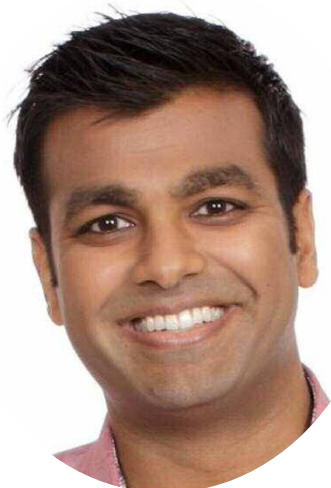




## Q&A with Sunny Jain, M.S., CEO and Founder of Sun Genomics providing Precision Probiotics tailored for the Gut Microbes, Personalized and Designed for the Individual's Health and Lifestyle



**Sunny Jain, M.S.**  
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**"Today, we are a company that is 95% science and 5% marketing... Separating ourselves with fact rather than fiction."  
- Sunny Jain, M.S.**

Interview conducted by:  
Lynn Fosse, Senior Editor  
CEOCFO Magazine

**CEOCFO: Mr. Jain, what is the idea behind Sun Genomics?**

**Mr. Jain:** We are a precision health and microbiome company. The idea is that there is a vast amount of microbiome knowledge and understanding in the scientific literature and now is the time to leverage that into a real consumer solution that can help people today. Our first product is a precision probiotic where we can tailor the probiotics based on your gut microbes (your microbiome signature).

**CEOCFO: Would you give us an idea of the range of personalization?**

**Mr. Jain:** Today, we personalize at the individual level. That means that every customer is unique to us. We compare your microbiome profile to an existing large reference database. The formula then comes from our existing catalog of over thirty different probiotic strains, where each of those strains has a specific purpose. Therefore, we can match those two things together; the customer microbiome signature and the available catalog of probiotics.

**CEOCFO: Is this product Floré?**

**Mr. Jain:** That is correct. Floré is the entire product includes your precision probiotic that is tailored to you and your microbiome testing.

**CEOCFO: Is the public and the medical community recognizing the need for precision probiotics? Is that even on most people's radar screen?**

**Mr. Jain:** There are so many big goals in personalized or even precision medicine, that sometimes the wellness aspect of what personalized medicine can do sort of takes a second tier. What we want to do is really emphasize wellness and health as first tier medicine in practice. We do see that there is a massive wave of literature and publications around the opportunities with probiotics and precision probiotics. At Sun Genomics we are taking all the necessary steps to execute on that opportunity to benefit our consumers.

**CEOCFO: What is the process when someone would like to engage with Sun Genomics and get a personalized probiotic?**

**Mr. Jain:** It is pretty simple. You just go to [www.sungenomics.com](http://www.sungenomics.com). We provide you with all the instructions and information you need to begin to flourish. We will ship to you the kit, which will include the testing kit and at home you can provide a micro sample back to Sun Genomics labs. We will then analyze that sample to interpret the microbiome signature and produce the precision probiotic and ship that back to the customer and begin managing their microbiome, for the first time really, and providing probiotics to them on a monthly basis.