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**Developing and Marketing their Inherent Health® Brand for Weight Management and their PST® Test for Identifying Those at Risk for Periodontal Disease, Interleukin Genetics, Inc. is Using Genetic Technologies to Better Manage Health at a Level that is Not Currently Practiced**

**Healthcare  
Genetics  
(ILIU-OTCQB)**



**Lewis H. Bender**  
**Chief Executive Officer**

**BIO:**

Lewis H. Bender is currently the Chief Executive Officer of Interleukin Genetics, Inc. Mr. Bender was appointed CEO of Interleukin in January of 2008. Prior to joining Interleukin Genetics, Mr. Bender was the Chief Technology Officer and CEO of Emisphere Technologies Inc. During his career, Mr. Bender has been the lead negotiator for several complex busi-

ness agreements that were executed including out-licensing partnerships, in-licensing agreements, international joint venture agreements, asset acquisitions and stock purchase agreements with major pharmaceutical and biotechnology companies. Mr. Bender has earned both a Bachelor of Science Degree and a Master of Science degree in chemical engineering from MIT. In addition, Mr. Bender also has earned an MBA from the University of Pennsylvania's Wharton School and a Masters of Fine Arts in International Relations also from UPENN. He is fluent in French and German.

**Company Profile:**

Interleukin Genetics, Inc. (OTCQB: ILIU) develops and markets a line of genetic tests under the Inherent Health® and PST® brands. The products empower individuals to prevent certain chronic conditions and manage their existing health and wellness through genetic-based insights with actionable guidance. Interleukin Genetics leverages its research, intellectual property and genetic panel development expertise in metabolism and inflammation to facilitate the emerging personalized healthcare market. The Company markets its tests through partnerships with health and wellness companies, healthcare professionals and other distribution channels. Interleukin Genetics' flagship products include its proprietary

PST® genetic risk panel for periodontal disease and tooth loss susceptibility sold through dentists, and the Inherent Health Weight Management Genetic Test that identifies the most effective diet and exercise program for an individual based on genetics. Interleukin Genetics is headquartered in Waltham, Mass. and operates an on-site, state-of-the-art DNA testing laboratory certified under the Clinical Laboratories Improvements Act (CLIA). For more information please visit [www.ilgenetics.com](http://www.ilgenetics.com).

**Interview conducted by:**  
**Lynn Fosse, Senior Editor**  
**CEOCFO Magazine**

**CEOCFO:** Mr. Bender, would you tell us about Interleukin?

**Mr. Bender:** We are in a field called personalized medicine, and while we know that it sounds like medicine is always personalized, we go one step beyond the current practices by finding the best solutions and type of care for every individual. We are working on some very important opportunities, the first which is in weight management where we have a test that can actually help people identify the most effective diet and exercise regimens for them so they can lose weight more efficiently. Given the large obesity epidemic, improved tools to help people lose weight are important. The second opportunity in personalized

medicine that we are very excited about is the dental field where we can identify those at greatest risk for periodontal or gum disease. Gum disease is one of the largest cost drivers in the U.S. for oral healthcare. By identifying who is at risk and who is not at risk, you can re-allocate care to give more care to those that need it and make sure that the people who are at low risk are getting the proper level of care. We are using genetic technologies to better manage health at a level that is not currently practiced. We hope the result will be better outcomes for everybody, with reduced unnecessary treatments, and significantly lower cost.

**CEOCFO:** What is the breakthrough in genetic science that the company has developed?

**Mr. Bender:** Over the past ten years, there have been a number of studies that have identified a number of different genes that correlate to disease and these genes have been confirmed with repeat studies. For example with regard to weight management each of those studies have shown various genes effect weight in different ways. We looked at all the different studies out there and started to take the genes that are of most reliability for mechanisms that are well understood, and began to identify combinations of variations from different genes. Many times what you will hear in genetics is that people will look at single variation or gene, or use only a very limited set information that is available. Our breakthrough was to combine numerous genes into patterns and then we went, and tested those patterns in validated clinical studies. We found that certain patterns of genetic combinations of genes in variations can predict who will lose more weight on a low-carb, low-fat, or balanced diet. We can actually see from the same amount of calorie reduction a significantly different weight loss for those that are on diets matched to their genetic compo-

sition, so it is a pretty interesting break-through when we first announced the results.

