

GENETICS, THEOLOGY

46ANDYOU

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I have no idea how 23andme got its name but the business model of this company seems to rely on a rather haploid view of the world.

I had the pleasure this weekend to listen to a talk by [Joanna Mountain](#) (senior research director at 23andMe, the company that was founded by [Googles Sergey Brin](#)'s wife Anne Wojcicki). For whatever reasons Brin [released on Sept, 15](#) his [Alzheimer risk](#).