



Executive DNA Profiling

Business in exotic places

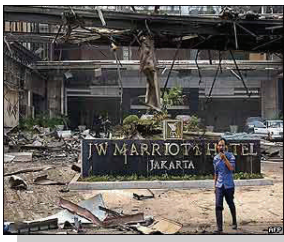
Travelling the world is now quite easy. Jetting off every week on business is second nature. Many of us do it without really thinking in detail about the risks and hazards, despite the daily news reports that show all too graphically what can happen. Corporate executives are constantly travelling. Some regularly travel to the more risky destinations. Some even do it alone and without keeping regular contact with home or the office.



Political instability, industrial espionage, kidnappings, accidents and natural disasters are commonplace. Even UN Peacekeepers get attacked and taken hostage.

True, you can't know all the risks of a job or a geographic location and granted often the risks may be low, but the worst can happen.

For instance the Tsunami at the end of 2004 killed many Europeans. A significant number were not holidaymakers and many were unable to be positively identified for several weeks. Some were never found, but there were people discovered, who remain unidentified; for their families, "Missing, Presumed Dead". Hopelessly distressing and deeply difficult to finalise affairs and arrive at closure.



DNA identification is extremely valuable in sensitive and high risk situations when:

- There is loss of life and traditional means are insufficient
- Catastrophes occur resulting in missing or unidentifiable remains
- Employees are abducted and a search & rescue is necessary
- Investigating accidents and cases of negligence



What is DNA ?

DNA (Deoxyribonucleic acid) is the body's genetic blueprint. Except for identical twins, no two people in the world have exactly the same genetic code. The same DNA is found in each cell that makes up the human body. DNA is remarkably stable and can withstand extreme environmental conditions.



How does DNA profiling work ?

Executive DNA profiling is a highly sensitive, scientific process that can accurately identify each person through their genetic code, using a simple mouth swab to collect a DNA sample. The DNA profile generated, will not provide any information about a person's medical predispositions or any other characteristics that an individual would consider confidential.

The Value of Executive DNA Profiling

There are benefits to the employee, the employer and even his or her family.

- Higher level of Duty of Care in an uncertain world
- Easier to meet current and future legislation
- Quick and definitive identification
- Answers and closure for families
- Speedy resolution of insurance issues
- Firmer resolution of legal issues
- Accurate support in case of abduction
- Portrayal of the organisation as responsible and forward thinking





How does it Work ?

Executive DNA Profiling is a sophisticated and confidential DNA identity service that enhances an organisation's HR and security resources, quite simply by obtaining and storing a unique DNA profile for each staff member. It allows you to positively identify your personnel easily and effectively, if and when necessary.

1. Firstly select and consult staff members
2. We provide "Mouth Swab", sample collection kits
3. Samples taken without pain or discomfort under trained supervision
4. Swabs are sent to the laboratory
5. Unique DNA profiles are generated
6. Profiles are delivered according to your choice:
"Electronic, Printed or Physical"
7. Profiles and DNA samples are stored in your HR records




You have control !

"Certainty in an Uncertain World"





If disaster strikes...



How do we know it's really you?

Executive DNA Profiling

Proving who you are



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Contact