dean of Students, one of the things I value most about this program is the community behind it. You are joining practitioners, educators, researchers, and other curious people who want to understand functional genomics more deeply and learn how to use that information artfully and thoughtfully.

The goal of this program is not simply to teach you a list of genes and variants. Human biology is much more complex and interesting than that. You'll learn to think in terms of genomic pathways, and to put genetic information into the context of systems and the whole person. Genetics can help us understand tendencies, strengths, and areas that may need additional support, while remembering that a person's genes are not their destiny.

One of the most exciting opportunities in functional genomics is the ability to use this information proactively. Genetic information can help us identify areas to investigate more closely, guide appropriate testing and monitoring, and potentially intervene earlier. Sometimes it can point us in a direction or toward a variable we might not otherwise have considered.

Throughout the program, you'll learn how to translate what you discover into meaningful, actionable steps for the people you serve.

Being a good practitioner does not mean having every answer. It means remaining curious, asking good questions, paying close and kind attention to the patient in front of you, and recognizing that there is always more to learn. Functional genomics is a rapidly developing field, and continuing to learn is part of the work.

My hope is that this program changes the way you think about health and gives you greater confidence in using genetic information as another tool to help your patients and clients better understand themselves and make informed choices about their health.

We are here to support you throughout that process. I hold regular office hours, and we have an incredible team at DNA-U who are here to help you get as much as possible from the program.

As you move through the program, I want you to notice how naturally the pieces begin to come together. Let yourself enjoy those moments when something clicks, when you see a connection you might have missed before, or when you realize you know exactly where you want to look next. By the time you finish, you'll be able to look back at how far you've come, and forward to the lives you can impact and the people you can empower with all you have learned.

Welcome to DNA-U.



Dr. Tracey Steady, DACM, CFGP
Dr. Tracey Steady, DACM, CFGP
Dean of Students, DNA University

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Section

Genetics Mastery Course

Professors:

Dr. Mansoor Mohammed, PhD

Dr. Krista Kostroman, ND, BCS, CFGP

Includes 5 modules of content with informative videos and descriptive audio recordings for each gene mentioned.

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Section 1

01

**A DEEP DIVE INTO THE TOPIC OF
FUNCTIONAL GENOMICS**

02

METHYLATION

*Detailing 5 specific genes in the
methylation pathway*

03

METABOLISM AND DIET

*Exploring several genes affecting
metabolism and diet including FTO,
TCF7L2, APOA2, and BCMO1*

04

MOOD AND BEHAVIOR

*Covering genes involved with
neurotransmitter function and clearance*

05

DETOXIFICATION

*Examining genes involved in
detoxification including antioxidation
and GSTs*

2

Section

Certified Functional Genomics Practitioner Course

Professors:

Justin Harris, CFGP

Dr. Tracey Steady, DACM, CFGP

Dr. Krista Kostroman, ND, BCS, CFGP

This training introduces the foundations of nine body systems—how each function in health and dysfunction, and how genetic variation can influence individual health and wellness outcomes.

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Section 2

CONTINUING EDUCATION ACCREDITATION

Our Certified Functional Genomics Practitioner (CFGP) course is accredited by the American Association of Natural Wellness Practitioners (AANWP) and authorized for 24 Continuing Education Units (CEUs) through the American Natural Wellness Practitioners Board (ANWPB). DNA University is also internationally recognized by the International Compliance Assurance for Holistic Practitioners (ICAFP) as an accredited holistic training provider, reflecting our commitment to high standards of professional and ethical education.

CEUs are awarded upon successful completion of all required instructional and assessment components. CEU acceptance for licensed health professionals (e.g., RNs, NPs, MDs, etc.) is determined by their respective licensing or regulatory board. Participants are advised to verify eligibility directly with their governing body.

