

WE ARE PIONEERS IN CAT-FRIENDLY SOLUTIONS

Looking after your cat should not be stress-full for you or your cat.

INVENTOR

The Problem

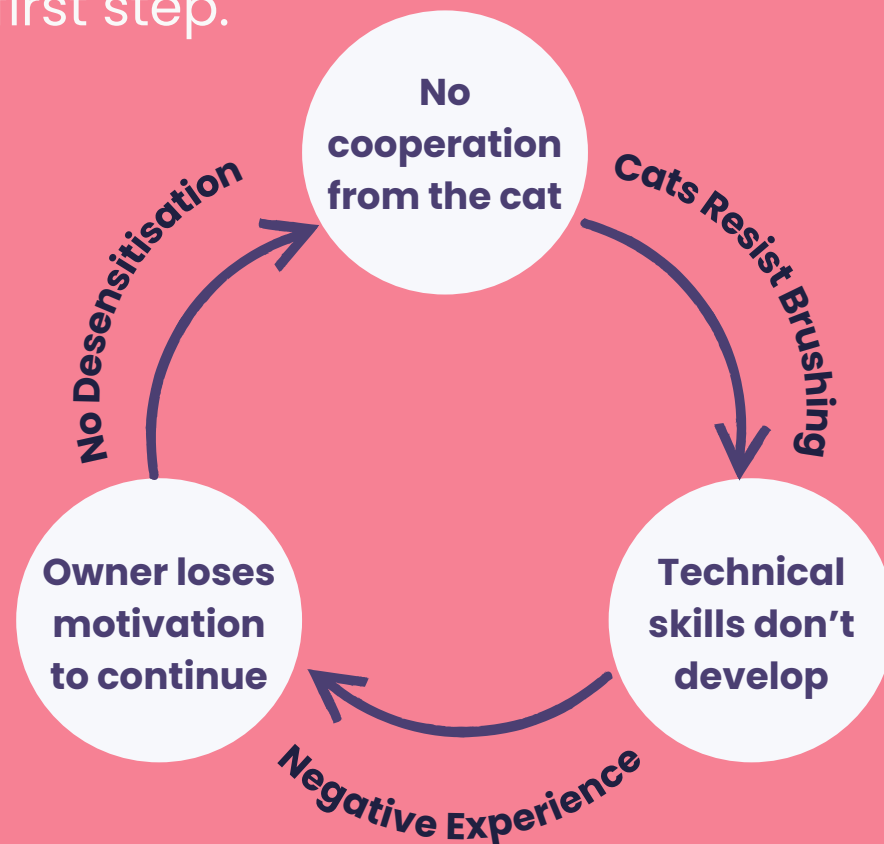
Outdated Gold Standard

The problem is execution.

A toothbrush requires:

- Cooperation from the cat
- Technical ability from the owner
- Consistency from the owner

These are interdependent and we fail at the first step.



Gap Between Guidelines & Reality

Vets recommend that we brush our cat's teeth daily.

2%

Out of 3015 cat owners say they can brush their cat's teeth, once a week.

Cats instinctively resist forced handling and hide pain extremely well. Most owners try brushing once and stop — or avoid it altogether — creating fear around the process and no consistency in preventative care.

By the time owners notice something is wrong, it's often severe — “my cat is still eating”, “my cat is just getting older.” No. They are in pain.

Owners are unable to follow veterinary guidelines because the tools available are not cat-friendly.

Millions of Cats Suffering

This is why 85% of cats develop dental disease.

It is the most common condition seen in veterinary practice, with vets encountering it daily.

When brushing fails, owners turn to “better-than-nothing” alternatives which create a false sense of prevention while dental disease continues to progress.

The end result with the current solutions are inevitable:

- Cats in pain
- Extractions
- High veterinary costs
- Owners stressed

We are failing to treat dental disease because the current solutions force us to be **reactive rather than proactive** to preventative care.

Demand is Not The Problem.

The tools are.



