

# Vis Health

Agenda: Petsie & Smartsy

***petsie***<sup>-</sup>

**Prolong the Life of Your Dog**



[www.petsie.pet](http://www.petsie.pet)

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# Global Dental Problem

Dental disease is globally the most common health problem in pets which can lead to serious health issues if left untreated.

8/10 of small to medium dogs by the age of 3 develop some type of dental illness

\*According to the American Veterinary Medical Association (AVMA)



# Meet Petsie

The Revolutionary Toothbrush for Dogs



**Electrolytic  
Technology**



**No Vibrations &  
No Sounds**



**Eliminates Bad  
Breath**



**No Toothpaste  
Needed**

## A Subtle White Light

Illuminates when Petsie is active

## On/Off Button

Operates silently, without any vibrations or audible clicks

## Replacement Head

Petsie offers convenience and flexibility with replaceable brush heads for dogs of different sizes

## Comfortable Ergonomic Design

The ergonomic grip enhances usability



# Petsie Products

## Petsie Toothbrushes



## Petsie Replacement Heads



# Petsie Products: Toothbrush



Small



<10kg



Medium



10–20kg



Large



>20kg

# Petsie Products: Replacement Heads



Small



<10kg



Medium



10–20kg



Large

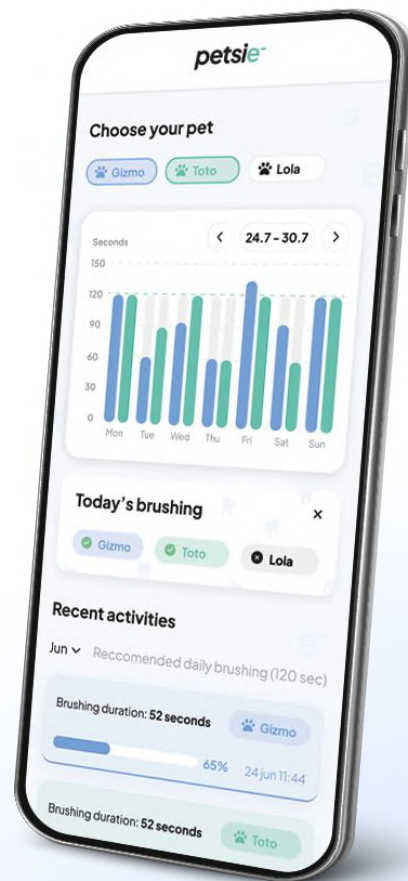


>20kg



# Petsie Mobile App

From learning how to brush and tracking the brushing sessions to becoming an expert in dog health & behavior, Petsie mobile application has got you covered!

