

23andMe halts marketing efforts

Genetic-test maker 23andMe Inc. said Monday, December 2, that it stopped all marketing of its service last week in response to a U.S. regulatory order.

A spokeswoman said the company decided to stop all advertisements on television, radio and online for its \$99 personal genome service, which analyzes consumers' saliva samples for genetic clues to ancestry and risk for various diseases. Some 23andMe ads may continue to air because it takes time to bring them to a complete halt, the spokeswoman said.

Read the full, original story here: [23andMe Stops Genetic Test Marketing](#)