

# Biobank



Your pet  
can change  
the future  
of pet care



## A study to keep pets healthy

A 10-year study monitoring pets' health **throughout their lifetime** to understand how we can help pets stay healthy for longer.



## Powered by data from thousands of pets like yours

Using cutting-edge technology, the **MARS Petcare Biobank** will, with the help of **pet owners** and **veterinarians**, collect and analyze pet biological samples, veterinary records and real-world data over the next 10 years.



## Immediate benefits for you and your pet

A free annual vet checkup? Check. Insights into your **pet's behavior and genetics** to keep your pet happy and healthy? Check. Opportunities to **test new pet health and lifestyle products** and help improve the health of millions of future pets? Check.

[GET THE DETAILS](#)



## Want to participate?

By studying these pets' health throughout their lifetime, **researchers** will be able to give insight to potential disease triggers, as well as healthy development and aging. Your participation will pave the way to a healthier, happier future for pets of all ages everywhere.

[SIGN UP FOR MORE INFORMATION](#)

# We want to take pet care to the next level



## New, customized healthcare solutions

The MARS petcare Biobank will provide groundbreaking data that can be translated into **new, customized healthcare solutions** for healthy development and aging, disease prediction and prevention, and nutrition.



## Prevention is key

Experts around the world agree a **preventive healthcare approach is key** for improving the wellbeing and quality of life of humans and animals alike. Pets may not be able to tell us when they start to feel ill, so understanding early factors that can lead to disease will allow us to understand how pets of all ages can **live happy, healthy lives for as long as possible**.



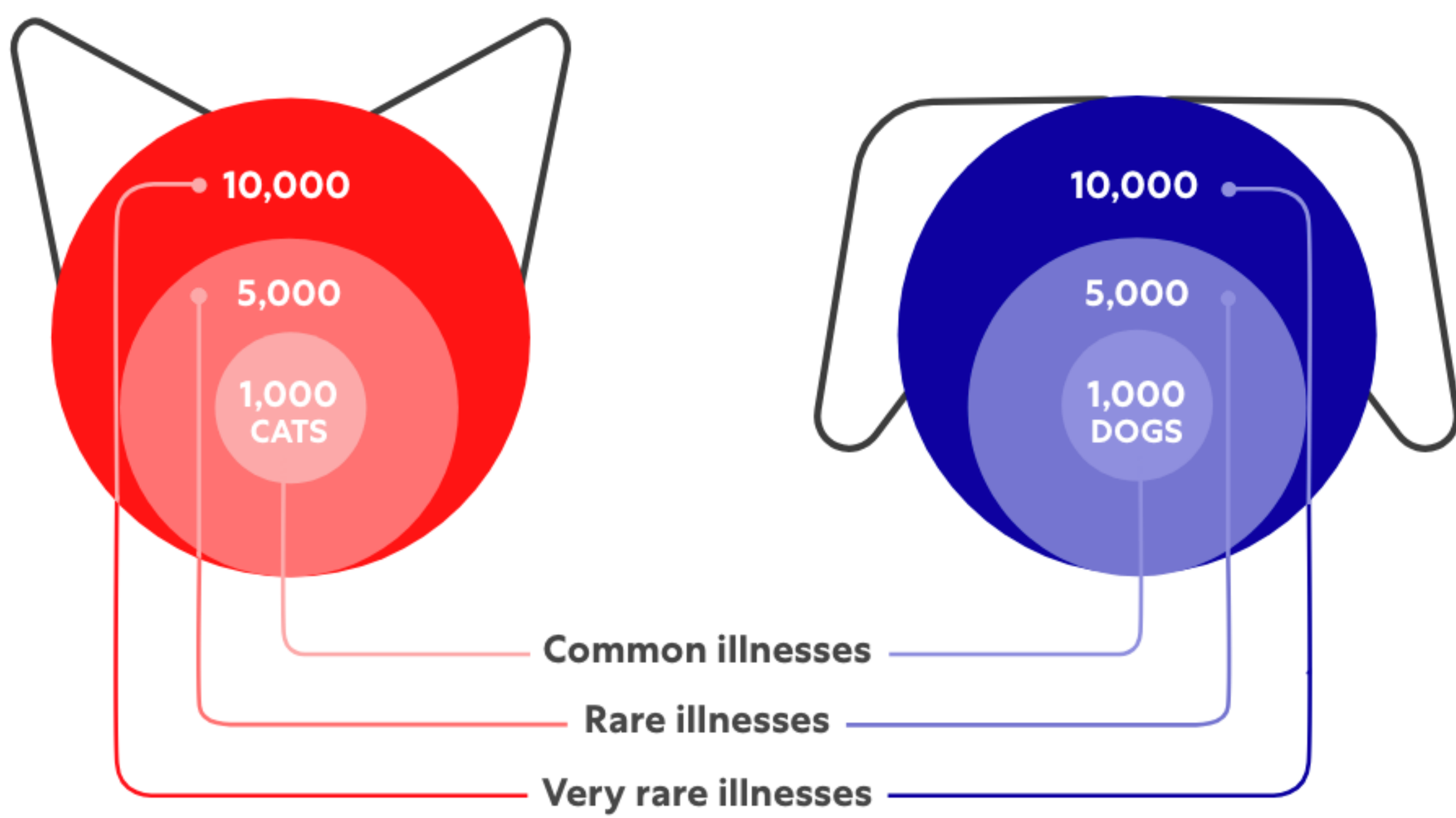
We're collecting thousands of biological samples from pets, and that's going to help us understand the drivers of health and disease.