Information taken from a survey of 60,000 cat owners

Market Size & Ownership Trends

56% of households worldwide have a dog or a cat, with **cat ownership now surpassing dog ownership**. In the UK, 29% of households own a cat, and Millennials and Gen Z make up 80% of cat owners – a large, growing and increasingly engaged market.

Emotional Value & Pet Bond

The emotional connection is strong. 90% of owners say their cat is important to their wellbeing, and when asked how far they would go to extend their cat's life, the answer is "whatever it takes." **88% would take any intervention necessary to prevent pain or suffering.**

Behaviour & Preventative Mindset

The intent to act is already there. 88% of pet parents prioritise preventative care, 93% believe cats need daily enrichment, and **87% would brush their cat's teeth daily if it were easy**. The demand exists – the barrier is execution.

Problem Opportunity Window

55% of cats are aged 1–6, the **key window when dental disease is discovered is 4–5 years old**. This creates a significant early-intervention opportunity at scale.

The World's First Cat Friendly Toothbrush

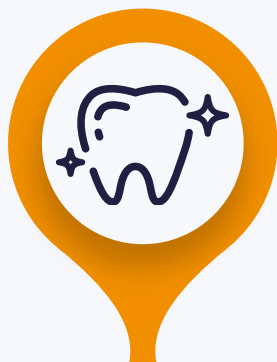
The Dental Wand. The right tool for owners and cats.

Everything is meticulously designed to engage your cat's instinctual behaviours to hunt and create a positive environment for toothbrushing to be carried out.

From the shape, to its colour, to the way it moves, to the way it releases the toothpaste, it is all for your cat to continuously think: "I am hunting."

No other toothbrush can offer this myriad of benefits for the cat.

Protects Buccal & Lingual Surfaces



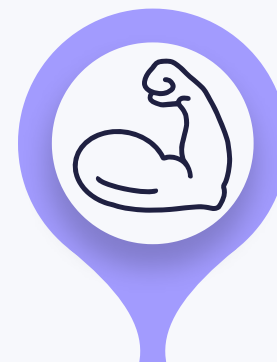
Reduces Stress Related Behaviours



Suitable for All Ages



Aids with Weight Management



Boosts the Human Animal Bond



Easily Follow Veterinary Guidelines



Cats Create Positive Associations with Owners.

We are the only toothbrush that improves the relationship between the cat and the owner.

