



## What is Yudoyu®?

**Yudoyu® is a quick and comprehensive DNA skin test. It requires a simple cheek swab inside your cheek to collect your Skin DNA sample.**

Using **gene mapping science** and **proprietary algorithms**, we help take the guesswork out of skincare by identifying the most effective skin ingredients and treatment methods based on your DNA.

Yudoyu test results help to inform customer decisions about skincare products and services.

Results include:

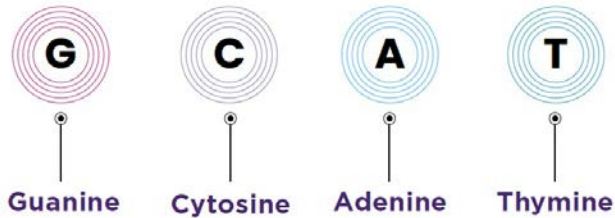
1. **topical ingredients;**
2. **nutritional supplements**
3. **professional treatments**
4. **lifestyle guidance**



# What is DNA?

DNA stands for **D**eoxyribo**N**ucleic **A**cid, influencing our characteristics and enabling various cellular processes. DNA contains two strands, one from each parent. It is arranged like a spiral staircase (the double helix).

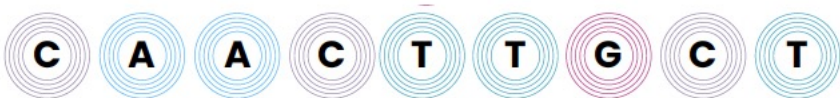
**Nucleotides** are the individual molecules that make up DNA. A strand of DNA is like a very long sentence that uses only a combination of four letters.



**Genes** are **the recipes** for making specific proteins. Genes tell a cell **how to function** and **what traits to express**. Genetic regulators turn specific genes on and off in cells to control cell functions. Each gene makes a single protein (for example, Collagen).

## GENE 1

Creates Collagen



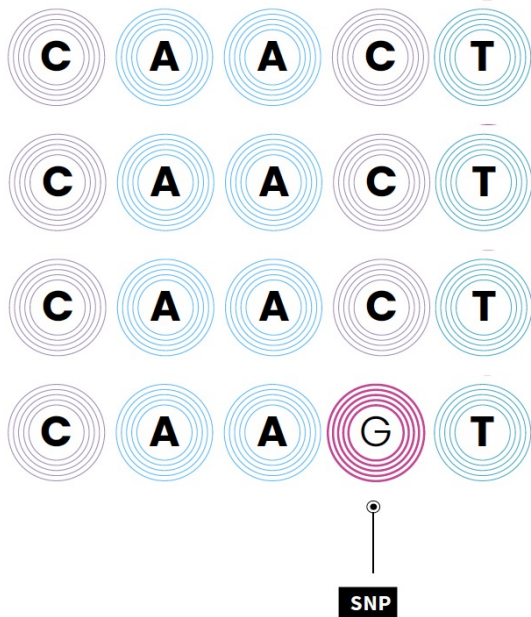


# What are **SNPs** (Single Nucleotide Polymorphisms)?

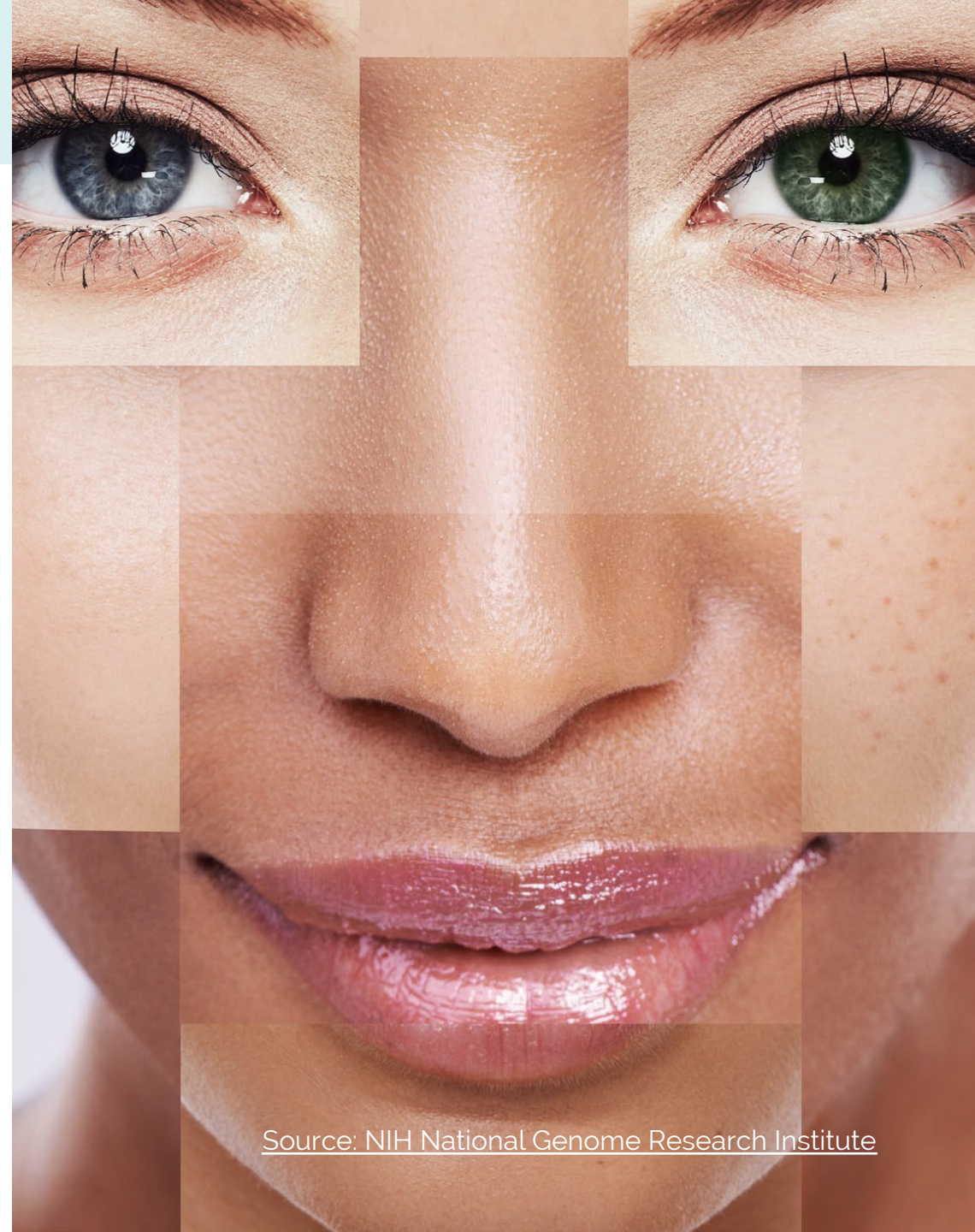
Cells sometimes make copying errors - like typos. These typos lead to variations in the DNA sequence at locations called **single nucleotide polymorphisms** or SNPs.

