



## DNA Dating Passes Smell Test

---

By John Dodge | Jun 24, 2009 | [0 Comments](#)

When I was dating long ago, the notion of “biological compatibility (BC)” never entered my mind and I don’t know quite what it is now. Maybe, that’s why I didn’t get dates.

But that’s the idea behind DNA (DNA) testing to determine compatibility with potential partners.

For \$99, GenePartner.com (GP), a Swiss company, will analyze your BC and determine how efficaciously it matches with similarly-analyzed individuals. Basically, it tries to find diversity in genes that code for a molecule contributing to disease immunity and stronger relationships. The more gene diversity between two people, the more like they are to enjoy a healthy relationship and reproductive success.

The idea is intriguing. My wife of 26 years wasn’t much interested in taking the test. Aided solely by our own instincts, we’ve managed to be blessed with a happy marriage and two healthy grown children.

The science behind GenePartner is based on a highly-publicized sweaty t-shirt study conducted in 1995. Women sniffed the t-shirts worn by men for three straight days. Researchers found that the women were consistently attracted to the scent of men whose human leukocyte antigen (HLA) molecules were most different from their own.

There’s seems to be a survival of the species element to this. I can also envision the women liking a scent most different from what they detected on the t-shirts.

GenePartner went further and looked for patterns in the genes that code for the HLAs. “The GenePartner formula measures the genetic compatibility between two individuals and makes a prediction of the strength of their basis for a long-lasting and fulfilling romantic relationship,” GenePartner boldly claims on its web site. Check out its [demo report](#).

GenePartner’s explanation of BC doesn’t clear it up for me and maybe it’s not supposed to: “Biological attraction (BA) is the subconscious attraction (SA1) we feel for certain individuals without really understanding why.” Then again, there’s plenty I don’t understand.

GenePartner warns that that BC should not be confused with optical attraction (OA) better known as physical attraction (PA). BC also measures to what degree partners will like each equally and calls it “symmetry of attraction” (SA2). Stronger BC also means a a better sex life and successful pregnancies.

So if your DNA codes for your HLAs matches well with someone else’s BC, BA, OA, SA1 and SA2, chances for a successful dating or friendship rise. Ok, so I over-acronym-ized for effect.

BC is not the sole determinant of a great relationship, but GenePartner seems indicate strongly it's a big factor and has allied with dating service and social media sites to get market traction. Social compatibility as defined by age, education, humor and goals among other factors are important, too.

*Follow me on Twitter and friend me on Facebook.*



- [More recent post »](#)
- [« Older post](#)

## John Dodge

John Dodge has answered the call of journalism for 33 years, most of the time covering technology, engineering and business. While he's run magazines, newsweeklies and web sites, reporting and writing always took up half his time. He has have plied his craft at the WSJ, Boston Globe, PC Week (now eWeek), EDN, Design News, Electronic Business, Bio-IT World, Health-IT World, the Lowell Sun, Haverhill Gazette and Newburyport Daily News. He would have like to have been around when Boston supported seven or more newspapers (1940s) and while steam locomotives still pulled trains, but that era was nearly over by the time he raced into the world. That said, he has been blogging and shooting and editing video, writing for web and other online contents tasks for years now.

He has won numerous journalism awards in the past two years, including two Eddie Golds, one Neal finalist and the IEEE Award for Distinguished Journalism all for his reporting and coverage of the [Boeing 787 Dreamliner](#).

Besides his family and myriad hobbies, reporting and writing is why he gets up in the morning. His personal blog focuses on netbooks and is called [The Dodge Retort](#).

## John Dodge

John Dodge prides himself on completely independent journalism. His opinions, observations and reporting are not influenced by any financial holdings. He holds no shares

in computer, electronics, software or Internet companies. He also has no business affiliations with organizations except with those for which he creates content as a freelancer.

## **Dana Blankenhorn**

Dana Blankenhorn has been a business journalist for nearly 25 years and has covered the online world professionally since 1985. He founded the Interactive Age Daily for CMP Media, and has written for the Chicago Tribune, Advertising Age's "NetMarketing" supplement, and dozens of other publications over the years.

## **Dana Blankenhorn**

Dana Blankenhorn has been a technology reporter since 1982, a business reporter since 1978, and a writer for as long as he can remember. His Schwab IRA has a few tech stocks in it, most notably some Intel and Applied Materials bought over 10 years ago. But the vast majority of his tiny fortune (emphasis on the word tiny) is invested in mutual funds. He presently writes for no one else but ZDNet, SmartPlanet and himself. But if you've got an opportunity let him know. If he takes the gig he'll first add it to this disclosure page. The Thinking Tech blog focuses on technologies such as virtualization, smart electric grids, enterprise 2.0, open source, data center management, green technology and the intersection between the innovation and application of these advancements.

© 2009 CBS Interactive Inc. All rights reserved.