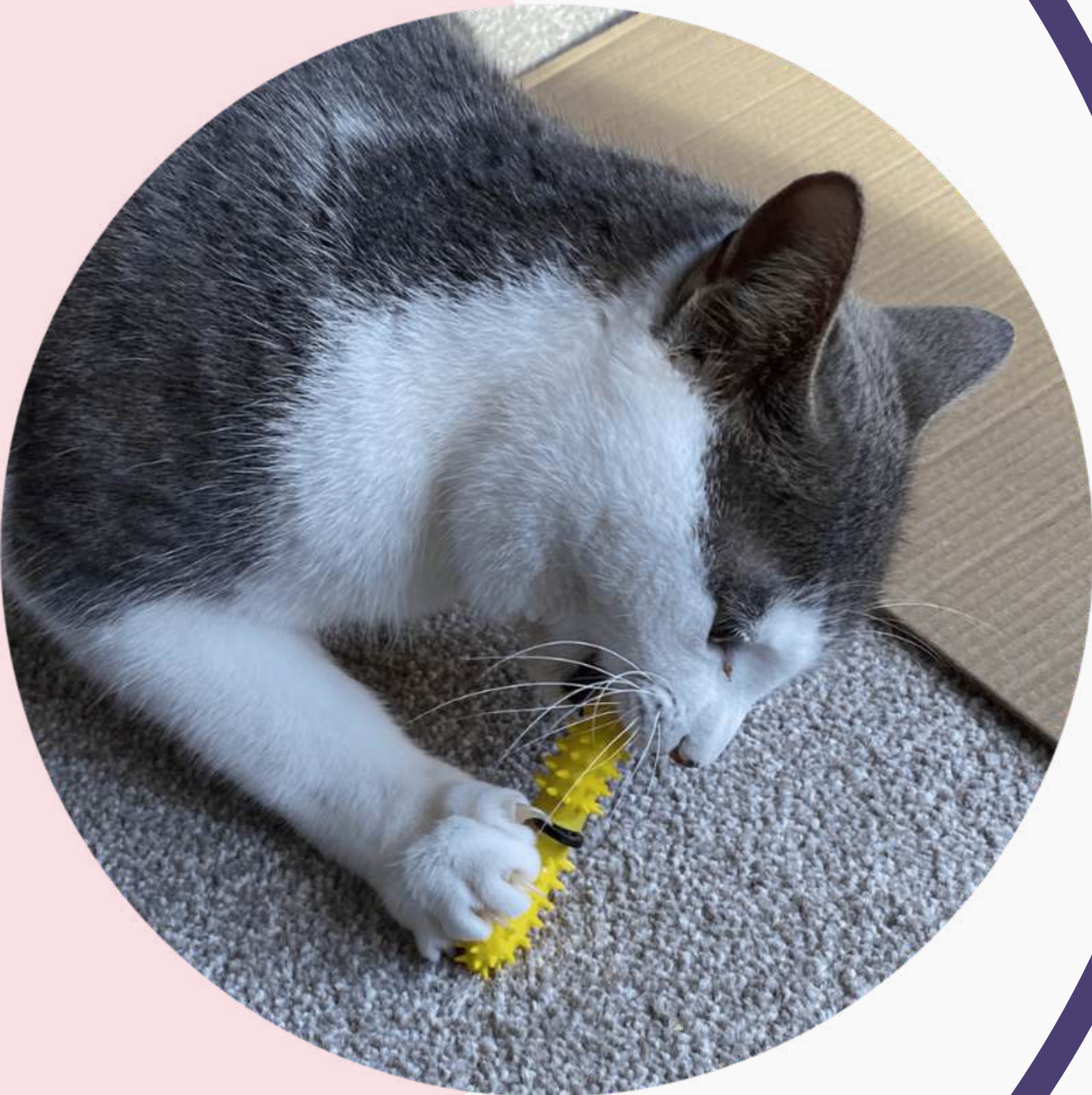
Cats Have 100% Control of the Experience.

We are the only cat toothbrush that doesn't require restraining the cat.

Cleans Around and Targets All Teeth.

We are the only toothbrush that cleans the buccal and lingual surfaces of teeth.

Traction



JAN 25

Helped 2000 cats

Shipped **DTC in 16 countries** and launched with a US clinic.

APR 25

First National Retailer

Onboarded with **Pets at Home** online. Will be moving into store this year.

JUL 25

Finalist for Multiple Awards

Finalist in the UK Pet Industry Federation for Innovation of the Year; New Business of the Year; and Product of the Year.

OCT 25

Most Innovative Cat Product in Europe

Our Dental Wand was crowned by Fressnapf as the most innovative non-food cat product in Europe. **We won shelf space in their Austrian, Danish and Swiss stores.**

FEB 26

Formed Strategic Partnerships

Strategic partnerships with Identibase, Perfect Pet Insurance, Agria Pet Insurance and Bella & Duke we're formed to achieve our goal of improve feline welfare.

MAR 26

Listed with International Retailer

Shipping Dental Wands to **175 Pet Place stores** across Netherlands and Belgium.

Our Retail Clients

Our primary route to market entry.