SNPs are what **make every person unique**. An SNP is a single difference in a DNA sequence that can affect how the gene expresses itself. **Humans have more than 10 million SNPs.**

One tiny typo can make you taller, change your eye color, or put you at a higher (or lower) risk for a health condition.



**SNPs account for all visible differences between you and everyone on this planet!**



Source: NIH National Genome Research Institute

# How do we **identify an SNP**?

## What is Gene Mapping?

Gene mapping refers to **determining the location of genes on chromosomes**. Today, the most efficient approach for gene mapping involves sequencing a genome and then using computer programs to analyze the sequence to identify the location of genes.

A series of light-reactive dyes are used to read DNA and test for SNPs. These specific wavelengths help us determine if an SNP is present.

## Examples of light reactive light color

- We know the SNP is present if the sample lights up when the BLUE dye is magnified.
- An SNP is not present if the GREEN dye is magnified.
- If the sample lights up with BOTH, we know that one strand from one parent has the SNP and one strand from the other parent does not have the SNP.

[Source: NIH National Genome Research Institute](#)





# What you see is what you have!

A **genotype** is a particular sequence in a person's DNA.

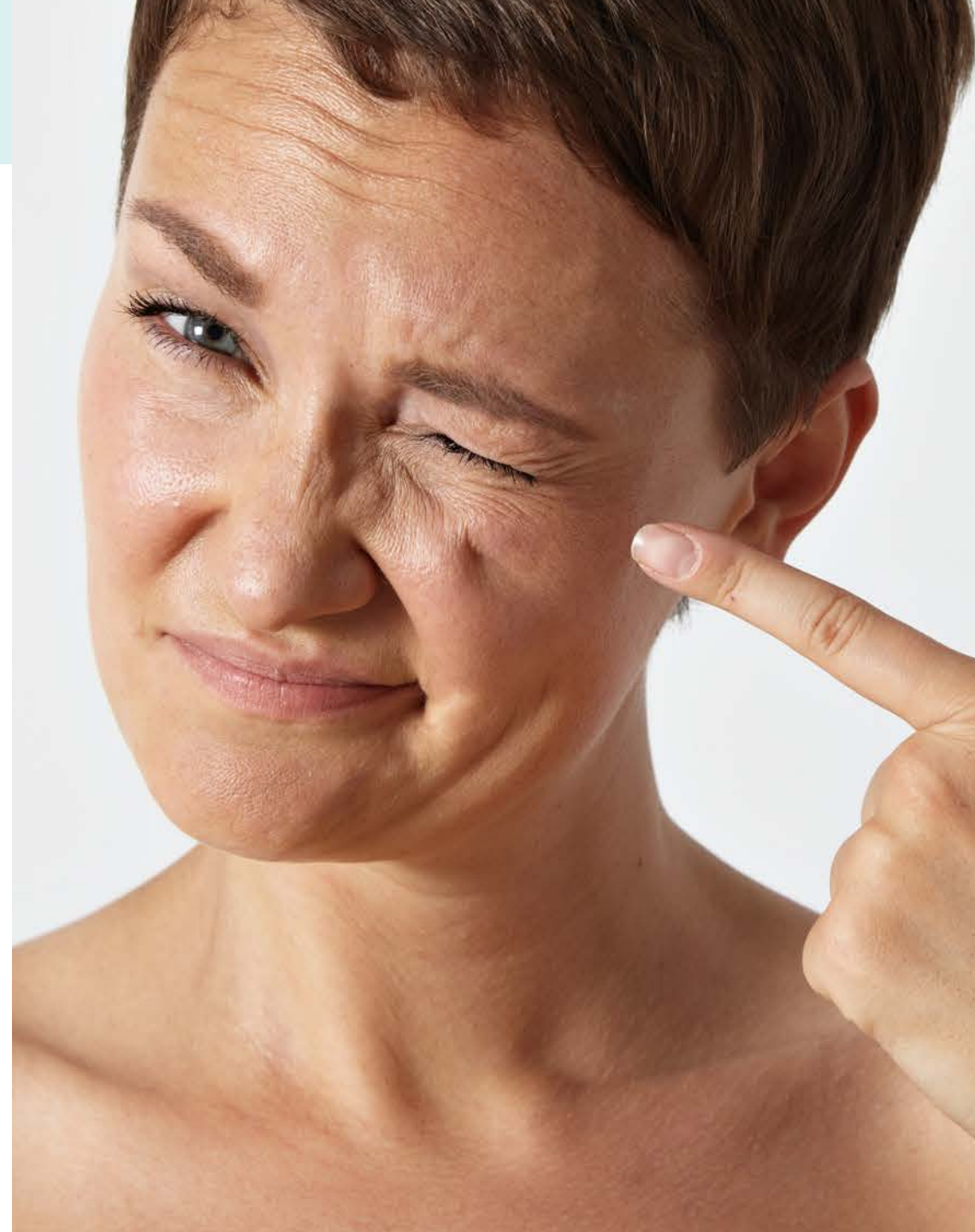
A **phenotype** is an individual's **visible expression of a genotype**, such as height, eye color, or blood type.