## An exciting new way to find solutions that keep your pets happy and healthy

This research initiative is intended to be the largest, most comprehensive real-world study of its kind, **comprising of approximately 20,000 pets** (10,000 dogs and 10,000 cats), and taking place over the next 10 years. Insights drawn from this study will allow us to build more **tailored pet health solutions**, and pave the way for a more proactive approach to veterinary care.

## The power of our large-scale study

The more pets enrolled,  
The more illnesses we can understand



The MARS Petcare Biobank can make a positive impact for dogs and cats everywhere by **enabling us to detect potential health issues before they happen**, and predict risk of future disease in our pets. This study is key in helping us to understand pets' health in real life, and by studying a large number of pets, we can make sure we have information on conditions that are less common.

[SIGN UP FOR MORE INFORMATION](#)



## What is a biobank?

Biobanks are repositories that contain tissue samples, images and other data collected systematically over time. They are used to generate novel insights by tracking changes over time in both healthy individuals and those who develop disease. They make research possible at scale, and exist all over the world today for both humans and pets. The existing pet biobanks are often breed- or disease-specific, which is why this initiative has such transformational value.

Biobanks are already common in human medical research, and here are some examples: **UK Biobank** in the United Kingdom, **All of US project** in the United States, and **FinnGen** in Finland.

Researchers, veterinarians, and data scientists across Mars Petcare have teamed up to bring this project to life:



# This is where you come in!



We want to find **better ways to care for pets**, but we can't do it without **you** and **your** furry companion. This is a real-world study, so we are looking for US-based pet owners to partner with us to help achieve our ambitious goal of enrolling and following 20,000 dogs and cats over the course of this 10-year study.

## What's in it for you and your pet?

In addition to helping advance the science of petcare, when you participate in the Biobank study, you and your pet receive the following benefits:



### Annual checkups

Your pet's **annual routine check will always be free of charge**, as long as your pet stays enrolled in our study.



### Genetic testing

Your first study visit includes a **free Wisdom Panel™ dog DNA test**, which determines breed background with over 98% accuracy. Genetic testing can shed light on your dog's health and needs at every life stage, including exercise and nutrition needs to maintain a healthy weight.



### Activity monitor

When you enroll we'll send you the latest **Whistle FIT Activity Monitor, free of charge** and yours to keep. Get unprecedented insights into your pet's activity levels and calorie needs to stay healthy. Learn more about their patterns so you can make an early vet visit before a small health issue worsens.



### And a gift card

After your first study visit, we'll also send you a **gift card** to thank you and your pet for being part of the MARS Petcare Biobank community.

## How does it work?

Beginning this year, we will start enrolling healthy **dogs aged between 6 months and 10 years old** at Mars-affiliated, **US-based** veterinary hospitals and clinics. Starting in 2022, we will also begin enrolling cats.

