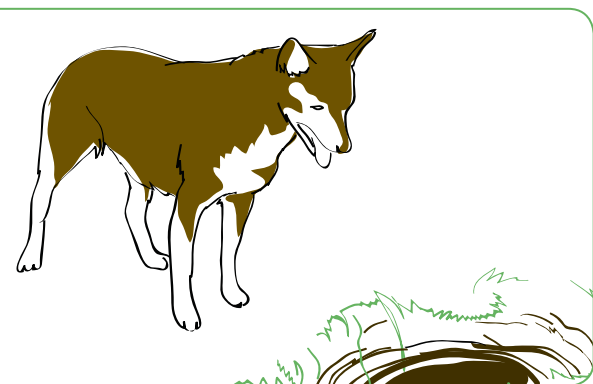


Want to Know Everything About Your Dog?

As a dog lover, you want to know everything about your loyal companion – particularly its breed history. Is your dog made up of predominately one breed or a number of breeds and what does this really mean?*

With hundreds of incorrectly identified mixed breed dogs sold every day, you cannot always guarantee that what you see or have been told is what you get. BITSA gives you these answers and assurance.



Knowing your dog's breed history can be an important influence on how you interact, train and care for your pet. The more you understand the breed make-up, the better placed you are to respond to your dog's individual needs. In fetching the inside word, BITSA can offer valuable insights into playing habits and personality traits that can only strengthen this bond.

** BITSA is primarily a DNA ID test for non pedigree dogs, however, owners of pedigree dogs without papers can use BITSA to confirm breed make-up. We also offer a full range of genetic disease tests for dogs.*

BITSA - Breed Identification

The team behind BITSA is at the forefront of canine DNA technologies and research, pioneering advances in pedigree dog profiling and genetic disease testing. Key organisations who have benefited from these sophisticated and proven DNA testing services include Guide Dogs Australia, Greyhounds Australasia, Australian Customs, and over 5,000 worldwide professional breeders.