## How gene variations affect skin health

For example, the **genotype variation** in the MMP-1 gene can alter how this gene is expressed. The change may increase the expression of the MMP-1 protein, decreasing the amount of collagen in the skin and making the skin more prone to wrinkling (i.e., **the phenotype**).

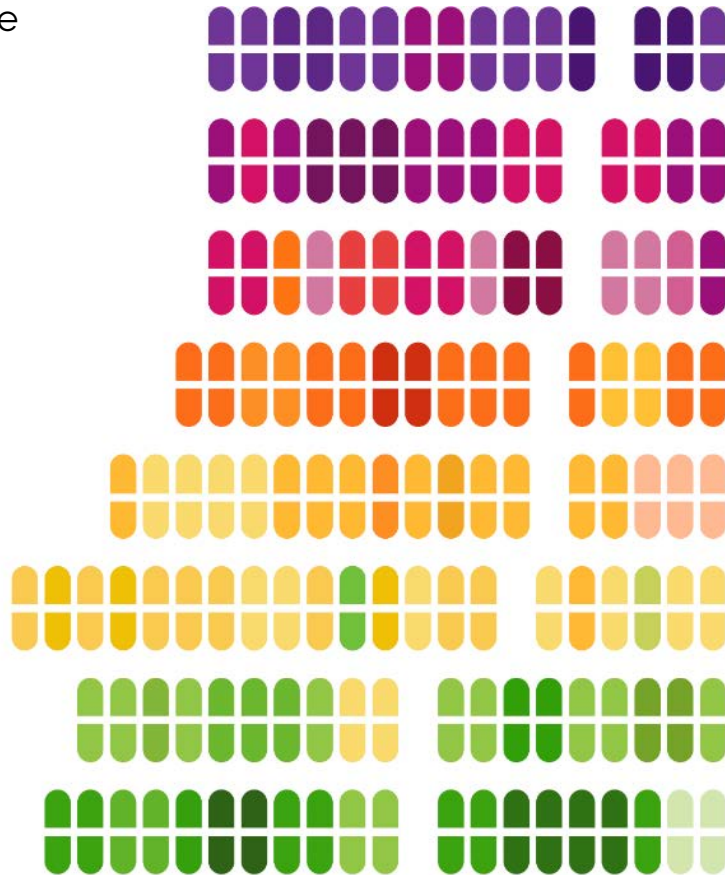


The DNA of any two individuals is more than 99.8% identical. However, everyone is genetically unique. The crucial difference lies in the remaining 0.2% of differences represented as SNPs.



## 16 Genetic Markers for Skin

DNA research has discovered **16 core genetic markers** that play a significant role in skin protection and premature aging, influencing future outcomes for our skin.





## Where **Data Science** Meets **Analytics**

Data Science and analytics give us the tools to understand where the genes come from and what they do.

For example, we know that up to 4 genes may impact Collagen breakdown.

The challenge is to organize the data – the number of genes, and various combinations and then test which combination affects the rate of Collagen breakdown.





## Example: Collagen Breakdown

There are 28 types of collagens encoded by 43 genes in humans that fall into several different functional protein classes.

### Genes

#### STXBP5L Gene

Produces the binding protein called Syntaxin-binding protein 5. This protein plays a vital role in photo-aging.

#### MMP1 Gene

The MMP1 gene produces a protein that helps break down collagen for everyday development.



# Proprietary Data Algorithms

DNA research has discovered **16 core genetic markers** in combinations within **six skin categories**. These combinations play a role in skin protection, premature aging, and determining future outcomes for our skin.

**Mazy Scale™** – named after the DNA scientist Stefan Mazy, visually represents your skin’s genetic risk factors against our global population measurements for the skin aging process.

**Dg-Therom™** - analyzes variations creating a simple score for each skin category. Then, the most beneficial skincare ingredients are recommended based on the genetic risk score.

This score provides a **Risk Factor** of High, Medium, or Low for each category tested.

**The Yudoyu Skin Survey and AI Multi-brand Product Matching System** use additional criteria (such as Lifestyle, age, and skin perception) to address genetic concerns and the customer’s real-life experience with their skin

**Yudoyu® cross-references genetic data with survey data to recommend a personalized and effective skincare routine.**

## Mazy Scale™



### Collagen Breakdown



## Dg-Therom™



40%

HIGH RISK

## Yudoyu Skin Matching System™





# Environment + Lifestyle

**Skin health results from interactions between genes and lifestyle.**

External factors and normal genetic aging can combine to age our skin prematurely.