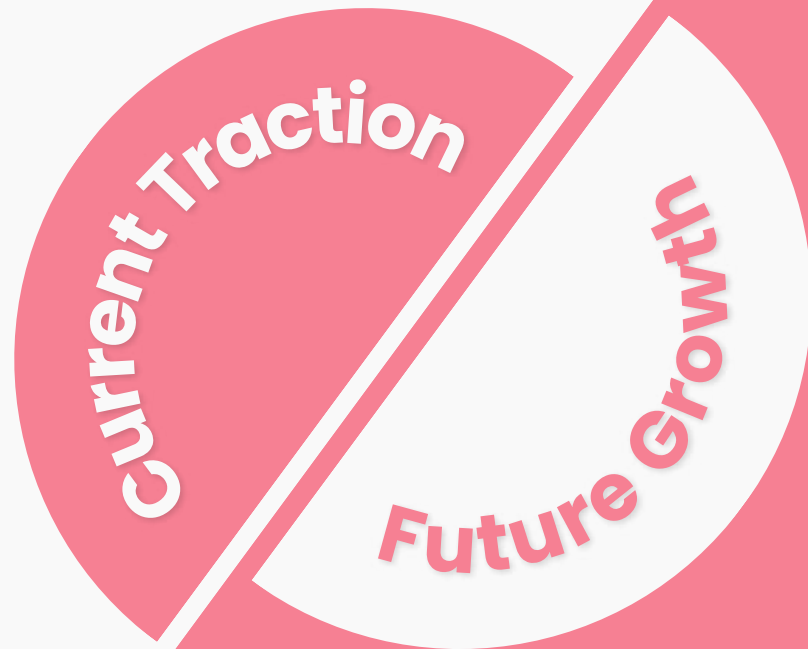
Onboarding in June 2026 with central warehousing. Will be distributed to all stores in Austria, Switzerland and Denmark.



Listed in 175 stores across Netherlands and Belgium.



Listed online and moving into 100 stores in May 2026.



Category Expansion

We are launching new SKUs this year, creating upsell opportunities with existing retail partners, increasing in-store brand presence, and driving higher repeat purchase.

New Retailers

We are in discussions with new national retail partners to expand our distribution footprint.

Our DTC Channel

Building brand and community.

High Rate of Sale - 6.49%

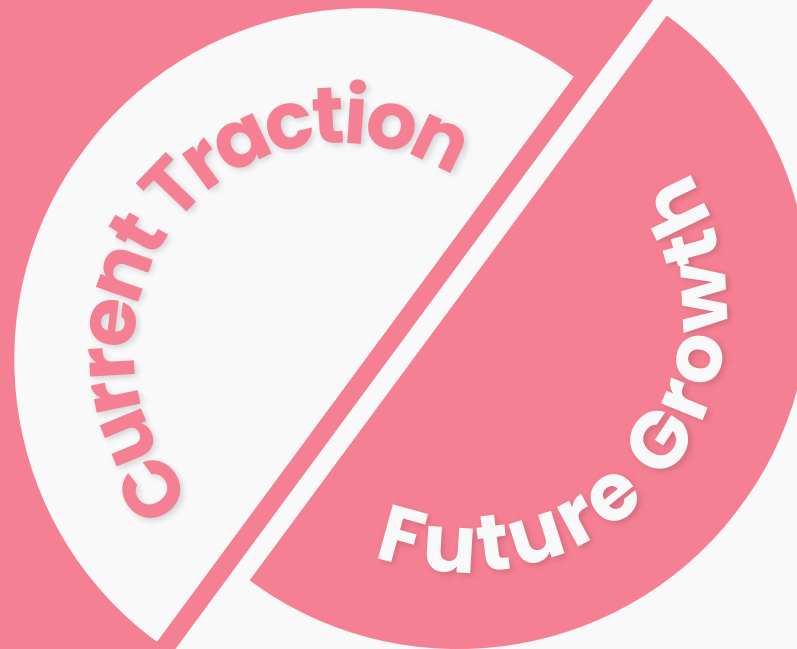
This is double the industry average. In an average month, out of 5024 visitors, 894 showed buying intent with 326 making a purchase.

Sold DTC in 16 Countries

Demand is everywhere. Our main market is in the UK, with the US second, then EU, followed by the rest of the world.

Low Customer Acquisition

Less than £5... is what we spend to acquire a new customer. We understand customers painpoints, the issue is widespread, and our messaging resonates well with owners.



Boost UK Brand with TV Ad

We got given free airtime on the following channels and will be running a 30 second ad.



Joining Online Marketplaces

We are onboarding at Fressnapf and Maxi Zoo's online marketplaces in Germany.

