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Ok, We Have Our First DNA-Based Dating Service: GenePartner

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It was only a matter of time before someone launched a dating site that looks for potential matches based on DNA compatibility. That time is apparently today with the launch of [GenePartner](#) (ok, it's [not](#) the first, but it's the cheapest).

The Switzerland-based company says they can use a \$199 DNA test (compare to [\\$1,000 for 23andMe](#)) to help you find your perfect match, statistically speaking. They've analyzed "hundreds of couples" and have determined the genetic patterns found in successful relationships. Based on their algorithm and your DNA, they'll determine the probability for a satisfying and long-lasting relationship between two people (color me skeptical).

What about romance? Chemistry? That certain *je ne sais quoi* when you meet someone and get a tingling sensation in your stomach? Forget it. The future of dating is DNA tests and buccal swabs, so get used to it:

A brush for collecting your DNA sample from your saliva ? called a buccal swab kit ? will be sent to your address. Following the simple instructions included with the kit you will gently collect the DNA from the inside of your cheek. Use the addressed envelope supplied for returning the brushes.

GenePartner is looking to partner with dating sites and have those services encourage users to see if they're a DNA match.

Will they be able to avoid [tough emerging U.S. laws](#) around genetic testing? Well, they're in Switzerland. My guess is they're not going to be too worried about California and other state laws prohibiting their service.

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