

Dr. Kenneth Blum of Geneus Health to be Featured on CUTV News Radio

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[/EINPresswire.com/](http://EINPresswire.com/) -- The struggles associated with addiction are rivaled only by our struggle to understand it. Years ago, we believed addiction was psychological, spiritual, a question of willpower. Just say no. We now know that some people are actually genetically predisposed to engage in these behaviors.

Geneus Health is the world's leading Genetic Addiction testing company. Dr. Kenneth Blum, Chairman of the Board of Geneus Health has created with Dr. Jenifer Neary, and their associates a novel integrated system "Precision Addiction Management"[™] that analyzes a person's DNA called Genetic Addiction Risk Score (GARS[™]) to help people better understand their genetic predisposition toward addictive behavior.



"We feel that what we have here is a major step forward," says Dr. Blum.

You often hear alcoholism referred to as a disease, but alcoholism is not a disease. Drug addiction is not a disease. Neither is sex addiction, or shopping, internet gaming, gambling. They are subsets of a disorder known as "reward deficiency syndrome." Dr. Blum coined the term "Reward Deficiency Syndrome" in 1995

According to recent studies, genetics has been shown to account for 40–60% of a person's likelihood to develop an addiction. If you struggle with addiction, you may be genetically prone to reward deficiency syndrome, which means low dopamine function. Low dopamine function is the main culprit in seeking out anything that will stimulate the dopamine system to make you feel good.

"When people think about addiction, they think about the after-effects. They think about how the drugs are changing the brain state or the physiology of the body," says Dr. Blum. "What we're looking at is a predisposition. If they try a drug or alcohol or behaviors like gambling or sex, how likely is it that that behavior will develop into an addiction."

Geneus Health is delivering the first true genetic addiction risk score using cutting edge technology to genotype your DNA and evaluate variations across the reward genes.

“We never say that it's genetics alone. We never say that it's environment alone. It's a combination,” says Dr. Blum. “But thinking about the genetics and dopamine homeostasis is a much better way of looking at the problem.”

Homeostasis is the goal. Current available treatments are concerned with dopamine reduction instead of dopamine regulation. Utilizing the platform technology called “Precision Addiction Management” people either in treatment or recovery from reward deficiency (addiction) will benefit by the coupling genetic testing with pro dopamine regulation in the form of a neuro-nutrient. RestoreGen™ is a precision neuro-nutrient product based on the gene test. The neuro-nutrient is precisely matched to the unique variations in the brain of the person who took the GARS test to induce appropriate dopamine regulation (homeostasis). Dr. Blum says the product following a 50 year sojourn now has 37 peer reviewed clinical trials.

CUTV News Radio will feature Dr. Kenneth Blum in an interview with Jim Masters on February 8th and Douglas Llewelyn for February 15th at 4pm EST.

Listen to the show on [BlogTalkRadio](#).

If you have a question for our guest, call (347) 996-3389.

For more information on Geneus Health, visit www.GeneusHealth.com.

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