

**Supplementary table 1.** Recommendations on DTC genetic testing by federal or professional organizations

ASHG <sup>a</sup>	ACMG (2008) <sup>b</sup>	NSGC <sup>c</sup>	FDA/FTC <sup>d</sup>
Disclose the sensitivity, specificity and predictive value of the test	The scientific evidence on which a test is based should be clearly stated	Disclose test purpose, potential limitations, validity, and accuracy	
Disclose the CLIA certification status of the laboratory performing the test	The clinical testing laboratory must be accredited by CLIA, the State, and/or other applicable agencies	Genetic tests should be performed by appropriately credentialed laboratories (e.g., CLIA certification)	Genetic tests should be performed in a specialized laboratory
Maintain the privacy of all genetic information and disclose their privacy policies	Privacy concerns must be addressed	Patient/consumer privacy should be protected	Consumers should check the privacy policy
Disclose the strength of scientific evidence on which any claims of benefits are based, and limitations	The consumer should be fully informed regarding what the test can and cannot say about his or her health		Consumers should understand the benefits and limits of testing
Disclose all risks of testing			<p><i>Major Statement:</i> disclose the product’s major risks in the audio or audio and visual parts of the presentation</p> <p><i>Brief Summary:</i> advertisements are required to contain “information in brief summary relating to side effects, contraindications, and effectiveness” (21 U.S.C. 352(n))</p> <p><i>Adequate Provision:</i> provide a brief summary, or alternatively, make “adequate provision...for dissemination of the approved or permitted package labeling in connection with the broadcast presentation” (21 CFR 202.1(e)(1))</p>
Disclose the clinical evidence for or against the efficacy of interventions with respect to specific recommendations and indications	Knowledgeable professional should be involved in the process of ordering and interpreting a genetic test	Healthcare professionals with expertise in genetics should be available before and after testing	Consumers should discuss the results of their test with their doctor or healthcare practitioner before making health-related decisions
		Encourage patients to share medically relevant results with their healthcare provider and at-risk family members	Test results should be interpreted by a doctor or trained counselor
		Informed consent should be obtained and documented in a manner consistent with accepted medical practices	Consumers should ask their doctor or a genetic counselor to help them understand their test results
		Results should be understandable to the average consumer	
		Provide resources for appropriate follow-up	

<sup>a</sup>From [3].

<sup>b</sup>From [1].

<sup>c</sup>From [2]. Note, the position statement lists a series of questions that should be asked by the consumer, which we have translated into statements.

<sup>d</sup>From [21–23, 25]. Note, the FTC fact sheet is consumer-oriented in that the responsibility is placed on the consumer, rather than on the company.

**Supplementary table 2.** Companies Distributing Health-Related DTC Genetic Tests in the US

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Company Name	Location	Web site
Acu-Gen Biolab	US	<a href="http://www.babygendermentor.com">www.babygendermentor.com</a>
Carolyn Katzin	US	<a href="http://www.carolynkatzin.com">www.carolynkatzin.com</a>
Consumer Genetics	US	<a href="http://www.consumergenetics.com">www.consumergenetics.com</a>
CyGene Direct	US	<a href="http://www.cygenelabs.com">www.cygenelabs.com</a>
Dermagenetics	US	<a href="http://www.dermagenetics.com">www.dermagenetics.com</a>
DNA Direct	US	<a href="http://www.dnadirect.com">www.dnadirect.com</a>
Genelex	US	<a href="http://www.genelex.com">www.genelex.com</a>
GeneLink	US	<a href="http://www.bankdna.com">www.bankdna.com</a>
Genetic Technologies	AU	<a href="http://www.genetictechnologies.com.au">www.genetictechnologies.com.au</a>
G-nostic	UK	<a href="http://www.g-nostics.com">www.g-nostics.com</a>
Graceful Earth	US	<a href="http://www.analysisofhair.com/Alzheimer'stest/index.html">www.analysisofhair.com/Alzheimer'stest/index.html</a>
Health Tests Direct	US	<a href="http://www.health-tests-direct.com">www.health-tests-direct.com</a>
HealthCheckUSA	US	<a href="http://www.healthcheckusa.com">www.healthcheckusa.com</a>
HIVmirror	US	<a href="http://www.hivmirror.com">www.hivmirror.com</a>
Interleukin Genetics	US	<a href="http://www.ilgenetics.com/content/products-services/pst.jsp">www.ilgenetics.com/content/products-services/pst.jsp</a>
Kimball Genetics	US	<a href="http://www.kimballgenetics.com/tests.html">www.kimballgenetics.com/tests.html</a>
MarketAmerica	US	<a href="http://www.genesnphealth.com">www.genesnphealth.com</a>
MyGenome	US	<a href="http://www.mygenome.com">www.mygenome.com</a>
PGxHealth	US	<a href="http://www.pgxhealth.com/genetictests/overview.cfm">www.pgxhealth.com/genetictests/overview.cfm</a>
Quixtar	US	<a href="http://www.quixtar.com">www.quixtar.com</a>
Salugen	US	<a href="http://www.salugen.com">www.salugen.com</a>
Sciona	US	<a href="http://www.mycellf.com">www.mycellf.com</a>
Signature Genetics	CA	<a href="http://www.signaturegenetics.com">www.signaturegenetics.com</a>
Suracell	US	<a href="http://www.suracell.com">www.suracell.com</a>
GeneTree	US	<a href="http://www.genetree.com">www.genetree.com</a>
DNAplus	US	<a href="http://www.dnaplus.com">www.dnaplus.com</a>
Paragon Genetics	US	<a href="http://www.paragondna.com">www.paragondna.com</a>

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US = United States; UK = United Kingdom; CA = Canada; AU = Australia.

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