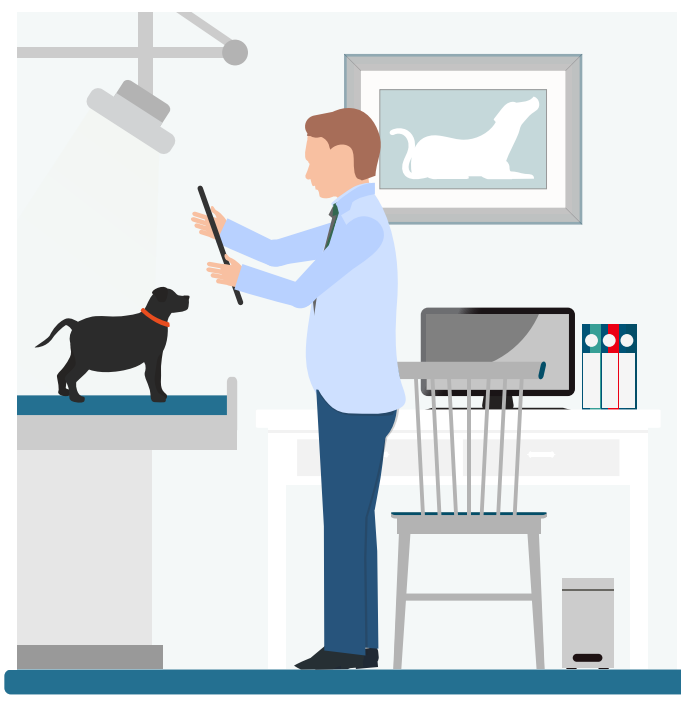


How data insights can help us prevent and manage pet obesity

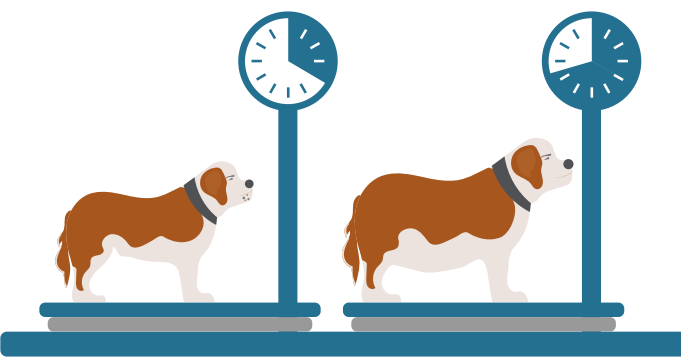
Obesity data can paint a concerning picture, as the figures show that the **number of overweight pets is still on the rise**. But data can also help researchers and veterinarians find new ways to **fight** and **prevent** the disease.

Data can help us better understand how serious pet obesity is:

- 1** Our research shows obesity can **reduce dogs' life expectancy by as much as two and half years**, depending on the breed.
- 2** Mars Petcare's Global Data and Analytics team worked with Banfield Pet Hospital® veterinarians and used natural language processing to interpret medical records and identify overweight adult dogs.

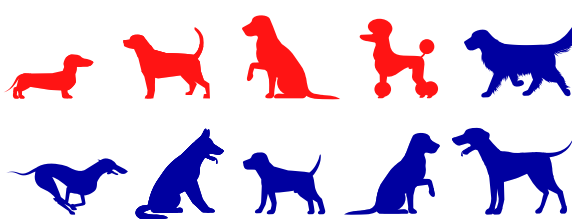
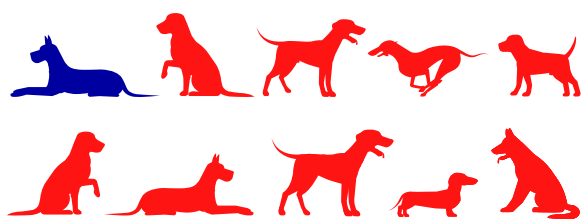


- 3** They found that around **1 in 2** adult dogs seen at Banfield Pet Hospital in 2018 were overweight.



- 4** Of the overweight dogs, fewer than **1 in 10** lost at least 10% of their body weight after being identified as overweight, no matter the dogs' age.

Around **40%** of these successful dogs regained weight and the overweight status within 12 months.



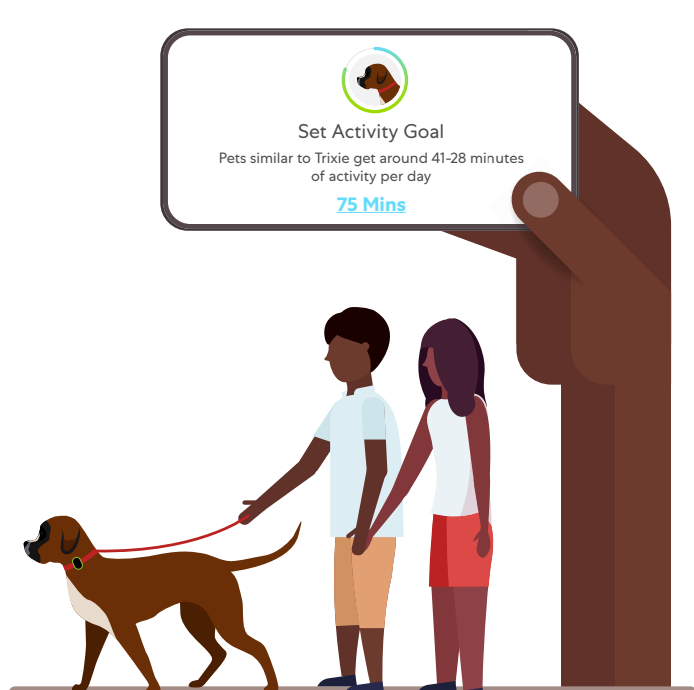
But data insights can help us build solutions:

- 1** Data is helping us build a more complete picture of the causes of pet obesity.
- 2** Thanks to our veterinary hospitals and our world-leading dog DNA testing service, Wisdom Panel, we are combining genetic information with medical records to investigate the inherited factors that contribute to many disorders including pet obesity.



- 3** Our pet health tracker, Whistle™ FIT, gives pet owners custom nutrition recommendations based on the dog's age, breed, weight, activity levels and calories burned.

- 4** Waltham researchers analysed more than 20 million body weight measures at different ages from 4 million dogs to develop growth charts that can help puppies grow at a healthy rate.



Learn more about healthy weight management for pets at waltham.com.