We're also in contact with Chewy's category team to support marketplace entry as we expand into the US.

Distributor Partners

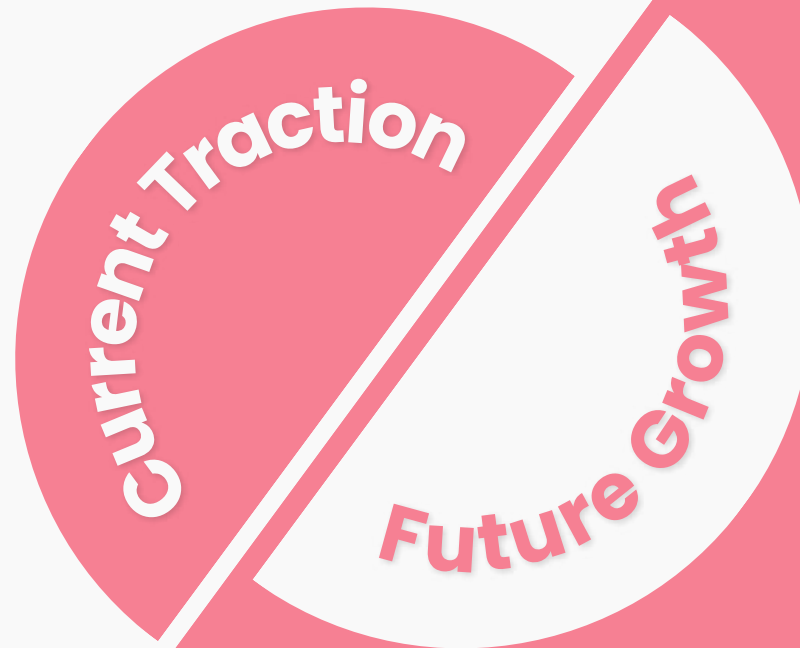
Scaling & accelerating market expansion.



We are a partner of Perfect Pet Insurance, giving people in their rewards portal a discount on our Starter Kits.



We are part of Bella+Duke's reward portal which promotes us to their ~40,000 active customers.



A key target this year. As a leading global distributor, they would unlock access to a large veterinary network and accelerate clinical adoption.



An award-winning wholesaler with a strong network. We're sending samples to expand across specialist pet stores nationwide.



Onboarding to gain access to thousands of independent pet stores. Begin expansion across multiple EU markets with infrastructure to scale efficiently.



Following strong interest at PATS, we're in discussions with IVC Evidensia. We'd gain access to thousands of clinics in the UK and Europe.



We Operate at the Intersection of Health and Enrichment.

One of the fastest growing areas in pet care driven by the shift towards preventative health.



\$71Bn

Global Cat Care Spend



\$230M

UK Market Opportunity



\$5.5M

Achievable Short Term

\$18Bn global spend on feline healthcare products.

