

LaunchLab

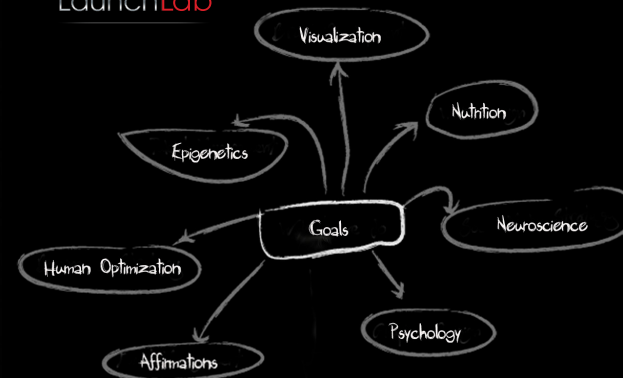
**BRAIN AND BODY  
OPTIMIZATION**



**UNLEASH YOUR  
FULL POTENTIAL**



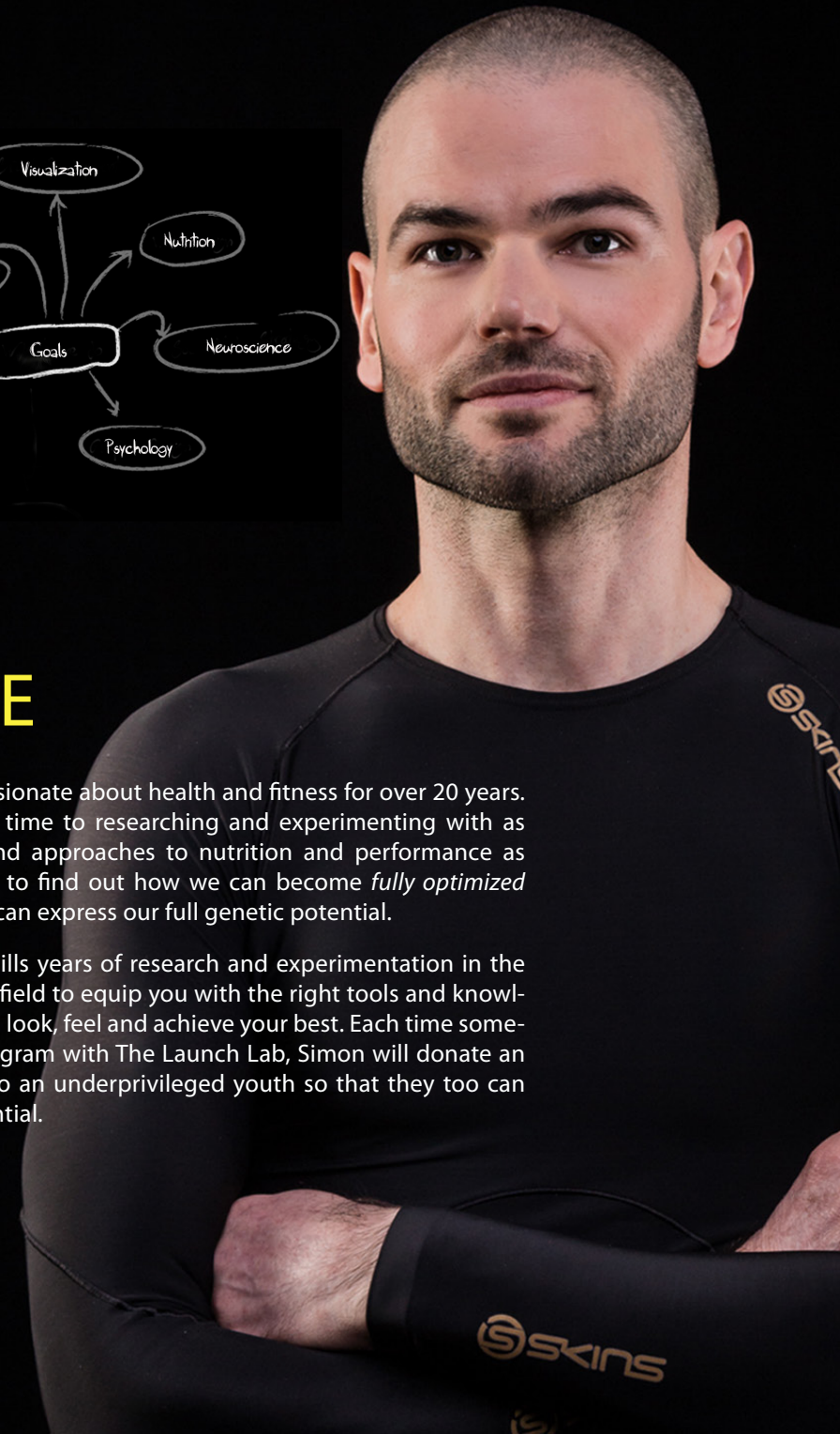
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## PROFILE

Simon has been passionate about health and fitness for over 20 years. He devotes a lot of time to researching and experimenting with as many techniques and approaches to nutrition and performance as possible. His goal is to find out how we can become *fully optimized* humans, so that we can express our full genetic potential.

