The Practitioner's Guide to *Test-Based* Nutrition

A short guide for PTs, therapists, coaches and studio owners on recommending nutrition with evidence instead of guesswork.

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01 Why guessing costs you credibility

Your clients already ask you about supplements. "Should I take fish oil?" "Which omega-3 is best?" "Is this one any good?" You are the professional they trust, so your answer carries weight.

Most of us answer with a best guess: a brand we've heard of, a dose from a label, something that worked for someone else. The trouble is that a guess can't be checked.

You can't tell whether it's needed.

Two clients on the same diet can have very different omega levels.

You can't tell whether it's working.

"I think I feel a bit better" is not something you can stand behind.

You can't tell whether they took it.

Without a measure, poor adherence and a poor product look the same.

That leaves you recommending something you can't evaluate. If it disappoints, it's your credibility that takes the hit, not the brand's.

There's a simpler way: *measure first, recommend second, then measure again.* The rest of this guide shows how.

02 How testing makes advice measurable

Omega-6 and omega-3 are both essential fats; the body can't make them, so they come from food. Modern Western diets lean heavily on omega-6 (seed oils, processed foods) and supply little omega-3 (oily fish). The balance between the two is what the test measures.



THE BALANCETEST

A dried blood spot test. The client pricks a finger at home, places a few drops on a card and posts it to an independent laboratory. A personal online report then shows:

MARKER	WHAT IT TELLS YOU
Omega-6:3 ratio	How much omega-6 there is relative to omega-3
Omega-3 Index	The share of EPA and DHA in the blood's fatty acids
Fatty acid profile	A breakdown of the main fats measured

That changes the conversation in three ways

Day 0

A starting point

You and the client see the same number, so the recommendation follows from evidence rather than habit.

120 days

A plan with a time frame

Red blood cells renew over roughly 120 days, so a 120-day plan gives the change time to show.

Retest

A second number

A retest at 120 days shows whether the ratio moved. Either way, you both know.

What testing is *not*

A diagnosis. The report measures fatty acids; it doesn't diagnose or predict any condition, and it isn't a substitute for medical advice. Clients on blood-thinning medication, or with a medical condition, should speak to their GP before changing supplements.

03 How I use testing in clinic

In a busy chiropractic clinic, the whole process fits around normal appointments. Here it is from start to finish.



1	**Raise it naturally**	When a patient asks about diet or supplements, I explain that we can measure rather than guess. No script, no pressure.
2	**Explain the test**	What it measures, what it doesn't, the cost, and that results go to them personally.
3	**The test at home**	The patient does the finger prick and posts the card. Most find it easier than expected.
4	**Read the results together**	We go through the ratio and Omega-3 Index in plain English, focusing on what they can change.
5	**A written 120-day plan**	Each patient gets a personalised report: their numbers, food swaps that suit their diet (including vegan options), a supplement routine, and a note to check with their GP where medication or age makes that sensible.
6	**Check in**	A quick message around day 60 keeps people on track.
7	**Retest and compare**	At 120 days we test again and look at the change side by side.

What makes it work in practice

Keep it optional.
It's an offer, never part of treatment, so patients don't feel sold to.

Keep it private.
Results belong to the patient. I never share one person's data with another, and never in marketing without written consent.

Be open.
I tell patients I'm an Independent Partner of Zinzino, so they know where the product comes from and that I earn from it.

Stay in your lane.
We talk about fatty acid balance and nutrition, not diagnosing or treating conditions.

The same steps work for a PT between sessions, a therapist after treatment or a coach on a video call.

04 What a Zinzino partnership involves

Zinzino is a Scandinavian direct sales company specialising in test-based nutrition. As an Independent Partner you're self-employed: you recommend the test and products, and Zinzino handles the lab, orders, payment and delivery.



WHAT IT MEANS IN PRACTICE

Your role	Offer testing to clients who are interested, help them read results, support their retest
Getting started	It's free to start as a Zinzino partner. As this is an MLM company, we'll help set you up and mentor you in what has worked for us. The best-value kit to get started is the Ultimate Practitioner Kit at £1,065 + P&P, worth £2,876 (a 62% saving). It includes 15 × 330ml BalanceOil, 15 × 100ml travel size, 10 test kits, and access to Zinzino's video library and marketing content.
Ongoing costs	There's no commitment to keep spending. You will need stock to sell, which you can buy as single bottles or through the add-on or Ultimate kits. Zinzino refunds the P&P as Zinzino Credits, which you can redeem against other products, so in effect delivery is free.
Where sales happen	Your personal Zinzino webshop only, never Amazon, eBay or other marketplaces
Time	You set it. Some partners only serve existing clients; others build a team
Building a team	Optional. You can introduce others to the partnership if you choose to
Support from me	Content templates, email sequences, onboarding call and fortnightly mentoring for your first 90 days

The rules that protect you and your clients

Zinzino partners agree to clear marketing rules, and UK advertising rules apply to every post you make.

- Always describe yourself as an **Independent Partner of Zinzino**.
- Make no promises about income to anyone you introduce.
- Make no medical claims about any product, stated or implied.
- Use only Zinzino-approved materials, or get your own approved first.

These rules make the work feel professional rather than pushy. They're a good fit for anyone whose reputation matters.

05 An honest note on income, and your next step

On income. Partners earn commission on customer orders, and can earn more through team activity, as set out in Zinzino's compensation plan. How much anyone earns varies a great deal, depends on the time and effort they put in, and is not guaranteed. I won't quote figures or show you anyone's highest earnings, because they wouldn't tell you what's typical.

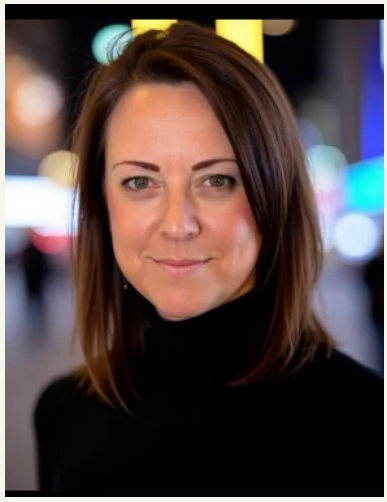
Read the official details yourself: Zinzino's compensation plan (PDF).

The right reason to join is that you want a measurable way to support your clients' nutrition. If income follows, that's a bonus, not the promise.

Is it a fit? Five quick questions

- [ ] My clients regularly ask me about diet or supplements
- [ ] I'd like to give them something I can measure, not guess
- [ ] I'm comfortable telling clients openly that I earn from a product I recommend
- [ ] I can give a few hours a month to helping clients through test, plan and retest
- [ ] I'd rather start small with my existing clients than chase sales

Ticked three or more? It's worth a conversation.



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YOUR NEXT STEP

Book a free 15-minute "is this a fit?" call

We'll talk about your practice, your clients and any questions. There's no pressure; plenty of people decide it isn't for them, and that's fine.

Book your free call →

Try it yourself first

Order a BalanceTest through my shop and I'll walk you through your results.

Order a BalanceTest →

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