**Your genes determine:**

- What and how nutrients are used.
- How toxins are removed from your skin.
- What happens to waste products.
- How efficiently skin processes work to protect against external factors.

**External factors** can accelerate the aging process if you live an unhealthy lifestyle, smoke, experience high stress, or overexposure your skin to the sun.



Identical twins share the same genome and usually develop the same DNA-related skin conditions. This image of twin sisters shows **how external factors work alongside DNA** to shape skin health and appearance.

The perceived age of one twin is noticeably different.

## CITATION

Christensen K, Thinggaard M, McGue M, et al. Perceived age as clinically useful biomarker of aging: cohort study. *BMJ*. 2009;339:b5262. Published 2009 Dec 10. doi:10.1136/bmj.b5262

# How DNA testing will **change the skincare landscape**

Epigenetic science has proven that lifestyle changes and a custom-targeted skincare regimen can positively impact genetic expression and compensate for genes not functioning optimally.

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**DNA-based skincare: Researchers study gene data to develop personalized formulations.**

"Human characteristics such as variation in skin pigmentation can be attributed to 'more than 125 genes involved in the synthesis of melanin.'"



**The Power of Personalized Skincare: How Genomics and In Vitro Testing are Changing the Beauty Industry**

"Consumers are taking matters into their own hands, using genetic testing to direct their personalized skincare, beauty routines, and product selection."



**Personalized Skin Care Service Based on Genomics**

"many genes are connected to the regulation [of skin functions] in skin conditions such as inflammation sensitivity, antioxidation, anti glycosylation, aging, collagen regeneration, moisturizing, etc."



# Science Discovered 6 Genetic Skin Health Areas



## Collagen Breakdown and Protection

The quality of your collagen and the rate at which it breaks down.



## Glycation Response (Wrinkling)

How your body handles excess sugar in you blood.



## Pigmentation and UVB Ray Defense

How much (and how evenly) your body produces melatonin and its response to UVB rays.



## UVA Ray and Blue Light Defense

How well your body can protect and repair itself from dermal stress caused by UVA and Blue Light



## Free Radical Protection

How well your body produces free radicals to defend skin from lifestyle and environmental stressors



## Skin Sensitivity

Your inflammatory response to allergens, chemicals, toxins, and even the weather.



Each DNA Skincare Category's result is derived from information provided by the genes that direct how skin responds to the environment around us and within us, including natural aging.

Free Radi  
55%  
Higher R





# Collagen Breakdown and Protection

**1-in-3 people** have a genetic variation predisposing their skin to **accelerated collagen breakdown** (premature skin aging).

- Imbalance of collagen production and quality
- Slows tissue remodeling
- Poor wound healing
- Accelerated collagen breakdown

## Gene Variants

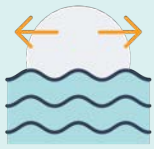
- **Collagen Breakdown**  
Slows the breakdown and degradation of Collagen fibers
- **Collagen Protection**  
Protects collagen and skin cell functions from oxidative stress.

## Visible Signs:

- Prominent nasolabial folds
- Deeper smile lines
- Skin laxity, sagging
- Hollowing under eyes
- Loss of volume
- Slower healing







## Glycation Wrinkling

**1 in 2 people** has **reduced protection against Glycation**, which binds collagen and elastin fibers, forming chemical bridges that cause **some signs of aging, such as wrinkling**.

- Glucose bonding of collagen and elastin
- Decreases skin elasticity
- Stiffened collagen fibers
- Weakens connection between the epidermis and dermis

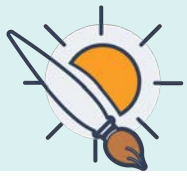
### Gene Variants

- **Glycation Interruption**  
Controls serum glucose levels, and energy intake and release

### Visible Signs

- Upper lip and chin lines
- Vertical lines across cheeks
- Fine lines, uneven skin texture
- Rough surface area
- Leathery or crepe-looking skin
- Eye area dryness and lines





## UVB Rays and Pigmentation - **Melanin**

**3 in 4 people** are predisposed to **irregular melanin production** processors.

- Increased UVB radical epidermal damage
- Irregular cell function and repair
- Ineffective melanin rate and production

### Gene Variants

- **Melanin Processing**  
Helps produce and regulate melanin which helps protect the skin from the sun.
- **Photo Defense**  
Breaks down free radicals produced from UVB rays (burning rays) once they have entered the epidermis.

### Visible Signs

#### Pigmentation Spots

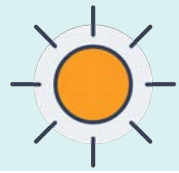
- Blemishes and freckles
- Brown (sun) spots
- Uneven pigmentation

#### Redness

- Broken capillaries
- Sun sensitivity
- Patches of redness







## UVA (Aging Rays) + Blue Light Defense

**2 in 5 people** have a genetic variation that **decreases the skin's UV repair** and its **protection** from sun-related free radicals.