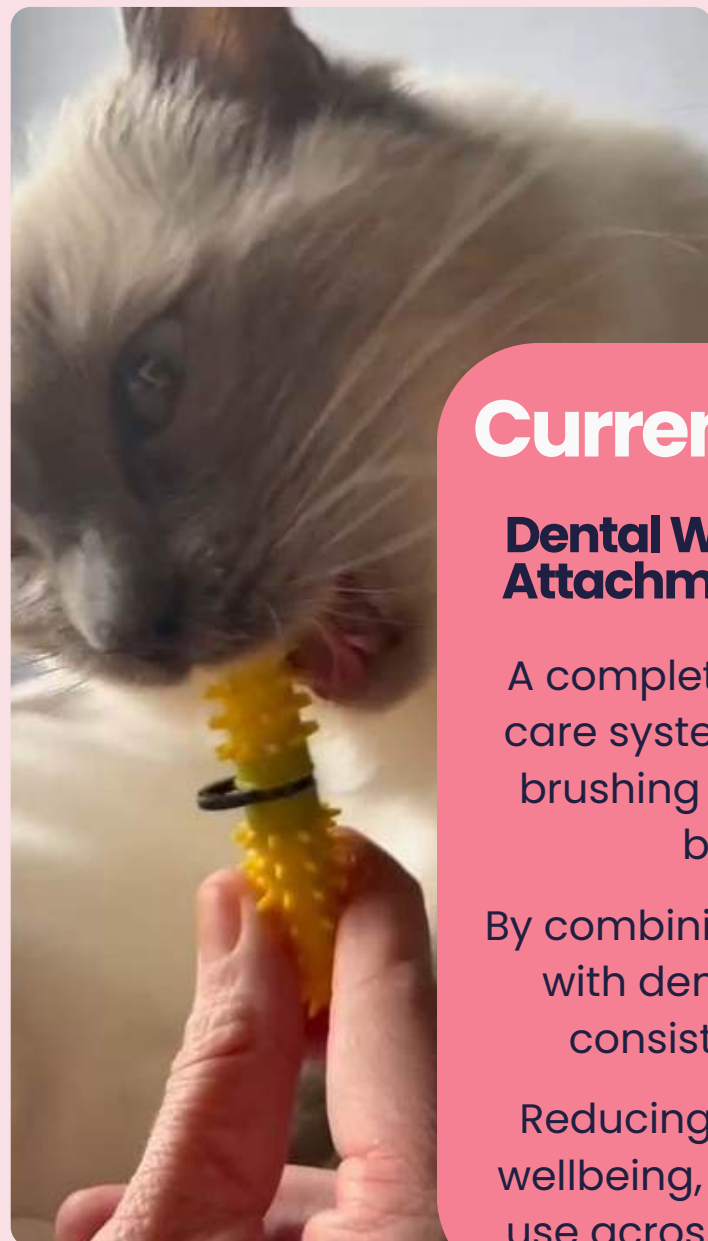
6M UK cat owners are actively motivated to prevent dental disease.

Driven by retail scale, market expansion, & strong demand



Building the Future of Preventative Pet Care

Our products pioneer better ways to care for pets — improving their health, wellbeing, and the relationships we share with them.



