



STORYBOARD: Tonareli Product Knowledge

Notes for Reviewers:

- Please focus on the **accuracy** and **completeness** of the content during this review cycle.
- Remember, the text in the left column will be narrated audio.
 - There will be “connecting” words and phrases that would not appear in a written procedure. If the wording seems awkward to you, try reading the text aloud to see how it fits, then make changes if it still seems necessary.
 - Formatting is merely to aid the voiceover talent: remember, learners will hear – not see – this text.
 - Capitalization is not important in the left column, but is very important in the next column, “On-Screen Text.”
- Use the Table of Contents on the next page for ease of navigation.
- Please use the “Comment” feature in the “Insert” tab to make notes directly in the document.
- Optional Tip: Hiding the top and bottom margins of this document (double-clicking between the pages to “Hide/Show White Space”) will enable you to go through the storyboard more smoothly.

Target Audience:

- Geneven Health customers with a positive MTHFR mutation and their families

Seat Time:

- 3 minutes and 30 seconds

Learning Objectives:

At the end of this module, learners will be able to:

- Summarize how an MTHFR mutation affects the body and mind.
- Identify what should be added and what should be eliminated from the diet.
- Discuss how lifestyle changes can be made to mitigate effects of MTHFR.
- Explain why folic acid should be avoided.
- Discuss how we can encourage the body to detoxify.

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	Scene 1 MTHFR Overview		
Timestamp	Voice Over Script	On-Screen Text	On-Screen Graphics
[00:00]	[1] Music Track: 'Learned From the Best' Gerard Franklin		[1] video clip of a nature scene
[00:03]	[2] Methylenetetrahydrofolate reductase, or MTHFR, is an enzyme.	[2] MTHFR Methylenetetrahydrofolate Reductase	[2] transparent box overlay to include text, onscreen for 2 seconds
[00:07]	[3] This enzyme triggers important biochemical reactions in the body. Primarily, this enzyme converts vitamin B9, or folate, into methyl-folate.		[3] video clip of a laboratory
[00:15]	[4] Methyl-folate is essential for a critical process in the body called methylation.		[4] animation of the human body

	Scene 2 Methylation Cycle		
Timestamp	Voice Over Script	On-Screen Text	On-Screen Graphics
[00:22]	[1] The methylation cycle is critical in helping us to [2] optimally operate physically and mentally through many functions such as repairing damages cells, affecting hormones, regulating neurotransmitters and detoxifying the body.	[1] Methylation	[1] transparent box overlay to include text, onscreen for 2 seconds [2] video clip of a nature scene

	Scene 3 Predispositions		
Timestamp	Voice Over Script	On-Screen Text	On-Screen Graphics
[00:36]	[1] Because of this,		[1] animation of DNA strand
	[2] people with an MTHFR mutation cannot methylate properly or effectively detoxify their bodies,	[2] MTHFR Mutation	[2] transparent box overlay to include text, onscreen for 2 seconds
[00:41]	[3] putting them at a much higher risk for developing a number of physical and mental diseases and health concerns such as cancer, heart disease, stroke, leukemia, autoimmune diseases and schizophrenia.		[3] video clip of black and white brain imaging

	Scene 4 Action Plan		
Timestamp	Voice Over Script	On-Screen Text	On-Screen Graphics
[00:55]	[1] The good news is that		[1] video clip of a person exercising
	[2] there are specific diet and lifestyle actions people can take in order to reduce inflammation and burden on detox pathways and systems of elimination.	[2] Diet & Lifestyle Considerations	[2] transparent box overlay to include text, onscreen for 2 seconds
[01:03]	[3] This limits the expression of this mutated gene, decreasing the symptoms associated with MTHFR.		[3] video clip of a person cooking

	Scene 5 Processed Food		
Timestamp	Voice Over Script	On-Screen Text	On-Screen Graphics
[01:11]	[1] In order to support bodies that don't detoxify properly, it is important to eat as close to nature as possible,		[1] video clip of nature scene
[01:17]	[2] eliminating inflammatory and unnatural food that burden the body.		[2] video clip of fast food
[01:23]	[3] It is best to avoid		[3] video clip of potato chips
	[4] all processed foods, most grains, gluten,	[4] Avoid processed food, grains, gluten, dairy, sugar, alcohol, oil and soy.	[4] transparent box overlay to include text, onscreen for 2 seconds
[01:26]	[5] conventional dairy, sugars, alcohol, many oils and soy.		[5] video clip of a dessert