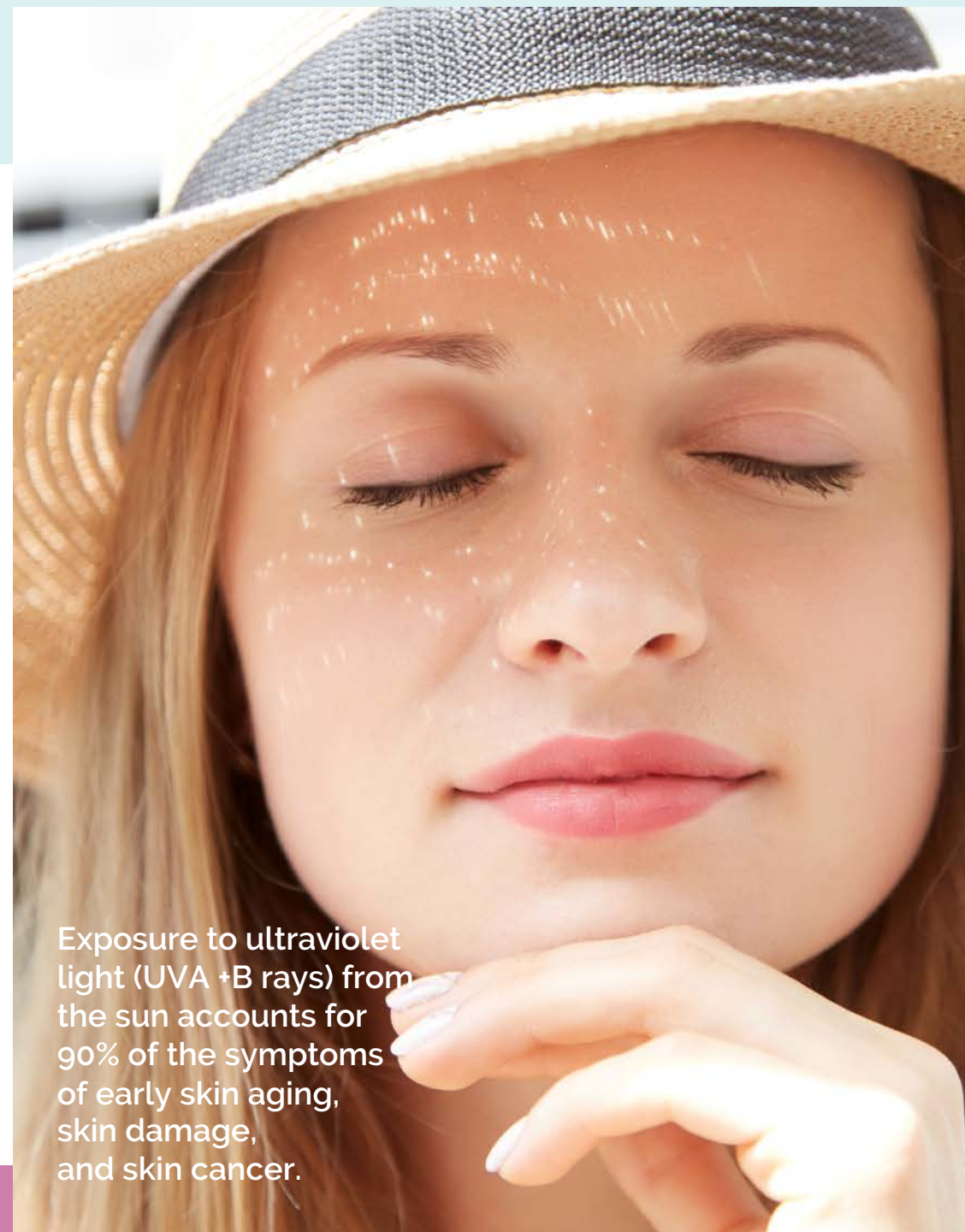
- Increased UV or (Blue Light) radical dermal damage
- Increased mitochondrial damage
- Structural damage to DNA that is responsible for Collagen

### Gene Variants

- **UV Repair**  
Repairs genetic damage caused by UVA + Blue Light exposure.
- **UV Radical Protection**  
Repairs DNA mutations caused by 8-oxo-G radicals (oxidative stress).

### Visible Signs

- Fine Lines and wrinkles
- Thinning skin
- Dark tanning from UVA rays
- Leathering of skin
- Deep furrows or expression lines



Exposure to ultraviolet light (UVA +B rays) from the sun accounts for 90% of the symptoms of early skin aging, skin damage, and skin cancer.



## Free Radical defense

**1 in 2 people** is predisposed to **reduced skin antioxidant protection**.

- Increased cellular destruction
- Premature cell death
- Increased mitochondrial damage
- Decreased antioxidant functioning
- Decreased pollution defense

### Gene Variants

- **Superoxide Radical Defense**  
Protects from oxidative damage and converts free radicals into less harmful products.
- **Glutathione Production**  
Detoxifies hydrogen peroxide compounds and minimizes damage.
- **Pollution Defense**  
Detoxifies environmental pollutants.

### Visible Signs

- Rough texture
- Uneven skin tone
- Dull and lifeless skin
- Tired looking appearance
- Excessive dryness
- Excessive oiliness
- Blemishes







## Skin Sensitivity

**4 in 5 people** have a genetic variation that may cause an **overreactive inflammation response**.

- Irregular tissue healing
- Decreased cellular defense
- Enhanced sensitivity
- Overactive inflammatory signaling

### Gene Variants

- **Inflammation**  
Defends cells against invaders.
- **Xenobiotic Detox**  
Detoxifies alcohol and cigarette smoke.
- **Skin Sensitivity**  
Detoxifies pollution and chemicals.

### Visible Signs

- Dryness
- Redness, rashes, or skin bumps
- Chemical sensitivity
- Prolonged redness after skin treatments



# Results + Recommendations



## Pigmentation + UV Damage



▲ What does this mean?

