



***Personalized Pet Care Solutions***  
***Pet Life Planning Tools for Veterinarians***

  
Genetic Pet Care

Every pet is one of a kind, a unique individual with its own personality and characteristics. Each pet also has individual requirements and a unique predisposition to genetically-linked diseases.



Orivet's proprietary algorithm uses genetics, signalment data (breed, age, weight and sex) along with geographic and lifestyle factors to identify each pet's specific traits and risks. Orivet's Life Plan is an innovative tool that helps pet owners, together with their veterinarian, prevent, diagnose and treat some of these conditions earlier and more effectively than ever before, saving precious time and money. The Life Plan also incorporates all routine care aspects of the pet's healthcare management to deliver a complete solution for optimizing outcomes.







## Personalized Life Plans - Proven Efficacy

People with a documented genetic risk are 50-70% more likely to take action <sup>[1,2,3]</sup>. Pet owners are likely to also be more compliant when a heritable risk is identified in their pet.

### *Did you know?*

**One in every 3 pets will be affected by a genetically-linked disease at some stage during its life.**

Veterinary hospitals focusing on client-centric approaches, such as personalized medicine, have been shown to demonstrate an increase in visits, customer retention and revenue. Building new service lines around screening and prevention contribute to practice growth and improved customer satisfaction. Clients, too, love to know that their pets are treated as the unique individuals that they are rather than just any dog or cat.



**Empowering pet owners to actively participate in their pets' healthcare.**

1. Kinney A, Simonsen S, Baty B *et al.* Risk reduction behaviors and provider communication following genetic counseling and *BRCA1* mutation testing in an African American kindred. *J. Genet. Couns.* 15, 293–305 (2006).
2. Hadley D, Jenkins J, Dimond F, de Carvalho M, Kirsch I, Palmer C. Colon cancer screening practices after genetic counseling and testing for hereditary nonpolyposis colorectal cancer. *J. Clin. Oncol.* 22, 39–44 (2004).
3. Collins V, Meiser B, Gaff C, St John D, Halliday J. Screening and preventive behaviors one year after predictive genetic testing for hereditary nonpolyposis colorectal cancer. *Cancer* 104, 273–281 (2005).

# Orivet Products

Orivet genetic analysis services include extensive disease screening, traits testing, breed identification and individual profiling. Individual algorithmic risk analysis and a Life Plan is included with most tests or can be ordered separately.

