

DIRECT-TO-CONSUMER GENETIC TESTING

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Get the latest on your DNA with \$399 and a tube of saliva.

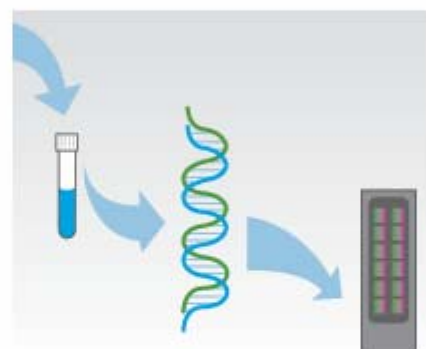
Here's what you do:



1. Order a kit (\$399 USD) from our [online store](#).



2. [Claim your kit](#), spit into the tube, and send it to the lab.



3. Our CLIA-certified lab analyzes your DNA in 4-6 weeks.



4. [Log in](#) and start exploring your genome.

Our high-density, custom genome scan includes:



Health and Traits

Discover how your genes affect your health and whether they may play a role in your condition. Get information on 116 traits and diseases, including diabetes, breast cancer (BRCA), heart attack and Parkinson's disease. New additions each month.

- [See the complete list of traits and diseases we cover.](#)



buy \$399 USD

try a demo

Frequently Asked Questions

- How does 23andMe genotype my DNA?
- Why can't 23andMe diagnose me?

<http://www.dnadirect.com/web/>

The screenshot shows a Mozilla Firefox browser window displaying the DNA Direct website. The browser's address bar shows the URL <http://www.dnadirect.com/web/>. The website header features the DNA Direct logo with the tagline "Guidance & Decision Support for Genomic Medicine". A search bar and "Register or Sign in" link are present. A navigation menu includes links for CONSUMERS, HEALTHCARE PROVIDERS, HEALTHCARE PLANS, LABORATORIES, and ABOUT US. The main content area is divided into several sections: a large "Welcome to DNA Direct" message with a video player (labeled "Click to Play"), a "NEWS" section titled "The Latest from DNA Direct" featuring an article about the Genomic Medicine Institute, a "DNA Direct Webinar Series" section, a "CUSTOMER SERVICES" section with links for "Order Testing" and "Consult a genetic counselor", and a "HEALTHCARE PARTNERS" section with buttons for "HEALTHCARE PROVIDERS", "HEALTHCARE PLANS", and "LABORATORIES". A "PATIENT STORIES" sidebar on the right lists three individuals: Millie (Hemochromatosis), Lisa (Breast & Ovarian Cancer), and Dee (DNA Archive).

DNA Direct @ DNAdirect.com - Mozilla Firefox

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<http://www.dnadirect.com/web/> dna direct

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DNAdirect

Guidance & Decision Support for Genomic Medicine

Search the Website Go! Register or Sign in

CONSUMERS HEALTHCARE PROVIDERS HEALTHCARE PLANS LABORATORIES ABOUT US

Welcome to DNA Direct.

We deliver guidance and decision support for genomic medicine to patients, providers and payors – reducing health risks, preventing disease, and better targeting therapies.

NEWS The Latest from DNA Direct

Genomic Medicine Institute Launches
March 26th, 2009

DNA Direct partners with El Camino Hospital to provide genetic information services, consultations, and web-based tools. [Read More »](#) [Read All News »](#)

DNA Direct Webinar Series
"Integrating Genomic Medicine into Patient Care"
Guest Speaker:
Jon Friedenber, VP El Camino Hospital
[VIEW NOW »](#)

PATIENT STORIES

Millie
Hemochromatosis

Lisa
Breast & Ovarian Cancer

Dee
DNA Archive

CUSTOMER SERVICES

We offer expert guidance for genetic testing and results interpretation [Order Testing »](#) [Consult a genetic counselor »](#)

HEALTHCARE PARTNERS

HEALTHCARE PROVIDERS HEALTHCARE PLANS LABORATORIES

Done

Internet Sites Offering Direct-to-Consumer Genetic Services*

(n = 105)

Characteristic

No. of Sites

Type of Genetic Service

Parentage testing	87
Identity testing	59
DNA banking	25
Health-related genetic testing	14

DNA Collection Method

Buccal swab	96
Passive collection	32
Venipuncture	29
Hair extraction	10
Finger/heel pricks	9

Location of Sample Collection

Home	77
Other site (clinical laboratory)	65
Patient's primary care clinic	10
Traveling (mobile) facility	8

*Gollust, et al. Direct-to-consumer sales of genetic services on the Internet. *Genetics in Medicine*. 2003;5(4):332-337.

Some “medical” risks

- Alzheimer
- Abdominal/brain aneurysm
- Atrial fibrillation
- Breast/stomach/colon/lung/prostate cancer
- Celiac disease
- Crohn’s disease
- Diabetes, type 2
- Glaucoma
- Graves’ disease

Medical risks, continued

- Heart attack
- Hemochromatosis
- Lactose intolerance
- Lupus
- Macular degeneration
- Melanoma
- MS
- Obesity

Continued...

- Osteoarthritis/Rheumatoid arthritis
- Prostate cancer
- Restless Leg Syndrome
- Sarcoidosis

For potential benefits to be realized, DTC testing must be:

- Offered to the appropriate population
 - Performed accurately
 - Interpreted correctly
 - Accompanied by adequate counseling
 - Governed by appropriate safeguards
-
- Hogarth, Javitt, Melzer, “The Current Landscape for Direct-to-Consumer Genetic Testing: Legal, Ethical, and Policy Issues,” *Ann. Rev. Genomics Hum. Genet.* 2008, 9:161-82.