You may have an added risk of developing uneven skin tone and sun sensitivity due to insufficient melanin production and other skin functions that protect against sun damage. Below, you'll find great products and more to **get your skin GLOWING!**

## Hello Jennifer,

My name is Liz, and I created your optimized skincare routine and plan. I focused on your high and medium priorities based on your DNA test. I also considered your Yudoyu quiz results which told us about your skin type and feelings about your skin. Your personalized routine includes products packed with ingredients that, with consistent use, will improve current skin quality and *protect your future face*. Please [add lifestyle and dietary changes](#) (outlined below) for an added boost toward **happier, healthier skin!**

Warmly,  
Liz and The Yudoyu Team

We are here to help if you have any questions! Email us at [hello@yudoyu.com](mailto:hello@yudoyu.com).



YOUR LIFE STYLE QUIZ RESULTS TOLD US THAT YOUR SKIN IS:

**Dry + Uneven Tone + Over 50**

### DNA ANALYSIS EXPLANATIONS

- ▶ GENETIC ANALYSIS
- ▶ SCORING THRESHOLDS
- ▶ GLOBAL AVERAGES

## Your Skin DNA Risk Scores



### Collagen Breakdown



▶ What does this mean?



### Wrinkling (Glucose Related)



▶ What does this mean?



### Pigmentation + UV Damage



▶ What does this mean?



### Free Radical Damage



▶ What does this mean?



### Skin Sensitivity



▶ What does this mean?



# Personalized Skincare Routine for Jen



ADD TO CART

\$38.00



3.4 fl oz

**BEST FOR:** PORES | NORMAL | DRY

**SAFE FOR:**






A fresh start! Revitalizing Cleansing Oil melts away makeup, oils & impurities for soft, smooth & balanced skin. Bakuchiol brings retinol benefits without the dryness, redness & UV sensitivity – best face forward!

» WHY WAS THIS CHOSEN FOR ME?



ADD TO CART

\$54.00



3.4 fl oz

**BEST FOR:** ACNE-PRONE | PORES | NORMAL | OILY | DRY | COMBINATION

**SAFE FOR:** ACNE | SENSITIVE SKIN

Revive skin with our toning elixir, packed with cell-nourishing bioactives and antioxidants. MSM, Niacinamide (B3), Snowflower, and Finger Lime Caviar tighten pores and reduce hyperpigmentation. Hibiscus and hyaluronic acid plump, firm and diminish fine lines, leaving skin deeply hydrated & luminous.

» WHY WAS THIS CHOSEN FOR ME?



ADD TO CART

\$72.00



1 fl oz

**BEST FOR:** OILY | DRY | COMBINATION

**SAFE FOR:** ACNE

Introducing Bright Side, a potent Vitamin C serum designed to reveal vibrant skin and inspire confidence. Combining two forms of stable, non-irritating Vitamin C, niacinamide & botanical ingredient synergies, it targets uneven skin tone, sunspots, acne scars and discoloration. A one-two punch reducing sebum and increasing ceramides, it plumps, firms & strengthens skin, while preventing breakouts. With every use, your inner glow radiates.

» WHY WAS THIS CHOSEN FOR ME?



ADD TO CART

\$93.00



1.7 fl oz

**BEST FOR:** PORES | NORMAL | DRY

**SAFE FOR:**

This brightening lotion contains reparative probiotics and antioxidants to improve skin tone. Infused with hydrating and skin barrier-preserving actives, it helps support your skin's natural defenses, reduce wrinkles, and even out skin coloration. Achieve renewed skin with our hydrating anti-wrinkle cream.

» WHY WAS THIS CHOSEN FOR ME?



ADD TO CART

\$79.00



.5 fl oz

**BEST FOR:** NORMAL | OILY | DRY | COMBINATION

**SAFE FOR:** ACNE

Fortify the delicate eye area with a luxuriously lightweight formula designed to bring immediate cooling and comforting relief. Our dark circle under eye cream will give your complexion a daily boost and help revive your skin. With potent anti-aging benefits, our eye cream reduces the appearance of dark circles, skin redness, and puffiness, boosting skin's firmness and restoring a youthful look.

» WHY WAS THIS CHOSEN FOR ME?



ADD TO CART

\$74.00



1.7 oz

**BEST FOR:** NORMAL | OILY | DRY | COMBINATION

**SAFE FOR:** ACNE

This cutting-edge complex of hydrators, nutrient-rich fruit oils, and replenishing bioactives penetrates the skin to provide an unparalleled level of moisture. Queen Garnet Plum Cellular Extract, a hero ingredient, contains Vitamin A, C, and K, plus a high amount of anthocyanins to lift hydration, stimulate collagen production, and lessen the adverse effects of sun damage and glycation. Additionally, Snow Mushroom, Sea Kelp Bioferment, Resurrection Plant, Buriti, and Buah Merah Fruit Oil drench the skin with vital moisture and essential vitamins, improving skin tone and texture for a plump, radiant glow.

» WHY WAS THIS CHOSEN FOR ME?

# Results + Recommendations



## Collagen Breakdown



▲ What does this mean?

Genetically, you have a partial imbalance. Your results indicate that more collagen is breaking down and less is being produced. We have a plan for you to **get firmness and elasticity to bounce back!**

## Hello Teresa,

My name is **Annabell**, and I created your optimized skincare routine and plan. I focused on your high and medium priorities based on your DNA test. I also considered your Yudoyu quiz results which told us about your skin type and feelings about your skin. Your personalized routine includes products packed with ingredients that, with consistent use, will improve current skin quality and *protect your future face*. Please **add lifestyle and dietary changes** (outlined below) for an added boost toward **happier, healthier skin!**

Warmly,  
Liz and The Yudoyu Team

We are here to help if you have any questions! Email us at [hello@yudoyu.com](mailto:hello@yudoyu.com).