## Sending DNA samples to Orivet is easy as 1-2-3



1

Order online



2

Collect DNA



3

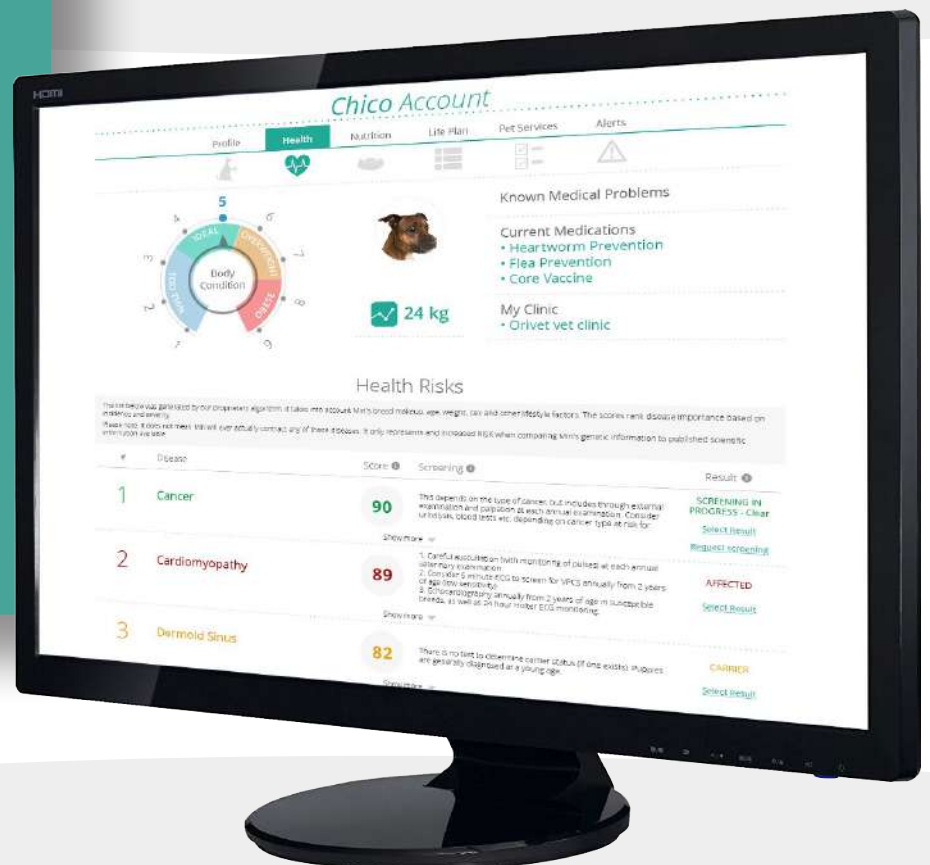
Send back to our laboratory

Results within 10 working days of sample arrival at our lab.



# View Results on an Interactive Dynamic Platform

- Suggested screening for heritable diseases
- Prevention & management suggestions
- Routine Care Reminders & Alerts
- Fully Customizable by the veterinarian
- Interactive and Dynamic
- Personalized shopping experience
- Other stakeholders involvement (nutrition, grooming, boarding etc)
- Linked to Social Media



# Company Profile

**Orivet Genetic Pet Care is a leading personalized-medicine organization offering innovative healthcare solutions for veterinarians & pet owners**

Our mission is to safeguard the health and wellbeing of pets with fully personalized healthcare solutions tailored to the individual. Orivet was founded on the premise that each and every pet is unique, with its own set of specific traits, behaviors, genetic health needs and inherent risks.

We work with veterinarians, and pet owners to provide practical, evidence-based platforms focused on identifying risk and improving clinical outcomes.

Our algorithms are taking into account each pet's genetic makeup, age, sex, location, and lifestyle.

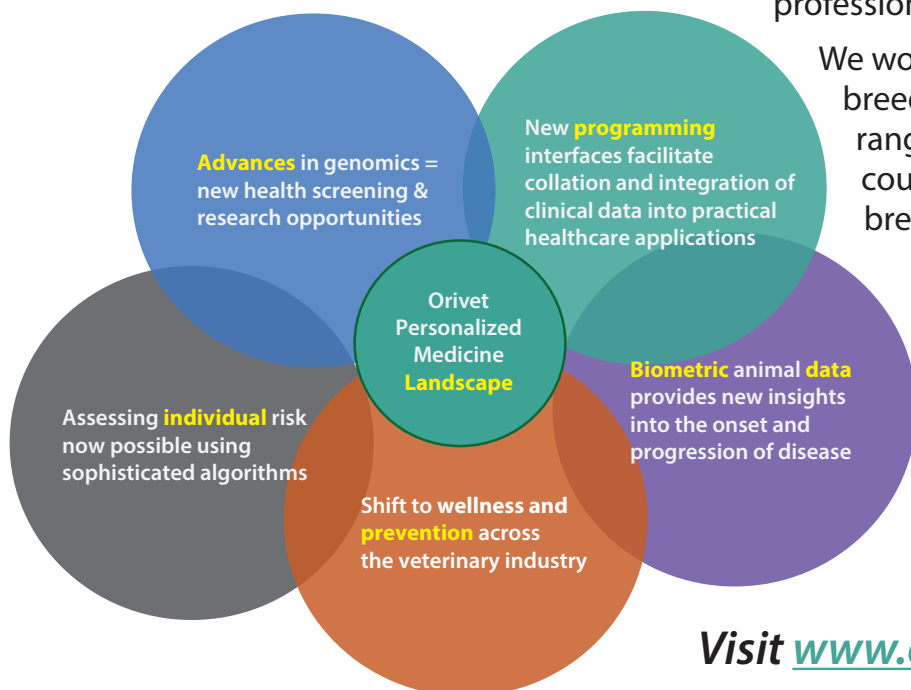
Orivet endeavors to engage pet owners in their pets' lifelong health care needs, and in the process foster improved compliance and customer satisfaction.

Through personalized pet care we aim to encourage the development of a deep, genuine and lasting bond between pets and their owners.

We collaborate with a long list of veterinary professionals and institutions around the world.

We work closely with thousands of pet breeders providing the most extensive range of affordable genetic tests and counseling services to assist with breeding programs.

Orivet has developed rigorous and internationally-recognized quality assurance protocols to better serve the needs of veterinarians, breeders, and pet owners, as well organizations and associations concerned with animal health.



Visit [www.orivet.com](http://www.orivet.com) to find out more.

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