

Supplementary Table 1 Selected companies offering genetic tests

Company	Products	Sales channels and funding
DNA Direct; San Francisco	Tests for α -1 antitrypsin; blood clotting disorders; breast, ovarian and colon cancer; cystic fibrosis; hemochromatosis; and causes of infertility and recurrent pregnancy loss	Marketed via internet or physician referral; private, venture funded
Consumer Genetics; Sunnyvale, CA, USA	Pink or Blue early gender test; tests on caffeine and alcohol metabolism in development	Marketed via internet
Cygene Direct; Coral Springs, FL, USA	Athletic DNA Analysis, Thrombosis DNA Analysis, Osteoporosis DNA Analysis, Glaucoma and Macular Degeneration DNA Analysis	Marketed via internet; publicly traded on OTC
GeneLink/Dermagenetics; Jersey City, NJ, USA	Nutrigenetic Profile (examines SNPs in oxidative stress genes) Dermagenetic Profile (examines SNPs related to increased risk for skin conditions, irritations, wrinkling, oxidative damage, environmental stresses, and photo-aging) DNA UltraCustom Skin Cream (individualized formulas based on genetic information)	Marketed directly to consumers through partners; skin cream marketed through spas, dermatologists; publicly traded on OTC
Genova Diagnostics (formerly Great Smokies Diagnostics Laboratory); Asheville, NC, USA	CardioGenomic Profile (SNPs related to blood pressure regulation, lipid balance, nutrient metabolism, inflammation, oxidative stress) OsteoGenomic Profile (SNPs related to collagen synthesis and resorption, inflammation, calcium and vitamin D metabolism) DetoxiGenomic profile (SNPs associated with impaired detoxification, identified people susceptible to adverse drug reactions) Immunogenetic Profile (SNPs related to immune and inflammatory activity, levels and activities of cytokines) NeuroGenomic Profile (SNPs that modulate methylation, glutathione conjugation and oxidative protection)	Marketed through health care providers and supplement distributors
GeneCare; Cape Town, South Africa	Cardiac care (12 genes relating to lipids, folate, homocysteine, iron, thrombosis, hypertension, inflammation), cancer care (multiple genes relating to detoxification, folate uptake, oxidative stress, estrogen exposure), routine genetic tests	Company works with dietitians
Genetic Technologies; Melbourne, Australia	Tests of human sports performance (variants of ACTN3 gene found in fast-twitch muscle), paternity and forensics Disease susceptibility testing through physicians	Marketed via internet; publicly traded on Australian Stock Exchange and Nasdaq
GeneLex; Seattle, WA, USA	Drug reaction testing; tests for genes relating to antidepressant and antipsychotic response, drug interactions (cytochrome P2D6), pain, warfarin, dieting, parentage, ancestry, adverse drug reactions Drug-drug and drug-gene interaction software	Marketed via internet, phone and mail
G-nostics; Oxfordshire, UK	NicoTest (used to determine the preferred method for quitting smoking; measures versions of the dopamine receptor and a cytochrome P450 isoform)	Marketed via internet; supported by private equity from Oxford General Partners
Graceful Earth; Honolulu, HI	Alzheimer's Genome Test (ApoE) Supplements, hair analysis of people and pets, allergy tests	Marketed via internet
HealthCheck USA; San Antonio, TX, USA	Tests for celiac disease (PCR of DQ2 alleles of HLA antigen gene), Factor V Leiden plus prothrombin factor II, Factor VR2, hemochromatosis, prothrombin	Marketed via internet
Interleukin Genetics; Waltham, MA, USA	Periodontal disease test (two IL-1 variants that predispose people to inflammation) Gensona heart health genetic test (IL-1 composite genotype) General nutrition genetic test (2 genes important for vitamin B utilization, 4 genes involved in oxidative stress management)	Sold through Quixtar; publicly traded on AMEX
Kimball Genetics; Denver, CO, USA	Tests for cardiovascular disease, celiac disease, CF, Fragile X syndrome, hemochromatosis, narcolepsy, periodontal disease	Sold directly to public, but purchasers must provide name of a physician to receive report (report also goes to patient, except in New York state)
MediChecks; Nottingham, UK	Numerous standard genetic tests; BRCA1/BRCA1 test (by physician referral only)	Marketed via internet
NeuroMark Genomics; Boulder, CO, USA	Depression risk test (assays serotonin transporter gene of 5-HTT gene)	Marketed via internet
Sciona; Boulder, CO, USA	Cellf Comprehensive Genetic Assessment Kit (19 genes) Heart Health (12 genes) Bone Health (4 genes) Insulin Resistance (5 genes) Antioxidant and Detoxification (5 genes) Inflammation Health (6 genes)	Marketed through four retail grocery and pharmacies in the United States and online
Seryx; Montreal, London, Singapore and Cherry Hill, NJ, USA	SignatureGenetics database of literature on drug interactions, adverse reactions and lifestyle changes based on genotype	Marked through membership service with physician
Suracell; Montclair, NJ, USA	DNA Profile (inherited genetic aging profile and biomarker assessment for DNA damage) Supplements for heart, bone, blood sugar and body fat control, and detoxification and free radical reduction	Marketed via internet with supplements
TLC International; South Africa	Susceptibility tests for heart disease and cancer, with lifestyle and dietary advice	Marketed via internet and TLC's International Lifestyle Clinics