The Launch Lab distills years of research and experimentation in the health and wellness field to equip you with the right tools and knowledge so that you can look, feel and achieve your best. Each time someone purchases a program with The Launch Lab, Simon will donate an equivalent session to an underprivileged youth so that they too can reach their full potential.



**“We are *generals* of our own DNA”**

## OUR PHILOSOPHY

We have a remarkable ability to transform ourselves depending on the coordinates we set, and the environment we cultivate for self-improvement. The Launch Lab has spent years researching brain and body optimization. The brain and body are intrinsically linked, and if we adopt a holistic approach to our wellbeing, we are investing in a healthy future. With the right tools and knowledge, we can make tremendous improvements to our health and quality of life.

There's a reason the All Blacks have a mental skills coach. The way we think about our selves can have a profound impact on our goals. Getting our psychology right can help us develop the right mindsets that will encourage healthy habits leading towards our desired outcomes. We can learn to harness the full potential of the brain and body by becoming more conscious of the power of nutrition and exercise and by cultivating an environment for peak performance.

The Launch Lab takes a natural approach to wellbeing and human optimization, providing healthy options in the areas of nutrition, exercise and lifestyle to create the best outcomes for clients. You have the power to change - we have the tools to help you get you there.



# NUTRITION



DEVELOP A FOOD PLAN TO HELP SUPPORT YOUR GOALS

NATURAL SUPPLEMENTS TO IMPROVE PERFORMANCE AND RECOVERY

EXPLORING THE HEALTH BENEFITS OF PROBIOTICS, HERBS AND SPICES

EPIGENETICS IN NUTRITION - TO HELP US ACHIEVE OUR FULL POTENTIAL

UTILIZE THE HEALING AND BRAIN BOOSTING POWER OF NATURAL FOOD



random][plasmid

Deoxyribonucleic acid (en-us-Deoxyribonucleic acid.ogg) (DNA) is a nucleic acid that contains the genetic instructions used in the development and functioning of all known living organisms and some viruses. The main role of DNA molecules is the long-term storage of information. DNA is often compared to a set of blueprints or a recipe, or a code, since it contains the instructions needed to construct other components of cells, such as proteins and RNA molecules. The DNA segments that carry this genetic information are called genes, but other DNA sequences have structural purposes, or are involved in regulating the use of this genetic information.

Chemically, DNA consists of two long polymers of simple units called nucleotides, with backbones made of sugars and phosphate groups joined by ester bonds. These two strands run in opposite directions to each other and are therefore anti-parallel. Attached to each sugar is one of four types of molecules called bases; it is the sequence of these bases along the backbone that encodes information. This information is read using the genetic code, which specifies the sequence of the amino acids within proteins. The code is read by copying stretches of DNA into the related nucleic acid RNA, in a process called transcription.

Within cells, DNA is organized into long structures called chromosomes. These chromosomes are duplicated before cells divide, in a process called DNA replication. Eukaryotic organisms (animals, plants, fungi, and protists) store most of their DNA inside the cell nucleus and some of their DNA in organelles, such as mitochondria or chloroplasts. In contrast, most prokaryotes (bacteria and archaea) store their DNA only in the cytoplasm. Within the chromosomes, chromatin proteins such as histones compact and organize DNA. These compact structures guide the interactions between DNA and other proteins, helping control which parts of the DNA are transcribed.

DNA is a double-stranded molecule. Each strand is made of a sugar-phosphate backbone with nitrogenous bases attached to the sugar. The two strands are antiparallel, meaning they run in opposite directions. The bases of one strand pair with the bases of the other strand through hydrogen bonds. This pairing is specific: Adenine (A) pairs with Thymine (T), and Guanine (G) pairs with Cytosine (C). The sequence of bases along a strand encodes genetic information.

The DNA double helix is held together by hydrogen bonds between the nitrogenous bases. The bases are arranged in a regular, repeating pattern. The distance between two consecutive bases is approximately 3.4 nanometers. The overall structure is a right-handed helix with a major groove and a minor groove. The major groove is where most proteins bind to regulate gene expression.

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# FITNESS

SPORTS PSYCHOLOGY, VISUALIZATION AND AFFIRMATIONS

QUICK AND EASY WAYS TO STAY FIT WITH LIMITED TIME

HOW TO ENHANCE MUSCLE GROWTH AND INCREASE METABOLISM

BODY AWARENESS AND MAINTENANCE - (SAUNA, MASSAGE AND STRETCHING)

MEDITATION AND USING NATURE AS A HEALING TOOL

EPIGENETICS AND NEUROPLASTICITY TO ACCESS OUR POTENTIAL

REBALANCE YOUR ADRENALS AND REDUCE FATIGUE



*“We are imbued with vibrant possibility.”*



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