MARS Petcare | A Better World For Pets

The future of pet health

Expanding our definition of preventive care through biomarkers science

Pet health

We love our pets. It is estimated that over half of people worldwide have at least one pet living with them. This means 3.765 billion people spend time with a companion animal most days.

Just like humans, our pets face a rising number of health challenges that can negatively impact their wellbeing and quality of life.

Obesity

affects an estimated **56% of dogs** and **60% of cats** in the USA and is the #1 threat to pet health

Chronic Kidney Disease

the **#1 killer of cats** over age five

Diabetes

which, when uncontrolled, can cause **blindness**, **seizures** and **kidney failure** in pets

Osteoarthritis

impacts up to **50% of all dogs and cats**, causing them pain and even lameness

We want to catch these diseases early

Is prevention better than a cure?

Experts around the world agree a preventive health approach is key for improving the wellbeing and quality of life of humans and animals alike. But how?

Preventive health means taking measures to:

- **Prevent** disease before it appears. This means, for example, staying up to date with vaccinations and eating an appropriate and balanced diet.
- **Identify** health problems as early as possible. For the general public, this means attending regular health screenings or dental check-ups, so you can take action to manage problems before they get worse. And for researchers, this means taking an inside look at the biomarkers that can be early signs of disease.

Using the power of artificial intelligence (or AI) we can now predict disease in pets, rather than simply diagnose it.

We are now using AI-driven algorithms to analyze detailed pet medical records and spot patterns in this health data that enable us to predict disease before clinical onset – much earlier than current tests allow.

A new tool – the first of many Mars Petcare tools that will predict disease – recently launched and tackles the #1 cause of death for cats over five – Chronic Kidney Disease (CKD). Available through Antech Diagnostic's reference laboratory network in the U.S., the RenalTech™ tool is an AI-driven model that predicts CKD up to two years before diagnosis. Developed by leveraging anonymized medical data from more than 150,000 cats and 750,000 Banfield Pet Hospital patient visits over 20 years, RenalTech™ can predict CKD with greater than 95 percent accuracy.

Described as a paradigm shift for veterinary medicine, this tool allows veterinarians to move from disease detection to disease prediction, giving veterinarians and pet owners the knowledge to implement personalized care plans as early as possible – improving the lives of cats and redefining preventive care.

This means we now have the ability to positively impact a disease that significantly impacts the lives of up to 40% of all cats over the age of 10.

Building the future of pet health, today

For veterinary professionals, preventive health approaches and cutting edge predictive diagnostic technologies will help us remain at the forefront of veterinary science, better serve our clients and continue to create A BETTER WORLD FOR PETS.

Our commitment to A Better World For Pets

At Mars Petcare, we are uncovering ground-breaking insights to enable this new era of proactive, preventive health care for pets.

Combining our knowledge of biomarkers, AI technology and our legacy of research in pet health we are driving understanding and earlier diagnosis, helping veterinarians provide more tailored, efficient care as part of a holistic approach to pet health care – and ultimately creating A BETTER WORLD FOR PETS.

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