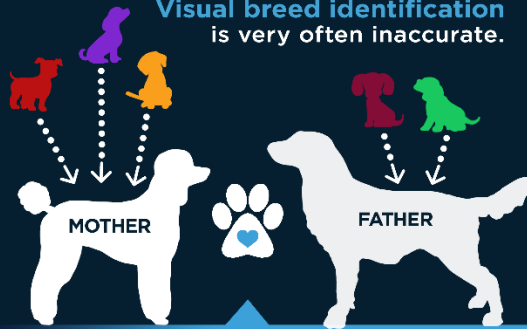


# DON'T JUDGE A BREED BY *its cover*

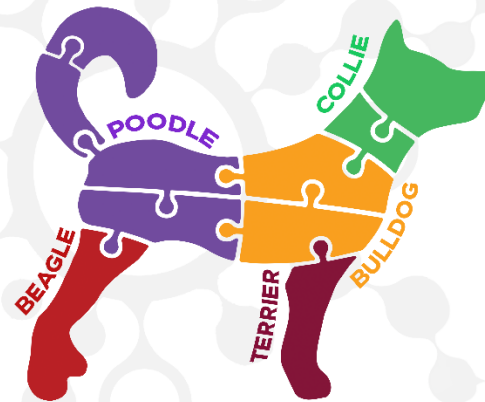



Visual breed identification  
is very often inaccurate.



Research has consistently shown that visual breed identification is very often inaccurate, and scientists have known for decades that even first-generation crossbreeds usually look dramatically different than either parent.

-National Canine Research Council



 If this dog's DNA reveals he is 19.5% Poodle, where is the 19.5% located?



**19.5%?** .....→



Every dog will express their genes differently. And that is another reason why your dog is so special.

Your dog is unique.