If you are based in the United States and interested in enrolling your dog:



First, **register your interest** in participating using the **form** below. We will reach out to provide more information regarding eligibility and next steps.



If you are eligible for participation, **we will invite you for a free annual routine veterinary exam** at one of our partner clinics. During this visit, your veterinarian will collect your pet's blood and poop samples, which will be shared with our partners at **Antech Diagnostics** for testing and storage. They will also swab your dog's cheek for a DNA sample using the Wisdom Panel™ dog DNA test.



You will be provided with a **Whistle FIT activity monitor**, which your dog will need to wear.



Periodically, you will need to fill in **questionnaires about your pet's diet, behavior, and home environment**. Electronic medical records will also be used, with your permission.

In addition to being a key part of the future of pet care, you will have opportunities to help develop and test new pet health and lifestyle products.

Check out our **FAQ section** for more details, including our **data collection policy**.

## Here's how to get started

At this time, we are recruiting pet owners in the United States. As recruitment expands to other countries, we will update this page.

**Sign up for more information using the form below.**

Your first name  Your last name

Dog  Cat  Your pet's age

Zip code  Email

The personal data submitted via this form will be retained only for the purpose of responding to your question or concern and will not be used for marketing purposes.

You must be 18 years or older to submit a form.

[SEND](#)

# The Mars Petcare Biobank will help transform the future of veterinary care



Veterinarians play an integral role in this important initiative to usher in the future of veterinary care. This study has the potential to transform veterinary medicine and the way veterinary professionals keep pets healthy. Our vision is to help **all cats and dogs**, and this can only be done with the power of our dedicated veterinary health professionals and integrated data ecosystem.

## Not yet part of the Mars Veterinary Health family?

Visit [MarsVeterinary.com](https://MarsVeterinary.com) for current job opportunities.

[JOIN NOW](#)

# Join us in our effort to better understand pets' needs through science



We are excited to partner with researchers to help answer some of the biggest questions in veterinary health. We are in the early stages of recruiting for this study, but if you are interested in joining us in the future, we'd love to hear from you.

[CONTACT US](#)

# Do you have questions?



## Are all cats and dogs eligible to participate in this study?

The Mars Pet Biobank will recruit **US-based**, healthy dogs (older than 6 months and younger than 10 years of age) and cats. We are now inviting **US-based dog owners** to take part in our program, and will start inviting cat owners in 2022.

## How will I know if I/my pet are eligible to participate in the MARS Pet Biobank?

Once you use the **form** to indicate your interest in participating, we will reach out to confirm your/your pet's eligibility and seek additional information if needed.

## How will the samples be collected?

One of our dedicated veterinary healthcare professionals at a designated pet hospital/clinic will collect the samples as part of the annual routine health check. We will also ask you to bring in a sample of fresh poop.

## Who will do the lab work once the samples are collected?

Once collected, the samples will be shared with our partners at **Antech Diagnostics** for testing and storage. To maximize the information that we can get from the samples, we will also be sending them for analysis to other service providers.

## Where can I sign up?

Our veterinary colleagues will be collecting samples at designated clinics and hospitals across the Mars Veterinary Health network including VCA, Banfield, and BluePearl. **Sign up** for more information.

## What is the Whistle FIT activity monitor, and how does it work?

Whistle FIT is a health and fitness smart tracking device that monitors your dog's behaviors. It has an accompanying app, which offers you a window into the daily lives of your pets anywhere they go. You can learn more about Whistle FIT **here**.

## What is the Wisdom Panel™ genetic test kit, and what can I learn from it?

Wisdom Panel™ is a genetic test kit that can determine the precise breed mix of your dog or cat, with a simple cheek swab. It uses the same technology that thousands of human clinical diagnostic labs use, and allows us to read up to 100,000 variants in your pet's genome. Learn more about the Wisdom Panel™ **here**.

## How will MARS use the data collected?

Please see our full data protection and privacy policy **here**.

## Will participants in the Mars Pet Biobank be compensated?

Participants will receive a gift card to thank them for their time. They will also receive free annual routine veterinary exams, as well as a **Whistle FIT activity monitor** and **Wisdom Panel™ genetic test kit**. They will also have opportunities to help develop and test new pet health and lifestyle products.