



## Wisdom Panel™ *Insights* – Fact Sheet

About half of the dog population in America is mixed breed, leaving many owners guessing the dog's breed makeup and leaving important breed-specific information such as health, appearance and behavioral characteristics to speculation. While it is generally possible to deduce at least one breed based on appearance, most dogs are a mix of three or more breeds and the other breed characteristics often are not obvious. To help provide mixed breed dog owners with this important information, Mars Veterinary™ launched Wisdom Panel™ *Insights*; a DNA-based mixed breed analysis test for dogs.

### **About the Wisdom Panel *Insights* Test**

A new do-it-yourself doggie DNA test kit from Mars Veterinary, an established name in canine genetic breed identification and a division of MARS® Incorporated, Wisdom Panel *Insights* is the result of advancements in canine genetic testing technology, making it possible for dog owners to access unrivaled breed detection inexpensively and conveniently. With the simple swipe of a cheek swab, Wisdom Panel *Insights* can determine the ancestry of a mixed-breed dog by testing for **more than 170 breeds**, the largest database on the market.

### **How It's Administered**

Simply collect a DNA sample from the inside of your dog's cheek with the included swabs. Mail the sample back to our laboratory in the postage-paid envelope, and within three weeks, dog owners will be e-mailed an official Ancestry Report that reveals the dog's genetic background. This report will document the breeds detected and provide owners with insight into their dog's natural tendencies, making it possible to create a tailored training, exercise and nutrition program to fit their one-of-a-kind needs.

### **What Are the Benefits?**

A dog's ancestry can influence him in surprising ways. Obvious and not-so-obvious physical traits plus behaviors like digging, herding and barking all come from the various breeds in a dog's family tree. Once an owner understands a dog's natural tendencies, it makes it possible to create a tailored training, exercise and nutrition program to fit his one-of-a-kind needs.

### **Test Accuracy**

Wisdom Panel *Insights* provides the highest level of accuracy possible for a cheek swab DNA test, but that accuracy varies depending on the quality of DNA collected by an owner from their dog. Because of these high levels of variations in DNA quality that arrive to our testing facilities, we are unable to provide a definitive accuracy percentage at this time.

### **Cost & Availability**

Wisdom Panel *Insights* is now available for mixed-breed dogs across the U.S. for **only \$79.99 online** at [www.wisdompanel.com](http://www.wisdompanel.com) and at retail outlets around the country, including PetSmart stores.

### **For More Information:**

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