

## **Abstract**

# **From Genome to Wellness: Designing Lifetime Healthcare Through Genetic Profiling**

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In the era of precision medicine, genetic profiling is revolutionizing how we approach healthcare—from reactive treatment to proactive, personalized prevention. This presentation explores the transformative potential of integrating genomic data into the design of lifelong wellness strategies. We delve into how common and rare genetic variants can inform disease risk, drug response, skin and hair loss care, nutritional needs, and behavioral tendencies, enabling truly individualized care.

Focusing on the practical application of polygenic risk scores (PRS), pharmacogenomics, wellness care (Direct-to-Consumer) and ancestry-informed health insights, we demonstrate how clinicians and health systems can leverage genetic information to guide early interventions, tailor lifestyle recommendations, and reduce the long-term burden of chronic disease. We also discuss ethical considerations, data privacy, and the evolving regulatory landscape in consumer and clinical genomics. By bridging the gap between genetic science and everyday health, this presentation offers a blueprint for designing a future where personalized wellness is not just possible—but standard.