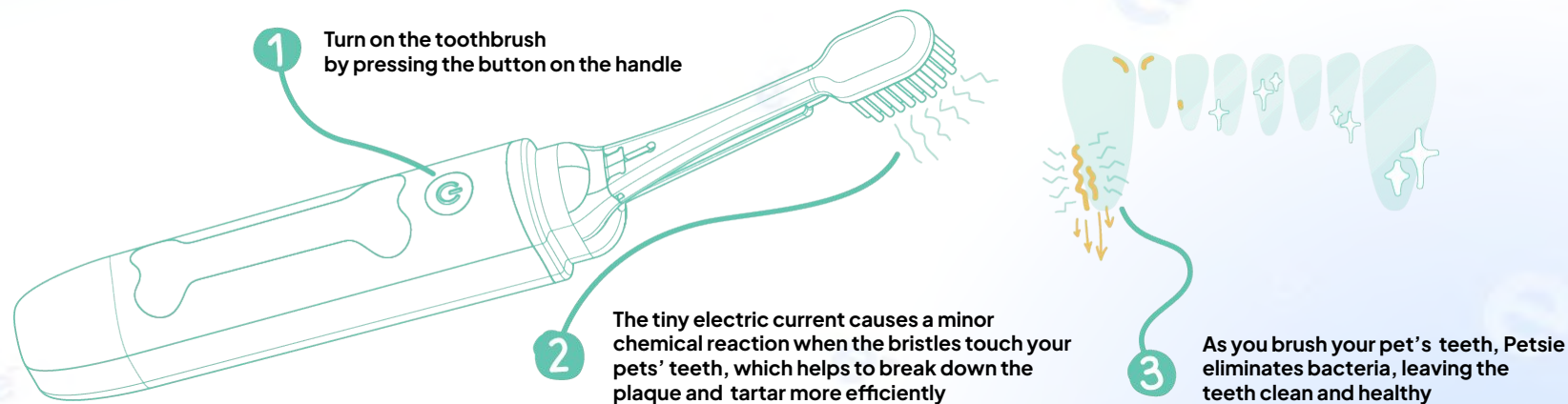




# The Science

Simply put, electrolysis is a way to use electricity to separate things.

**Petsie works by generating a small electric current that efficiently prevents plaque and tartar accumulation.**



# Clinical Study

We have partnered with leading institutions and experts in the fields of veterinary medicine, dental medicine and genetics, such as **Novogene Genomic Services Laboratory, University of Cambridge, United Kingdom** to ensure complete transparency and dedication to pet dental care.



*Bacteria Streptococcus mutans suspension moving towards the positive electrode (made by optical microscope at 1000× magnification at the Scientific Veterinary Institute of Serbia).*

If the video doesn't play, click [HERE](#)

# Early Results of the Clinical Study:

## **Enhanced Oral Microbiome Diversity**

Petsie-treated dogs exhibited a greater variety of beneficial mouth bacteria compared to untreated dogs.

## **Reduced Harmful Bacteria Presence**

The treated group displayed a lowered proportion of harmful bacteria, associated with dental issues, compared to the pre-treatment group.

## **Increased Potential for a Longer Lifespan**

The outcomes imply that regular toothbrushing with Petsie could lead to a longer life for dogs.

# Benefits of using Petsie



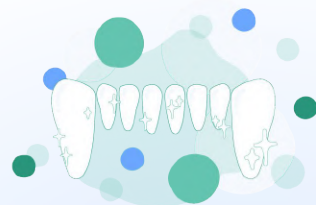
Prolongs the life  
of your pet



Improves overall health



Eliminates  
unpleasant breath



Prevents plaque accumulation  
and alleviates gum infections

# Unique Selling Points



## Electrolytes

Unique electrolytic technology brings the most efficient toothbrushing in the world



## Built-In Timer

The light diode will measure the time needed to brush each side of the dog's jaw for 60 seconds



## No Toothpaste Required

You can brush your dog's teeth in any area of your home



## Interchangeable brush heads

Designed to be cost-effective and easy to change



## 15-degree handle

The ergonomic grip enhances usability and facilitates reaching the back teeth with greater ease.



## Eco-Friendly

Plastic parts are recyclable



## High-quality antibacterial bristles

Soft bristles and the end-rounded polyester filament are highly desirable for in-depth teeth brushing



