

**Supplementary Table 1 (Chua and Kennedy 2012): Comparison of companies providing DTC pharmacogenetic testing services**

Company	URL	Sample type	Platform used	Turnaround time	CLIA-accredited?	Genetic counselor available?	Mechanisms for confidentiality protection?
<b>“Over-the-internet”</b>							
23andMe	<a href="https://www.23andme.com/">https://www.23andme.com/</a>	Saliva	Customized Illumina OmniExpress Plus Genotyping BeadChip	Two to three weeks	Yes	Yes	Yes
GenePlanet	<a href="http://www.geneplanet.com/">http://www.geneplanet.com/</a>	Saliva	Chip-based	Up to forty days	Unknown	Unknown	Yes
Matrix Genomics	<a href="http://matrixgenomics.com/index.php">http://matrixgenomics.com/index.php</a>	Buccal	Unknown	Five to ten days	Yes	Unknown	Yes
Theranostics Lab	<a href="http://www.theranostics.co.nz/wawcs0142201/tn-home.html">http://www.theranostics.co.nz/wawcs0142201/tn-home.html</a>	Buccal	High-resolution melt-curve (HRM) analysis; MALDI-TOF mass spectrometry	Unknown	Not applicable	Unknown	Unknown
<b>“Via-physician-only”</b>							
Genelex	<a href="http://www.healthanddna.com/index.html">http://www.healthanddna.com/index.html</a>	Blood or buccal	PCR-based	Six to fourteen days	Yes	Unknown	Yes
Kimball Genetics	<a href="http://www.kimballgenetics.com/">http://www.kimballgenetics.com/</a>	Blood or buccal	The Invader Assay	One business day	Yes	Yes	Unknown
Navigenics	<a href="https://www.navigenics.com/">https://www.navigenics.com/</a>	Saliva	TaqMan SNP Genotyping Assays	Two to three weeks	Yes	Yes	Yes
Pathway Genomics	<a href="https://www.pathway.com/">https://www.pathway.com/</a>	Saliva	Chip-based	Weeks (not specified)	Yes	Yes	Yes