**CEOCFO:** Do most people believe it is possible to use genetics to direct weight loss?

**Mr. Bender:** Obviously, there is a range of beliefs. Some people will say yes it obviously makes sense. Others will say your studies are small. However, now we now have multiple clinical studies where this result has been validated. There will be people who say that until there are many studies with thousands of individuals to show

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that this effect is real, they are not going to believe it. We accept that scientific debate, which is never easy. Answers and consensus are never determined on one, or two studies, and it takes a long time to convince the vast majority of people, but from our point of view, the preliminary data we have generated has been consistent and is strongly showing that this effect is real. We are clearly not going to convince everybody with this data.

**CEOCFO:** Has the medical community paid attention?

**Mr. Bender:** Yes, a large number of our customers are physicians who are

desperate to find tools to use with their patients in a way to lose weight, and you will hear a lot of different types of diets around there. We are bringing a new approach to the game, and a new perspective with our data. We are bringing in a new approach that allows physicians to try to have some set of tools in their armamentarium that can be effective for people. We found that there are a number of physicians who have been using our tests to help their patients lose weight more effectively. It is safe, it is done once in a lifetime. All that is involved is a simple swab of the cheek, and there are no side-effects. We have seen people in these practices lose weight.

**CEOCFO:** Is the test typically done through a doctor, or is it available for individuals as well?

**Mr. Bender:** There are a number of ways people can obtain the tests. There are physicians that are using it in their practice. You can buy it online, and we have a website [InherentHealth.com](http://InherentHealth.com) that allows people to purchase at retail. We have partnered with clinics, corporations, and a number of other types of distributors. So, there are a number of approaches to get the tests.

**CEOCFO:** How do you market your product?

**Mr. Bender:** We have tried a large number of approaches, but we find that

we partnering with people who have infrastructure is best. A physician's office will mention it to their patients, and we have companies focused on weight loss who use it in their systems and their programs. We have gyms that use it and distribute it to their customers. There are a number of approaches that our partners are employing to market the test. Many times we look to get publicity about the test and then we see people buy it. There is no real direct marketing campaign, we do not do TV advertising or radio advertising, and most of our marketing is through partnerships.

**CEO CFO:** Please tell us about your periodontal test

**Mr. Bender:** This is a very exciting opportunity. We have partnered with the University of Michigan and Renaissance Health Services, which is parent to a number of Delta Dental throughout a number of states in the US. After two years, we have completed the enrollment of 5400 patients of the same age and of the same socioeconomic class, and who have fifteen years of oral history in terms of tooth extractions and periodontal disease. From this population there are a set of people who have gone once a year for fifteen years, and there a set of people that have gone twice a year for fifteen years. We are risk stratifying them by risk. People in the lowest risk category who are the non smokers and non diabetics are negative genetically for increased inflammation in the mouth, meaning they are negative on our PST® test. Those people that have gone once a year in the low-risk category, in comparison to the people in the lowest category that have gone twice a year we hope to show have no difference in tooth loss outcome. We would then be able to say that the people in the low-risk category are probably getting unnecessary care for that second cleaning. For those at the highest risk or who any of the risk factors, you can give them additional care being two or three or four cleanings depending on the risk factors and the number of risk factors. Thus, we start to move away from a one-size-fits all model where everybody is recommended go to the dentist twice a year and personalize cleanings based on risk. We have had nineteen clinical studies demonstrating our PST test has shown with high predictability who is at higher risk. If you want to know where the two cleanings per year recommendations have come from originally, it came from a 1950's toothpaste commercial that basically said 'see your dentist twice a year'. There is no data to support that a one-size-fits-all model of two cleanings a year is appropriate for everybody, and we believe it is not. We believe some people will need three or four cleanings and about half the people will only need one cleaning. We are expecting data any week now. The analysis of the database is