## Flavored bristles

Coming soon

# Sales Channels



1. Pet Shops



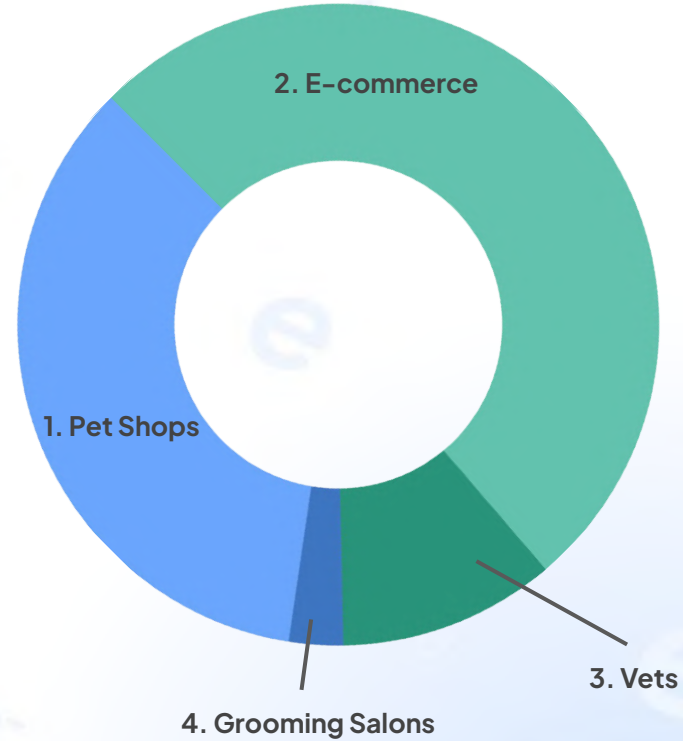
2. E-commerce



3. Vets



4. Grooming salons



# Sales Channels

Sales Channels	Authoritative	Commercial
Veterinarians	e-	
Grooming Salons		e-
Medical Insurance Companies	e-	
Pet Shops		e-
Online Channels		e-
Pet Events	e-	e-

## Authoritative

By establishing partnerships with authoritative channels we position ourselves as a reliable and authoritative source in the PET industry

## Commercial

By promoting through pet shops and online platforms, we increase the visibility of the brand and reach a larger number of consumers.



# Target Audience

## CUSTOMER PERSONAS

25–55 years, female, urban dwellers,  
middle/upper class

Dog lovers, dog is a family member

Owners whose dog has health issues

Owners that are mindful about their  
pets wellness

## DOG SEGMENT

Puppies

Adult dogs

Senior dogs

All dog breeds

All dog sizes



# What Makes Us Different

*"We appreciate the happiness and unconditional love that dogs bring to our lives – and we decided to return some of that love to them using science."*

## OUR MISSION

is to prolong the lives of dogs by educating their owners about the importance of dental hygiene and providing the most effective pet dental product in the world – Petsie.

## OUR VISION

is a world where owners provide top dental care with minimal environmental impact so their dogs could thrive in health and happiness.



Toothbrush handles are made in Europe



Replacement heads are made in Japan



Patent pending and trademark protected in 10+ countries



Petsie stands for sustainable and environmentally friendly solutions

**petsie<sup>-</sup>**

# Thank you!

CONTACT INFO

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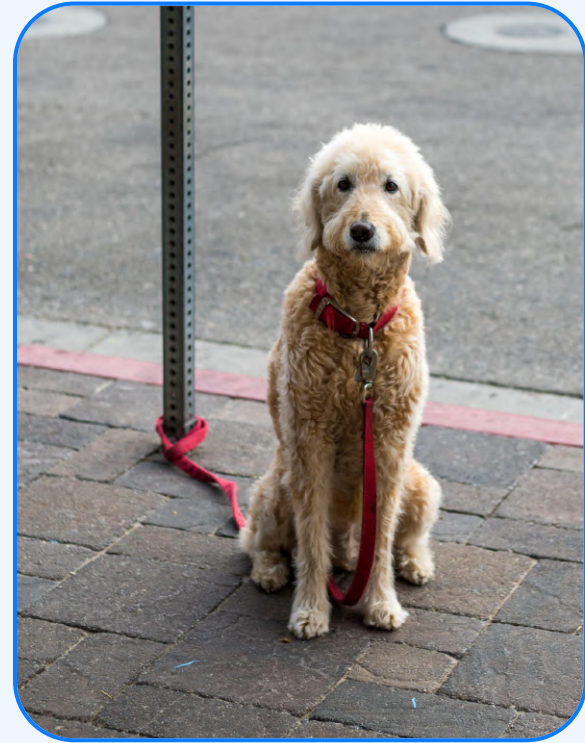
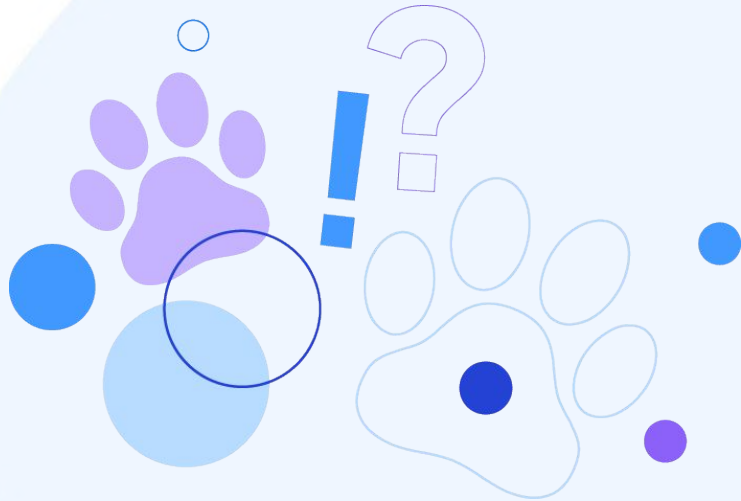