LEARNING OBJECTIVES

Upon completion of this program, participants will be able to:

- Explain the foundational functions of nine key health systems and distinguish between optimal and suboptimal function.
- Describe how genetic variation can influence biological pathways, system function, and individual health outcomes.
- Interpret genetic variants and functional genomics findings within appropriate health and wellness contexts.
- Connect genomic insights to mood, behavior, and cognition, cardiovascular health, detoxification and cellular defense, metabolism and nutrition, sleep, hormones, inflammation and immunity, body composition, and longevity.
- Apply genomics-informed reasoning to client cases and personalized lifestyle, nutrition, and supplementation strategies.
- Use DNA-based insights responsibly to support individualized health education and wellness planning.

REQUIREMENTS FOR CERTIFICATION

To successfully complete the CFGP program and receive certification and CEUs, participants must:

- Complete all required instructional modules
- Pass all module-based quizzes
- Successfully pass the Final Examination (minimum passing score required)
- Complete and pass the clinical vignette assessment

Section 2

01

**INTRODUCTION AND
FUNCTIONAL GENOMICS 101**

02

**MOOD, BEHAVIOR, AND
COGNITION SYSTEM**

03

SLEEP SYSTEM

04

CARDIOVASCULAR SYSTEM

05

**METABOLISM & NUTRITION
SYSTEM**

Section 2

06

**INFLAMMATION & IMMUNITY
SYSTEM**

07

**DETOXIFICATION & CELLULAR
DEFENSE SYSTEM**

08

HORMONES SYSTEM

09

BODY COMPOSITION SYSTEM

10

LONGEVITY SYSTEM

3

Section

The DNA360 Practitioner Course

Professor:
Dr. Krista Kostroman, ND, BCS, CFGP

This training enables you to understand how genes influence health—both individually and collectively through polygenic assessments—so you can meaningfully interpret DNA360 test results and apply functional genomic insights to support more personalized wellness outcomes for your clients.

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Section 3

CONTINUING EDUCATION ACCREDITATION

There is no CEU associated to this course.

LEARNING OBJECTIVES

Upon completion of this program, participants will be able to:

- Understand how individual genetic variants can influence biological function and health outcomes.
- Understand how multiple genetic variants work collectively within DNA360 polygenic assessments.
- Connect DNA360 assessment findings to key health systems, including mood, behavior, and cognition, cardiovascular health, detoxification and cellular defense, metabolism and nutrition, sleep, hormones, inflammation and immunity, body composition, and longevity.
- Interpret DNA360 results within an appropriate clinical or wellness context.
- Integrate functional genomic insights into personalized lifestyle, nutrition, and supplementation strategies.
- Apply genomics-informed reasoning to client cases to support individualized wellness planning and health optimization.

REQUIREMENTS FOR CERTIFICATION

To successfully complete the program, participants must:

- Complete all required instructional modules
- Successfully pass the Final Quiz (minimum passing score required)

Section 2

01

**MOOD, BEHAVIOR, AND
COGNITION SYSTEM**

02

SLEEP SYSTEM

03

CARDIOVASCULAR SYSTEM

04

**METABOLISM & NUTRITION
SYSTEM**

05

**INFLAMMATION & IMMUNITY
SYSTEM**

Section 2

06

**DETOXIFICATION & CELLULAR
DEFENSE SYSTEM**

07

HORMONES SYSTEM

08

BODY COMPOSITION SYSTEM

09

LONGEVITY SYSTEM

10

**HOW TO USE THE DNA360 IN
PRACTICE**

STUDENT RESOURCES

EMAIL CONTACTS:

Student questions: dnau@thednacompany.com

SOCIAL MEDIA

YouTube: <https://www.youtube.com/@thednacompany4669>

LinkedIn: <https://www.linkedin.com/company/thednacompany>

Instagram: <https://www.instagram.com/thednaco>

Tiktok: <https://www.tiktok.com/@thednacompany>

ONLINE JOURNAL:

The DNA Talks Digest

PAST WEBINARS:

Public: https://dna-u.com/my-account/dna_webinars/

Genomics in Practice: https://dna-u.com/my-account/dna_genomics_webinars/

Biz-in-a-Box: https://dna-u.com/my-account/dna_biz_in_a_box_webinars/