

## Who's My Daddy....Ruff...Doggie?!

**Chicago** --According to the Humane Society of the United States, there are over 73 million dogs in the United States. Out of those, over 900,000 are purebred dogs registered with the American Kennel Club. The Labrador, Yorkshire Terrier and German Shepherd are the most popular breeds in the nation. In Chicago this is also true of Labradors and German Shepherds with the Golden Retriever being the third most popular.

But what about the owners of those "other" dogs in the United States, what if they wanted to know if their dog was the purebred type? And, although they may not be able to strut their stuff at the best in show, these "mutts" have won our hearts and beat their competitors as the best in show for our affection.

But what if you wanted to know your doggies' daddy? What if you wanted to trace their roots? Now, thanks to a new doggie DNA test -- the wisdom panel from Mars Veterinary -- curious mutt owners can finally know the background of their pooch.

Offered through your veterinarian, the test can detect more than 130 breeds that may be present in a mixed breed dog, covering 99 percent of American Kennel Club (AKC) registered dogs. Dr. Tony Kremer states, "In our practice we see less than 20% of purebred dogs. Not knowing a dog's breed or make-up can often pose hereditary challenges. Having this test opens the door for a better understanding of the dog's behavior and the ability to help them live a more healthy life."

### Taking the Mystery Out of Dog Breeds

With more than half of all dogs in the United States being mixed breed and the bulk of owners (86 percent) unsure of their pet's breed composition, this revolutionary test eliminates the guessing game -- and six out of 10 mixed breed dog owners feel that having this knowledge would help them understand their dogs in ways that may improve their relationships with their pets. Since the WISDOM Panel MX test is available exclusively through veterinarians, dog owners can work together with their vets who can help interpret the test data and tailor care and wellness plans for their companions based

Kremer says, "Not only do we help satisfy their curiosity, but this DNA testing also provides important medical information. Once you are certain as to the breed makeup of the dog, you can be more pro-active in your wellness care. In some breeds, there are certain diseases you can look out for and actually take steps to prevent them."

### How it Works

In order to be able to detect the more than 130 AKC-recognized breeds, an adequate quantity of high-quality DNA is required. DNA of this quality and quantity can be obtained from a small blood sample, which can easily be collected during a routine veterinary visit.

Within two to three weeks following the test, Mars Veterinary will provide owners and veterinarians with a customized, comprehensive report that includes the dog's breed analysis and detailed information on the appearance and potential behavioral characteristics of detected breeds. The veterinarian and owner can then create tailored care and wellness plans covering important factors such as nutrition, exercise and training needs.

"Caring for your best friend just got easier with this test" says Dr. Kremer.

The test will be available exclusively through veterinary clinics and hospitals nationwide. To find out more information, log onto [www.whatsmydog.com](http://www.whatsmydog.com) or ask your family veterinarian.