

## **ISSA Launches First Certification for DNA-Based Fitness Training Programs**

*First of Its Kind Fitness Certification Training Program  
Developed with DNA Industry Leader Genetic Direction*

**PHOENIX, Ariz. (Dec. 10, 2019)** – The [International Sports Sciences Association](#) (ISSA), a pioneer in the personal training certification industry, announced the launch of a new certification in Genetics-Based Program Design. The new certification program provides personal trainers and fitness professionals the knowledge, skills and ability to create specific programs based on their client’s DNA test results.

“This is a game change for fitness and nutrition professionals,” said ISSA’s CEO Andrew Wyant. “Applying a client’s genetic make up to their exercise response unlocks secrets to individual roadblocks. Personal trainers can now understand how a client’s body naturally burns fat in response to exercise and will significantly change their results.”

Three main genetic traits that influence a client’s ability to lose weight are:

- Weight loss ability with diet and exercise
- Fat loss response to cardio
- Body composition response to strength training

Genetic markers are the remaining piece of information trainers have been missing in order to build plans and see real success. The certification is both assessment- and program-based.

The ISSA/Genetic Direction’s DNA profile provides:

- Analysis of 36 genetic markers
- Analysis of 16 genetic traits related to weight loss
- Analysis of 12 genetic traits related to athletic performance
- Food recommendations, including macronutrient breakdown and caloric needs
- Nutrient recommendations
- Exercise recommendations, including cardio and strength training

There are two parts to ISSA’s Genetics-Based Program Design program. The first part is an online professional course designed to educate professional fitness and nutrition coaches on the meaning of specific genetic markers in fitness and how to create fitness programming using a client’s DNA.

The second component is a fitness-customized DNA-based test offered to personal trainers to add to their toolbelt. The DNA test is a simple cheek swab sent to the Genetic Direction laboratory that, in turn, produces an in-depth analysis of DNA.

“We are very excited to partner with ISSA on this groundbreaking project,” said Scott Thompson, Chief Operating Officer of Genetic Direction. “The combination of ISSA’s comprehensive certification program and our leading-edge, genetics-based health management programs will elevate trainers in the personalized diet and exercise arena.”

Revolutionizing the professional health and fitness industry, ISSA provides a flexible and affordable online learning program that empowers students to become certified and successful health and fitness professionals from anywhere in the world.

#### **About Genetic Direction**

Genetic Direction's data interpretation software platform improves individuals' lives by evaluating their DNA. Personalized health management programs are developed based upon the latest peer-reviewed genetic research.

#### **About International Sports Sciences Association**

The International Sports Sciences Association (ISSA) is a global leader and pioneer in the personal training certification industry. For more than 30 years, ISSA has been committed to providing the highest quality certification programs by merging the gym experience with practical applied sciences and building trust in order to help people build their goals. ISSA offers personal training specializations including senior fitness, exercise therapy, and corrective exercise. To date, ISSA has trained more than 300,000 students and placed personal trainers across 140 countries, all while continuing to develop greater access to opportunities that promote a healthier world: [www.ISSAonline.com](http://www.ISSAonline.com).

###