ASHG Statement on DTC Genetic Testing in U.S. (2007)

- Transparency
- Provider Education
- Test and Laboratory Quality

Transparency

DTC companies should disclose :

- sensitivity, specificity, and predictive value of test
- risks associated with testing
- CLIA certification status of lab
- clinical evidence for “lifestyle changes” recommendations

Provider Education

- Professional organizations should disseminate information to their members explaining what DTC testing is, what tests are offered, and potential benefits and limitations of such testing for patients.

Test and Laboratory Quality

- CLIA should include “genetic testing” specialty
- FTC should take actions against companies making fraudulent claims
- FDA and FTC should create guidelines for DTC testing companies, to ensure truthful claims
- CDC should conduct study on impact of DTC testing on consumers



Shopping Cart

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The New
Standard
in Home DNA
Testing



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HomeSwab™ 4-Step process



Play our Flash Video

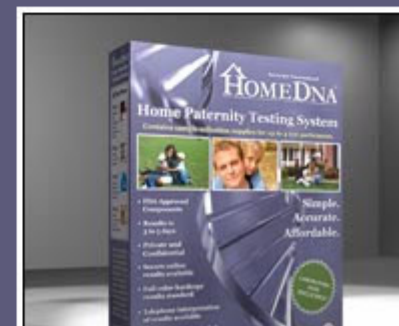
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HomeDNA Home Paternity Testing System

The HomeDNA™ Home Paternity Testing System is our flagship product. We offer Simple, accurate, and affordable DNA Testing in the privacy and comfort of your own home.

The Kit You Receive:

- Contains FDA Approved Components
- Processes in 3-5 business days
- Is Private and Confidential





THE DNA ANCESTRY PROJECT

Famous DNA

Wednesday, July 15, 2009 | 12:45 pm PDT

The Story of Marie Antoinette is One of Mystery and Intrigue, and We May All Be a Part of It

Marie Antoinette was the vivacious Queen of France who was, and still is, associated with the extravagant lifestyles of the 18th century monarchy.



She is perhaps one of the most illustrious women in European history - in part because of her lavish lifestyle, but also because of her tragic downfall, which ultimately led to her death.

Even to this day, over 200 years since her death, Marie Antoinette still manages to captivate our imaginations. She is a source of constant controversy, and the ambivalent feelings felt toward this fascinating woman will undoubtedly reach a zenith with the opening of the new Sofia Coppola directed movie based on Marie Antoinette's life.

Marie Antoinette was born on November 2nd, 1755 in Vienna, Austria. She was the youngest and favourite daughter of her mother's sixteen children. In a move to form a strategic alliance between Austria and France, Marie Antoinette's mother, Empress of the Holy Roman Empire Maria Theresa, promised Marie Antoinette's hand in marriage to the crown prince of France, Louis-Auguste.

When King Louis VX died suddenly of smallpox, Louis-Auguste became King Louis XVI, and Marie Antoinette became the new Queen of France at the young age of 19. Her coronation marked the pinnacle of her already charmed life.

Over time, Marie Antoinette began to indulge herself more and more in

FAMOUS Y-DNA



[Thomas Jefferson](#)

Y-DNA Haplogroup: K



[Genghis Khan](#)

Y-DNA Haplogroup: C



[Niall of the Nine Hostages](#)

Y-DNA Haplogroup: R1b

FAMOUS mtDNA



[The Romanovs](#)

mtDNA Haplogroup: T, H



[Jesse James](#)

mtDNA Haplogroup: T2



http://www.africanancestry.com/

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DISCOVER YOUR
MATERNAL ROOTS. >>

DISCOVER YOUR
PATERNAL ROOTS. >>



NEWS & UPDATES

| AFRICAN ANCESTRY ON ABC |

Good Morning America anchor Ron Claiborne reports from Accra, Ghana about a subject very personal to him, ancestry tracing. Ron Claiborne's lineage traces to Ghana, as does Kalima Johnson's, the Detroit Native whose story is chronicled [here](#).

| NEWS FROM THE DIASPORA |

Dr. Kittles is featured on this fascinating interview with "Out of Africa", a radio program which broadcasts all the way from the land down under. For an Australian take on all things race, click [here](#).

TESTIMONIALS

Hear what Kimberly Elise, India Arie, Spike Lee, Isaiah Washington and others are saying about A.A.



NEW AFRICAN ANCESTRY BLOG

Gina and Rick share news, events, testimonials, inspiring stories and more from African Ancestry.

CHECK OUT
OUR NEW BLOG!



NEW FEATURE: ASK LYNDRA

Get expert answers to popular African American genealogy questions.



Ask
Lyndra

It felt like a missing piece of my family puzzle was finally put into place.

Tracing my ancestry was more than a cultural exercise. It is a deeply spiritual event.

I believe that God is in this movement. It is no coincidence that the Bible itself focuses much on genealogies.

If you don't know your heritage you can't fully know who you are.

If you don't know who you are someone else will define you.

If someone else defines you they tend to define you in terms that position themselves for power and you for subjugation.

If you don't know your history you can't trace the trajectory of God's plan for your life and His plan for your family.

Now that I know I plan to redouble my efforts to research, strategize and invest my resources in ways that build up my people on this side of the Atlantic and on the other side.

God bless you African Ancestry