



Uncover a new world of
knowledge in just three
easy steps.



We've helped pet parents
better know and care for 4
million+ pets.

But there are roughly 135 million cats and dogs in the US alone, so we're just getting started. Luckily, every single test powers our scientific research to help all pets. Which means, when you get a Wisdom Panel DNA kit, you help your pet and 134.999 million more.



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| ✓ Most accurate breed detection | ✗ Up to 4x more likely to report inaccurate ancestry |
| ✓ 1% breed reporting precision | ✗ >5% breed reporting precision |
| ✓ No unexplained ancestry | ✗ Unexplained ancestry (e.g., "Supermutt") |
| ✓ 265+ health tests | ✗ No health tests |
| ✓ 50+ traits tests | ✗ No traits tests |
| ✓ 15 behavior tests | ✗ No behavior tests |
| ✓ World's largest breed reference database | ✗ Smaller breed reference database |
| ✓ 4 million+ dogs tested | ✗ Fewer dogs tested |
| ✓ Developed by veterinarians and geneticists over the last 20 years | ✗ Less industry experience |
| ✓ Starts at \$84.99 | ✗ Higher-cost panel tests |

1

Swab their cheek to gather DNA. Here's how to get the best sample:

- Swab your pet's cheek for at least 15 seconds.
- Inspect their mouth for any debris or rogue treats.
- Avoid touching the end of the swab with your hands.
- Firmly roll and rotate the swab inside their cheek.
- Apply gentle pressure from the outside of their cheek.
- Allow the swabs to dry for at least five minutes.

2

Send your sample to our lab using the prepaid mailer.

Once we get your pet's DNA, the science starts. Our labs are CLIA-certified, which means our geneticists handle each sample with human-grade equipment. Here's what goes down behind the scenes:

- We determine the complete set of genes found in your dog or cat (AKA genotyping).
- We screen their sample against the world's largest breed database to ensure the most accurate results.
- We create a clear breakdown of your pet's results.

3

Understand their results.

After 2-3 weeks, it's time for the DNA reveal party. This is when you get to really step up your pet parenting game. Because learning your pet has a mutation in the POMC gene is fine. But knowing it makes them predisposed to overeating and obesity is better. Here's what else to keep in mind:

- **Be ready for a surprise.** It's possible that your "Corgi mix" may actually be CattleWeenieDoxiPoo. But finally knowing for sure sets you up for so many new ways to know and care for them.
- **Your results help more than just your pet.** Every sample in our database contributes to research that's aiming to improve the lives of all pets. Just by testing your pet, you're contributing to scientific breakthroughs in pet care.