# *Smarty*

Ultimate Pet-Friendly Solution

## PROBLEM

When running errands like grocery shopping, dog owners face a dilemma: leaving their pet tied up or in a car - which is **dangerous**, or taking multiple walks- which is **inconvenient**.



## SOLUTION

# Smartsy

is a smart solution that's revolutionizing pet care & safety.

It's designed to **make life easier for dog owners** by providing a **special safety zone** in commercial facilities while collecting unique data.

This means you can walk your dog and run errands at the same time, knowing your furry friend is safe and sound.





## REASONS TO BELIEVE

# Functionalities



### Sound & Heat Isolation

Ensuring your pet stays comfortable in any weather.



### Real-Time Monitoring

Keeping an eye on your pet with the live video feed.



### Automatic Safety Lock

Access-controlled entry and exit to prevent unauthorized access.



### Automated Heating

For the ultimate comfort and a serene environment.



### Silent Airflow

A quiet fan maintains a fresh and comfortable ambience.



### UV sterilization

Sterilises house after each use

### Branding

The possibility of creating unique campaigns

### Availability Indicator

Green light - Free to Use  
Purple light - UV sterilization in Action  
Red light - In Use



### Replacement Base

Hygienic and easy-to-clean base for optimal health

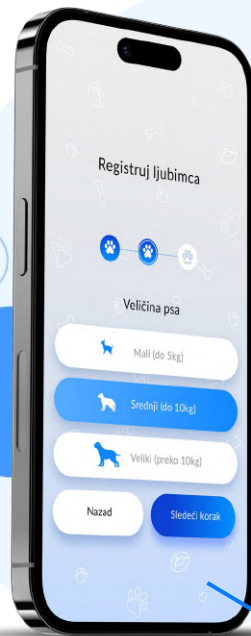


## HOW IT WORKS

# In Just a Couple of Easy Steps

1. Download **Smartsy** app
2. **Register** yourself and your dog
3. **Guide your dog** into Smartsy
4. **Shop** while your dog is safe and comfy while you are happy and relaxed
5. **Unlock Smartsy** and go home

*UV lamp cleans house after each session*



**Smartsy**

Collecting Pet Data

# BENEFITS

## FOR DOG OWNERS

### FUNCTIONAL BENEFIT

Saving dog owners time

### EMOTIONAL BENEFIT

Peace of mind for dog owners  
knowing their dog is safe



## FOR RETAIL FACILITIES

### BECOMING PET-FRIENDLY

Attracting new customers and providing loyalty

### BOOSTING PET INDUSTRY PRODUCTS

Increasing sales of pet and pet related products in facility  
that has Smartsy installed

### A UNIQUE WAY OF ADVERTISING

The possibility of creating unique campaigns



## PARTNERSHIPS

Established partnerships that can facilitate quick enrollment in other respective countries:



**MARS**  
Petcare

**UNIVEREXPORT**

Production capacity: 600 houses monthly  
Secured certifications: ISO 9001, CE Sign and FCC