being done independently of our company or Delta Dental by the University of Michigan, who have received genetic information from us from the samples of the patients enrolled. The University received clinical outcomes from the patients under consent via the Delta Dental organization and they are doing the analysis now. We are waiting for results, which could be a revolution in terms of how oral care will be provided. I believe that in the last couple of years, dental services in the US have been over \$110 billion. A significant fraction of that cost is due to periodontal disease, and if we can identify early and prevent periodontal disease, there is opportunity for tremendous savings to our systems and patients. This will allow for lower premiums and lower cost, and therefore more people may be able to get dental coverage. It can be a win/win/win.

**CEO CFO:** How do you decide on which areas to focus testing?

**Mr. Bender:** Our expertise is in metabolic and inflammatory conditions. Our genetic understanding and our expertise are in the conditions that we just talked about where we have a good understanding into what genes are important and why they are important. Most people in personalized genetics focus on cancer, but our company has expertise outside of the field of cancer, and is one of the only companies working in the genetics of non cancer disease.

**CEO CFO:** Interleukin has a number of other tests that you are able to do as well. Do you foresee a time when this would be a routine testing?

**Mr. Bender:** I do, I think it is in a way routine now. Testing is simple, a swab of the cheek. We can do the DNA analysis rapidly, but it is not broadly used yet or widespread. We think our dental product will be the first widely distributed genetic test potentially being introduced to tens of millions of people in the US. DNA testing is already simple to do, it is an easy process, is private, painless, and it can provide very good information. We see a time where the taking of DNA and the analysis of your genetics will be routine and we will probably look

back on this period and wonder why this was not always done.

**CEO CFO:** Do you see reimbursement from insurance carriers in the future as well?

**Mr. Bender:** That is the key issue in terms of how you can actually get these tests into the marketplace; they need reimbursement. Obviously, we are partnered with Delta Dental and Renaissance Health, who are large insurance providers and are interested in lowering cost, lowering premium costs, and getting better outcomes for their customers and their employees. That is what we are striving for with this dental opportunity. On the weight management side, obviously an ounce of prevention is worth a pound of cure. If you can keep people leaner and less obese, it can impact significantly on healthcare. So I think once we have accumulated a body of data that supports the test that is sufficient for the insurance companies, we will try to get reimbursement for that product as well.

**CEO CFO:** How is business these days?

**Mr. Bender:** Business is pretty much consistent with where it has been. The recession has hurt. The weight management test is paid for by people out of their own pockets. The dental test is not yet reimbursed. We do see the impact of the recession as I am sure everybody else has, but we are optimistic that if our dental test is reimbursed, we could see a tremendous growth in sales over the next two to three years, so that is the key driving point for our long term revenue generation.

**CEO CFO:** Why should investors and potential customers pay attention to Interleukin Genetics today?

**Mr. Bender:** We are poised to achieve large growth should we have a positive outcome in our study with the University of Michigan. Our stock is not at what we believe the valuation should be. With reimbursement from the insurance companies of our PST test, which if the data is positive is likely, then in an insured dental market we could expect significant sales growth. There are 54 million covered lives at all Delta Dental companies

alone in the US. There are over 170 million people with dental insurance overall. If our test can show that there is a risk stratification paradigm to better allocate care meaning that people who are at low risk get one cleaning, and people at high or moderate risk obtain two or more, we believe there

could be a tremendous increase in revenue for us. We have a proprietary products meaning they are patent protected, and the patents last several more years. Indeed some of our newer patents probably would last twenty years out. If you consider all this, then we think that we will have a

very great near-term growth opportunity for investors to look at. If you look at the potential sales with a reimbursed product of this magnitude once we have positive results from our study, then Interleukin Genetics is certainly an investment worth considering.

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