YOUR LIFE STYLE QUIZ RESULTS TOLD US THAT YOUR SKIN IS:  
**Combination + Sensitive Pores + Over 50**

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## Your Skin DNA Risk Scores



### Collagen Breakdown



▶ What does this mean?



### Wrinkling (Glucose Related)



▶ What does this mean?



### Pigmentation + UV Damage



▶ What does this mean?



### Free Radical Damage



▶ What does this mean?



### Skin Sensitivity



▶ What does this mean?



# Personalized Skincare Routine for Teresa



ADD TO CART

## SIMPURE Rejuvenating Cream Cleanser†

\$30.00



5.1 fl oz

**BEST FOR:** PORES | NORMAL | OILY | DRY | COMBINATION

**SAFE FOR:** ACNE | SENSITIVE SKIN

Start your REJUVENATING regimen with this creamy cleanser that hydrates and turns back the hands of time. Tones and tightens skin with vegan OptiMSM and DMAE for visible results.

► WHY WAS THIS CHOSEN FOR ME?



ADD TO CART

## BLÜH ALCHEMY Deep Hydration Toning Elixir

\$54.00



3.4 fl oz

**BEST FOR:** ACNE-PRONE | PORES | NORMAL | OILY | DRY | COMBINATION

**SAFE FOR:** ACNE | SENSITIVE SKIN

Revive skin with our toning elixir, packed with cell-nourishing bioactives and antioxidants. MSM, Niacinamide (B3), Snowflower, and Finger Lime Caviar tighten pores and reduce hyperpigmentation. Hibiscus and hyaluronic acid plump, firm and diminish fine lines, leaving skin deeply hydrated & luminous.

► WHY WAS THIS CHOSEN FOR ME?



ADD TO CART

## GLOWBIOTICS Probiotic Firming + Replenishing Lotion

\$110.00



1.7 fl oz

**BEST FOR:** NORMAL | DRY | COMBINATION

**SAFE FOR:** SENSITIVE SKIN

Searching for an ultra-lightweight formula for aging skin? Look no further than this luxurious, yet feather-light, moisturizing lotion, enriched with a potent blend of probiotics, intelligent peptides, and essential fatty acids for deeply hydrated and visibly firm skin. This powerful and replenishing lotion will help soothe dryness and reduce the appearance of wrinkles, giving you a feeling of rejuvenation every day!

► WHY WAS THIS CHOSEN FOR ME?



ADD TO CART

## AAVRANI Firming Vitamin C Treatment

\$48.00



1.0 fl oz

**BEST FOR:** NORMAL | OILY | COMBINATION

**SAFE FOR:** ACNE

This lightweight, daily oil treatment is powered by a trio of superfruits to firm, brighten, and heal the skin over time, while delivering an immediate softening effect.

► WHY WAS THIS CHOSEN FOR ME?



ADD TO CART

## GLOWBIOTICS Soothing + Revitalizing Eye Cream

\$79.00



.5 fl oz

**BEST FOR:** NORMAL | OILY | DRY | COMBINATION

**SAFE FOR:** ACNE

Fortify the delicate eye area with a luxuriously lightweight formula designed to bring immediate cooling and comforting relief. Our dark circle under eye cream will give your complexion a daily boost and help revive your skin. With potent anti-aging benefits, our eye cream reduces the appearance of dark circles, skin redness, and puffiness, boosting skin's firmness and restoring a youthful look.

► WHY WAS THIS CHOSEN FOR ME?



ADD TO CART

## AAVRANI Healing Rose Clay Mask

\$39.00



**BEST FOR:** PORES | NORMAL | OILY | COMBINATION

**SAFE FOR:** ACNE | SENSITIVE SKIN

This intensely healing face mask draws out environmental pollutants and toxins, repairs damaged skin, and increases skin suppleness. Sourced from Bulgaria, this rose oil alleviates discomfort and is demonstrated to reduce rosacea. Each jar is packed with 6,000 petals from distilling roses!

► WHY WAS THIS CHOSEN FOR ME?

Yudoyu® has a personalized skincare plan and a comprehensive guide for each skincare category.

- Helpful **lifestyle choices**
- Best topical **ingredients**
- Best dietary **supplements**
- Best professional **treatments**.

Collagen

Wrinkling

Pigmentation

UV Damage

Free Radical

Sensitivity



### COLLAGEN BREAKDOWN

#### SIGNS & SYMPTOMS

Sagging or drooping skin or jowls  
Deep creases or folds  
Hollowed cheeks or eyes  
Scarring  
Cellulite  
Brittle hair and/or nails  
Joint pain

▼ What Causes Collagen Loss?

### BEST TOPICAL INGREDIENTS

Although we haven't figured out how to invent the time machine, we have some gravity-defying tricks for improving collagen production and slowing breakdown.

- ▼ Must Have Short List
- ▼ Peptides - Lift, Moisturize & Tighten
- ▼ Vitamins - Renew, Nourish & Protect
- ▼ Humectants - Smooth & Plump
- ▼ Exfoliators - Deeply Renew
- ▼ Antioxidants - Perfect and Protect
- ▼ Fatty Acids - Nourish & Glow
- ▼ Topical Help
- ▼ Dietary Supplements
- ▼ Professional Treatments

### NEXT LEVEL SKINCARE

- ▼ Best Dietary Supplements
- ▼ Best Professional Treatments



# The power of knowing for the professional

## Key benefits of the YudoYu Skincare DNA Analysis:

- **Personalize** your customer's preventative treatment.
- Eliminate pushy sales tactics.
- **Raise awareness** and **educate** clients to make better-informed decisions about their skincare needs.
- **Prevent** problems before they start.
- **Accurately identify and correct** root genetic factors contributing to current skin concerns.