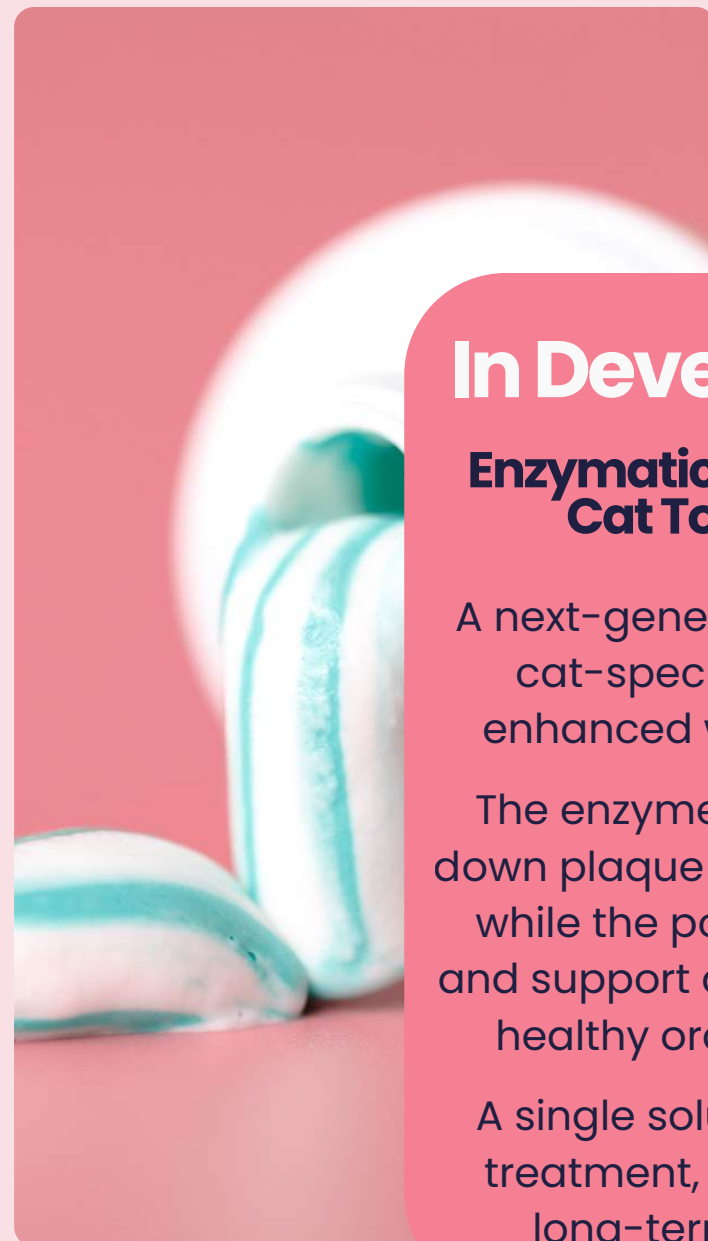
Current Products

Dental Wand Starter Kit | Attachment | Health Toy

A complete, cat-centric oral care system that transforms brushing into an instinctive behaviour.

By combining feline behaviour with dentistry, we enable consistent, daily care.

Reducing stress, improving wellbeing, and driving repeat use across the cat's lifetime.



In Development

Enzymatic & Postbiotics Cat Toothpaste

A next-generation enzymatic, cat-specific toothpaste enhanced with postbiotics.

The enzymes actively break down plaque on tooth surfaces, while the postbiotics nurture and support an environment of healthy oral microbiome.

A single solution combining treatment, prevention, and long-term oral health.



In the Pipeline

Dog-Friendly Toothbrush

Expanding our behaviour-led approach into canine oral care, we harness interactive play, dog-friendly design, and positive associations to give dogs full control of the brushing experience.

This creates an effective, repeatable daily routine that is easy, consistent, and enjoyable for both dog and owner.

Our Team



Victor Carpio

Founder | CEO

Victor is a founder and inventor with a Master's in Business Management and Innovation.

He leads the company's strategic direction across sales and marketing, combining creative product innovation with commercial execution to drive growth, build partnerships, and scale the business internationally.



Jorge Shell

Sales Director

Jorge's strength is in export market development and global growth.

A strong background across pet care and consumer sectors, he combines strategic leadership with hands-on execution, managing sales while building high-performing partnerships and driving scalable expansion across international markets.



Misty Hampton

Animal Behaviour Consultant | Fear Free Specialist

Misty specialises in feline behaviour and welfare. She's Fear Free certified and accredited by IAABC.

She focuses on low-stress, science-based methods. Her work centres on improving understanding, reducing fear-driven behaviours, and helping cats and owners build stronger, more positive relationships.



Bob Hanson

Business Advisor

Bob has over 40 years of experience in the European pet industry, including 25 years in strategic consulting for blue-chip companies and SMEs.

He specialises in sales, marketing, and distribution, and has successfully developed products, adapted brands for European markets, and brought them to market.

Why We Are The Perfect Fit For You



The biggest issue faced by cat owners is dental disease. Most of these dental diseases are completely preventable through daily oral brushing.

Cat parents are stuck between a rock and a hard place because they want to do the best for their cat however they do not have a tool that they can use consistently.

We are expanding the access to home care by bridging this gap between veterinary recommendations and real-world applications.

This in turn increases pet longevity.

Pain creates stress in a cat's life. Periodontal disease is a systemic issue that affects the cat's physical and mental wellbeing.

Our cat-friendly toothbrush not only fights against the direct detriment caused by periodontal disease, it creates positive ripple effects that feed into systematic benefits which are linked to longevity and wellbeing.

Expanding
Access to Care

Advancing Pet
Longevity &
Wellness

Creating a
Healthier Future
for Cats and
Owners

The concepts used during the brushing experience with our cat-friendly toothbrush provides a healthier relationship between the owner and cat.

We create a healthier future for cats and because 90% of cat owners state that their cat is important to their emotional wellbeing, in turn, we are creating a healthier future for the owners too.