www.gtglabs.com

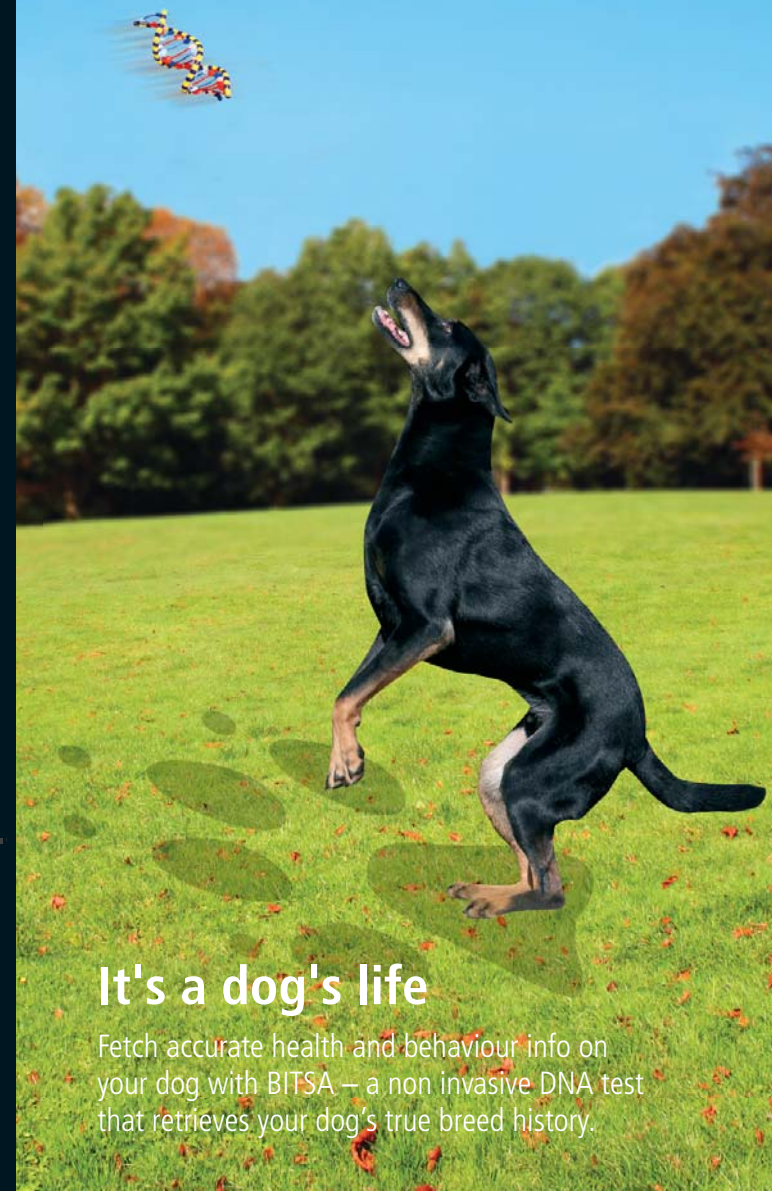
Genetic Technologies™

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BITSA™

Breed Identification



It's a dog's life

Fetch accurate health and behaviour info on your dog with BITSA – a non invasive DNA test that retrieves your dog's true breed history.

What is BITSA?

BITSA (Breed Identification Through Scientific Analysis), is a leading-edge breed identification test that uses enhanced DNA analysis to provide an accurate history of your dog's breed. It works by applying the latest DNA science to analyse hundreds of snippets of your dog's DNA where breed information is found. These snippets are then cross referenced against an extensive genetic database to provide a breed signature – or a series of breed signatures.

Breed Identification Made Easy

Safe and painless, the non-invasive cheek swab test is easy to complete and can be done in the comfort of your home. Simply rub the supplied cotton swabs on the inside of your dog's cheek, place it in the sleeve provided and put the sample in the mail and your BITSA results will be sent back to you.



Your Dog's Breed History Revealed

Your BITSA results will be presented to you in a detailed Dog Breed Specificity Report covering all of the key features which make up your dog's breed, including

- 🐾 A listing of the breeds detected, broken down into primary (parent), secondary (grandparent) and distant (great grandparent)
- 🐾 A comprehensive analysis of each breed highlighting
 - historic profile
 - behavioural traits
 - physical characteristics
 - general health issues

In addition to the Dog Breed Specificity Report, your pack will also include an official test results certificate and a BITSA doggy passport.

The collage shows several pages from a BITSA report. The 'Major | Breed History Revealed' page features a 'Personality & Aus Rating' table with columns for 'Personality' and 'Aus Rating', and rows for 'Major', 'Secondary', and 'Distant' breeds. The 'Major | Health' page includes a table for 'Health' with columns for 'Major', 'Secondary', and 'Distant' breeds. The 'Major | Exercise' page shows a diagram of a dog's movement and a table for 'Exercise' with columns for 'Major', 'Secondary', and 'Distant' breeds.

The certificate displays the BITSA logo and the text: "Major's Official Dog Breed Certificate". It states: "Your BITSA results have identified that Major has the following breed make-up: 100% Australian Cattle Dog (Primary)". It includes fields for "Breed Name", "Date", and "Address", and a signature line for "George Williams, Compliance & Regulatory Manager".

The doggy passport shows the BITSA logo and the text: "Major | Breed Identification | BITSA Doggy Passport". It lists the "Breed Make-up" as "Australian Cattle Dog", "Australian Kelpie", and "Dobberman". It also includes the "Bita ID No 248720001" and a small photo of the dog.

BITSA Benefits

- 🐾 Gives you the assurance of knowing who your dog really is
- 🐾 Identifies the breeds that make up your dog
- 🐾 Offers insight into behaviour and personality
- 🐾 Uncovers potential health issues
- 🐾 Applies a simple, safe and non-invasive sampling method
- 🐾 Enables you to form an even closer bond with your loved pet

Testimonial

"To be able to accurately identify the breeds that make up your pets genetics, will be of great benefit to both your vet and to yourself as the owner.

The new technology will aid in identifying potential health issues and behavioral traits.

Owners and vets can now make informed decisions to benefit the pets health."

Dr Richard Evans B.V.Sc (Hons)
Cessnock Veterinary Centre and Hospital

Where you'll find BITSA

For a complete list of organisations that stock BITSA visit www.gtglabs.com/bitsa or call +61 3 8412 7000 and an ID kit will be sent to you.