Scene 6 Natural Food			
Timestamp	Voice Over Script	On-Screen Text	On-Screen Graphics
[01:31]	[1] To help mitigate the effect of MTHFR mutation symptoms, focus on adding plenty of B vitamins		[1] video clip of a boxer
[01:36]	[2] naturally through your diet by eating folate-rich foods such as asparagus, broccoli, avocado, and dark, leafy greens such as spinach and kale.		[2] video clip of vegetables
[01:44]	[3] The balance of the diet		[3] video clip of vegetables
	[4] should support the body with organic vegetables,	[4] Eat vegetables, fruit, nuts, seeds, fish & meat.	[4] transparent box overlay to include text, onscreen for 2 seconds
[01:50]	[5] fruit, nuts, seeds,		[5] video clip of fruit
[01:52]	[6] and if needed, high quality sources of unprocessed fish and meat.		[6] video clip of nuts
[01:55]	[7] Michael Pollan put it simply,		[7] video clip of a field in summer
	[8] If it's a plant, eat it. If it was made in a plant, don't.	[8] "If it's a plant, eat it; if it was made in a plant, don't." -Michael Pollan	[8] transparent box overlay to include text, onscreen for 2 seconds

Scene 7 Vitamins & Folic Acid			
Timestamp	Voice Over Script	On-Screen Text	On-Screen Graphics
[02:02]	[1] Without appropriate MTHFR functionality, the body cannot convert folic acid into its bioavailable form, folate.		[1] video clip of a casual person at home
[02:10]	[2] Many people with this gene mutation do well with		[2] video clip of a person taking supplements
[02:13]	[3] daily folate and B vitamin supplementation while importantly,	[3] Add vitamin B supplements. Avoid folic acid.	[3] transparent box overlay to include text, onscreen for 2 seconds
[02:16]	[4] avoiding folic acid. Folic acid, the synthetic form of folate, can be found in fortified and processed food. It is harmful for those with the MTHFR mutation		[4] video of a person eating cereal
[02:28]	[5] because it can stay unconverted in the body, attaching itself to the same receptors used to absorb folate thereby backing the system up without the proper detoxification.		[5] video of tired person in bed

Scene 8 Lifestyle			
Timestamp	Voice Over Script	On-Screen Text	On-Screen Graphics
[02:38]	[1] Other lifestyle considerations include		[1] video clip of a person doing tai chi
[02:40]	[2] modulating stress as much as possible, not smoking, and removing environmental and household toxins such as chemical cleaners.	[2] Reduce stress. Don't smoke. Remove chemicals.	[2] transparent box overlay to include text, onscreen for 2 seconds

Scene 9 Detoxification			
Timestamp	Voice Over Script	On-Screen Text	On-Screen Graphics
[02:48]	[1] Because detoxification is severely compromised in people with the MTHFR gene mutation,		[1] video clip of person taking a bath
[02:54]	[2] it is recommended to encourage detoxification by engaging in activities such as		
[02:58]	[3] regular exercise, bathing in Epsom salts, and sauna treatments.	[3] Purify through exercise, baths, sauna treatments & fasting.	[3] transparent box overlay to include text, onscreen for 2 seconds
[03:03]	[4] Fasting is another powerful detoxification tool to be explored.		[4] video clip of a glass of water

	Scene 10 Confidence		
Timestamp	Voice Over Script	On-Screen Text	On-Screen Graphics
[03:07]	[1] This may seem like an overwhelming diagnosis but when people with the MTHFR gene mutation		[1] video clip of a person feeling defeated
[03:12]	[2] support the body's methylation and detox pathways by actively following the advice mentioned,		[2] video clip of a person drinking juice
[03:18]	[3] they can support their body proactively and mitigate the obstacles of MTHFR mutation symptoms		[3] video clip of active, smiling people
[03:24]	[4] long term with confidence.		[4] video clip of a confident person smiling
[03:25]		[5] Geneven Health	[5] transparent box overlay to include text, onscreen for 2 seconds
[03:27]	[6] music fades		[6] video and graphics fade