

## **Snapshot DNA Phenotyping Media Kit**

### ***for agencies releasing information to the public***

#### *A Template to Help PIOs Explain the Parabon Snapshot DNA Phenotyping Service*

**[INSERT: Your Police Department]** investigators have recently sought the services of FHID, a company in Sydney that specialises in providing forensic human identification services, including *DNA phenotyping*: the process of predicting physical appearance and ancestry from unidentified DNA evidence. Law enforcement agencies use the company's Parabon Snapshot™ DNA Phenotyping service (Snapshot) to narrow suspect lists and generate leads in criminal investigations.

Using DNA evidence from this investigation, Snapshot produced trait predictions for the associated person of interest (POI). Individual predictions were made for the subject's ancestry, eye colour, hair colour, skin colour, freckling, and face shape. By combining these attributes of appearance, a Snapshot composite was produced depicting what the POI may have looked like at 25 years old and with an average body-mass index (BMI) of 22. These default values were used because age and BMI cannot be determined from DNA. **[INSERT: If an altered version of the Snapshot composite was provided (e.g., with age progression, added weight or inclusion of information from eyewitness accounts such as hats, glasses, etc., add a description of those alterations here.)**

It is important to note that Snapshot composites are scientific approximations of appearance based on DNA, and are not likely to be exact replicas of appearance. Environmental factors such as smoking, drinking, diet, and other non-environmental factors — e.g., facial hair, hairstyle, scars, etc. — cannot be predicted by DNA analysis and may cause further variation between the subject's predicted and actual appearances.

#### *How to use the Snapshot DNA Phenotyping Composites and Media-Friendly Posters*

Upon request, FHID will supply your agency a complimentary media-friendly Parabon Snapshot poster in a PDF format that you can distribute to the public and/or media. FHID will customize the poster with the contact phone number you want the public to use to report leads and provide tips. Contact the FHID Snapshot Account Specialist assigned to your case, or send an email to [media@fhid.com](mailto:media@fhid.com) to make the request. Please be sure to provide the contact phone number you want published.

Snapshot facial images, referred to as *Snapshot composites*, must always be used in conjunction with the associated phenotype predictions and exclusions provided on the Composite Profile page(s) or the media poster provided for your case. Snapshot composites may NOT be distributed, internally or externally, as standalone images, i.e., Snapshot composites may not be "cut out" of the Composite Profile page of the Snapshot report or the media poster for any purpose. The reason for this restriction is to help prevent misuse of the Snapshot predictions, which provide approximations of appearance, but are not expected to be perfect likenesses of the DNA source from which they are derived.

#### ***Additional Background Information for PIOs***

##### *What is the Parabon Snapshot DNA Phenotyping Service?*

Snapshot, built with funding from the US Department of Defense, is a revolutionary new forensic DNA analysis service that accurately predicts the physical appearance and ancestry of an unknown person from DNA. It can also determine kinship between DNA samples out to

six degrees of relatedness. Snapshot is ideal for generating investigative leads, narrowing suspect lists, and identifying unknown remains.

*Examples of Snapshot Composites Released by Law Enforcement to the Public:*

- <https://snapshot.parabon-nanolabs.com/posters>

*Informational Videos About Snapshot*

- • Introduction to Snapshot (3 Minutes):  
<https://www.youtube.com/watch?v=RGGXm8DMC3k>
- • NBC Nightly News Evaluation of Snapshot (~ 3 Minutes / No audio, captions only):  
<https://snapshot.parabon-nanolabs.com/nbc-news-video>
- • How to Read a Snapshot DNA Phenotyping Report (14 Minutes):  
<https://snapshot.parabon-nanolabs.com/reports/sample-video>

### **About Parabon NanoLabs, Inc. – developers of Parabon Snapshot**

Parabon NanoLabs, which developed and operates the Snapshot DNA Phenotyping Service, is a vertically integrated DNA technology company located in Reston, Virginia that develops next-generation forensic and therapeutic products, which leverage the enormous power of DNA. Staffed by a uniquely qualified team of scientists and technologists, with expertise ranging from bioinformatics and chemistry to computer science and pharmacology, Parabon is bringing to market revolutionary new products and services made possible by recent advances in DNA sequencing, analysis and manufacturing technologies.

Website: <https://parabon-nanolabs.com/>

### **About FHID – Australian affiliate of Parabon Nanolabs**

Established in 2016 by forensic scientist Dr Xanthé Mallett, FHID (short for Forensic Human Identification) is a specialist forensic human identification business created to provide investigators with forensically relevant information to help them help identify offenders and long-term unidentified John and Jane Does more quickly and with less wasted resources. FHID is the Australian affiliate of Parabon NanoLabs, which developed and operates the Parabon Snapshot™ DNA Phenotyping Service.

### **Media inquiries about the Snapshot technology:**

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