Check Us Out

**Media Presence**

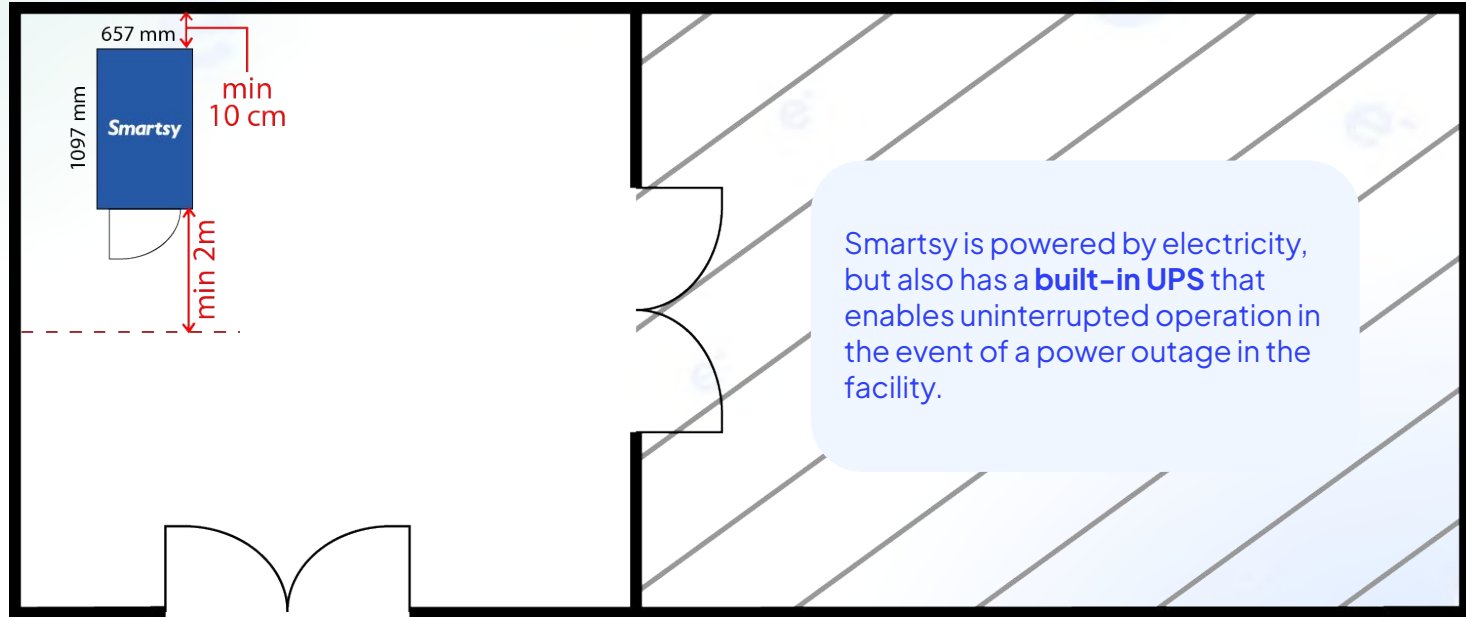
Media  
[Forbes](#), [BizLife](#), [Kurir](#)

City Support  
[Belgrade Manipulicity](#)

Global Partnership  
[MARS](#)

**Smartsy**

## EASY INSTALLMENT



*Smartsy*

# Thank You

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## Important Pet Industry News

1. New Law in Spain - Fine up to 10.000eur for leaving do tied
2. First Fine in Spain for Leaving Dog in front of Pharmacy
3. Dognaping stats USA ( 2 M a year)
4. Dognaping in France (75k a year)
5. Most Stolen Dog Breeds in UK
6. Stolen Dogs - Significant Problem in Many Countries

AGREE SIGN UP

 ES ^

Up to 10,000 euros fine leaving the dog tied up in front of the supermarket!



In our article "[The mandatory insurance for dogs from October 2023](#)" we already talked about the new Animal Welfare Law (**LBA**) comes into force on **September 29, 2023** and establishes new rules to avoid the abandonment of animals.