## Who wants DNA support for their skin?

Our research has identified 3 types of skincare customers who are ideal candidates for taking a DNA test.

1. **Proactive (between 20-40)** clients who realize the power of prevention and want to act early.
2. **Knowledge Seeking** clients who want to understand every aspect of themselves
3. **Confused or Frustrated** clients who don't know what to use for their skin, have a cupboard full of failed promises and struggle to find what is right for them.





# Matching Ingredients to Skincare Products

## Brand offerings include:

1. Aesthetician created
2. Medical grade, clean pharma
3. Formulated for pregnant and nursing moms
4. Award-winning
5. Pharmacist developed
6. Plant and Sea-plant based
7. Ayurvedic
8. Formulated for melanated skin

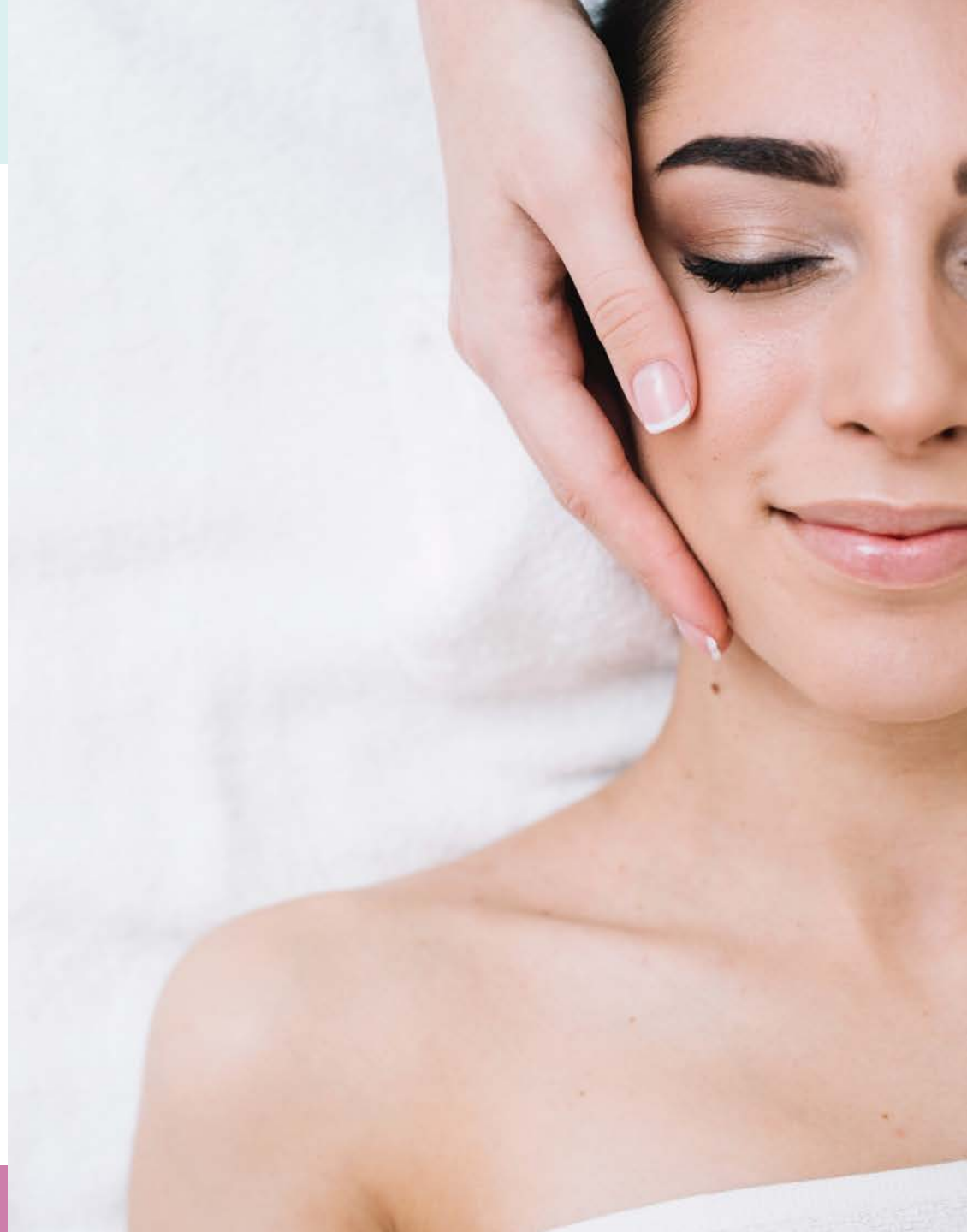


## Matching Options for a Personalized Approach

**Using Yudoyu® Skin DNA Analysis is flexible and customizable:**

With your customer results, you can:

1. match them to products you carry in your spa
2. give suggestions for them to find themselves
3. use Yudoyu's product recommendations for client shopping online (earn 15% commission)
4. allow us to white-label our matching algorithm to your shop offerings





Our mission is to simplify skincare and empower you with easy-to-understand recommendations and guidance so you can make informed decisions about your skin health.

Spa Partner Relations  
**Teresa Smith**  
Co-Founder of Yudoyu  
Teresa@yudoyu.com  
or hello@yudoyu.com  
847-828-0079



yudoyu®  
Where YOU begin.