

International Biosciences' Children's DNA Test Features in The Sun

International Biosciences, a Brighton based DNA testing company, has recently had its latest Children's DNA Discovery test reviewed in The Sun.

BRIGHTON, UNITED KINGDOM, February 15, 2016 /EINPresswire.com/ -- The test is one of the latest personalised genetic tests on the market and purports to determine a child's competence, prowess and academic potential in certain areas by analysing their genes.

International Biosciences' Sales and Marketing Director, Mr Mark Purseglove, notes that, "The Sun is a leading newspaper with the tenth biggest circulation in the world and the biggest in the UK. Having our company's latest product, the Children's DNA Discovery Test, featured in a newspaper with such a wide distribution is a great opportunity to build product and brand awareness, which is an essential part of all our marketing efforts. This product review is an important source of information for those seeking our services and to learn about them."



The test, carried out on two young girls, is performed by swabbing the mouth using sterile mouth swabs and then sending these swabs to the laboratory for testing. The results are reviewed by the girls' mother who describes them as "an interesting mix of surprises and information". A company representative further comments on the test by stating that, "This genetic test is useful, fun and can really help parents maximize their parenting and guide their children better."

Asked by The Sun whether it is right to carry out such tests on children, Annabel Laister, from International Biosciences, states that, "We feel it gives parents a great opportunity to find out more about how their children's genes influence their innate abilities and tendencies [...] as well as boost the child's potential." Annabel's views are juxtaposed with those of Dr David King, Director of Human Genetics Alert whose views sharply contrast Annabel's. His concerns revolve around the questionable reliability of these tests and whether they could lead to children being stigmatized at school by teachers and peers. To view full article as featured in The Sun [Click Here](#).

On a concluding note, the company states that, "International Biosciences understands the concerns voiced by Dr. King. We understand the product's limitations and advise parents to consider the multitude of factors that influence their child's personality, traits and abilities. We do not in any way state that the information provided by this test is life-changing. The test can make the job of parenting easier by understanding how your child's genes influence who they are; but genes are not the be-all-and-end all: many environmental, lifestyle and social factors might override what our genes predispose us towards. As Annabel is quoted as saying in the The Sun, this test provides "additional guidance" and children should, as Dr. King notes, "have a right to an open future, not to be stereotyped by their parents on the basis of genes."

Press release courtesy of Online PR Media.

IBDNA
International Biosciences
+44 (0)1273 227544
email us here

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