

# THORNE

## THORNE

152 West 57th Street  
21st Floor  
New York, NY 10019

P: (208) 263-1337  
F: (800) 747-1950  
info@thorne.com

**THORNE.COM**

For Immediate Release

January 18, 2022

Contact: Brad Hennig

[brad@hennigcommunications.com](mailto:brad@hennigcommunications.com)

(415) 307-7856

## **Thorne To Offer Home Health Tests For Fertility, Thyroid, Sleep, And Stress**

*Home Tests With Health Recommendations Let You Skip The Doctor Visit But Not The Advice*

**NEW YORK** – Thorne will be making house calls this year when it introduces five at-home health tests for fertility, thyroid, sleep, stress, and heavy metals on January 18, 2022. The tests, which measure an individual’s unique biomarkers, can uncover specific health insights, which are converted into a personal plan for what to eat, how to exercise, and whether to add nutritional supplements to improve health outcomes. The tests can be purchased on Thorne.com.

Depending on which test they choose, consumers collect a blood, saliva, or urine sample at home and ship the sample(s) to a Clinical Laboratory Improvement Amendments (CLIA)-certified laboratory. When the analysis is completed, Thorne will send an email with instructions for accessing the results, as well as personalized wellness recommendations. Thorne’s analytical software produces the medically supervised, algorithm-driven recommendations, but the online platform presents them in a simple, consumer-friendly, state-of-the-art digital dashboard, which can be accessed on any computer or mobile device.

The Thorne dashboard helps consumers spot health trends and areas for future concern by providing meaningful insights about their individual results. Whether it’s an insight about how low normal thyroid function can put someone at risk for symptoms of an underactive thyroid or what it means to test above normal limits for a particular heavy metal, the dashboard ensures consumers understand the health implications of their results. Thorne also encourages consumers to share these evidence-based results with their doctors. If they don’t have a doctor, they can find one by entering a zip code and accessing Thorne’s network of health-care providers.

“Our new home tests represent the intersection of data, technology, and personalization,” said Paul F. Jacobson, CEO of Thorne. “Through follow-up testing, people can compare results after making changes based on our recommendations, which will help them to better manage their health by clearly seeing what works and what doesn’t.”

Validating the effectiveness of its nutritional supplements in both real world and clinical settings is particularly important to Thorne, which leads the supplement industry in providing research-based, high-quality nutritional supplement products. Thorne is the only company that collaborates with Mayo Clinic on supplement research and content. Through testing and research, Thorne has concluded that there is no such thing as a one-size-fits-all approach to wellness. By expanding its product portfolio to include home tests, Thorne intends to validate the efficacy of supplements for each individual, based on unique biomarkers and other personal factors.

(more)

# THORNE

## THORNE

152 West 57th Street  
21st Floor  
New York, NY 10019

P: (208) 263-1337  
F: (800) 747-1950  
info@thorne.com

## THORNE.COM

### Thorne To Offer Home Health Tests.../2

Prices for the five home health tests range from \$165 to \$390 per test, depending on the number of biomarkers tested and the type of testing required. The types of samples required by each test are: fertility (blood + saliva), thyroid (blood), sleep (urine), stress (saliva), and heavy metals (blood). Later in 2022, Thorne will offer additional health tests, including a comprehensive blood test panel for elite athletes or health-conscious consumers wanting a detailed analysis of their health.

Thorne's home health test launch is part of a company rebrand and a re-imagining of its website, which also rolls out on January 18, 2022. The Thorne rebrand includes new packaging, new logo, new labels, and a refined color palette. The new Thorne website is designed to improve navigation and functionality, and it will integrate the home health test purchase experience. In addition, the new site expands functionality for Thorne's large network of health care practitioners around the world. Practitioners will be able to interact with patients through secure messaging, and will be able to send patients personalized supplement recommendations and instructions, all with the goal of bringing the doctor and patient closer together through technology.

### About Thorne

Thorne is a health and technology company that is disrupting prevention and wellness. By combining dietary and lifestyle recommendations with nutritional supplement intervention, Thorne is at the forefront of personalized health, with a mission to help consumers take control of their health and live a healthy life. Thorne provides at-home biomarker tests to bring the doctor to the consumer's home. By leveraging its sophisticated analytical software, Thorne helps consumers uncover health insights and confidently take action to optimize health outcomes. Based on individual test results, Thorne's technology and team can deliver a personalized plan on what to eat, how to exercise, and which Thorne supplements to take.

Thorne is the only supplement manufacturer to collaborate with Mayo Clinic on wellness research and content, and is the proud partner of a number of U.S. National Teams, including U.S. Soccer, USA Hockey, and USA Triathlon. Thorne is one of the fastest growing supplement companies, and is rated the top practitioner-dispensed brand among 30-40 year-olds. For more information visit <https://www.thorne.com/>.

-###-