



Using the Science of Scent Detection BioScent Pet Launches Cancer Screening Kit for Dogs and Cats at SuperZoo

FOR IMMEDIATE RELEASE – July 24, 2019 – Myakka City, FL – BioScent Pet today announced the launch of their cancer screening kit for dogs and cats. BioScent uses dogs' scent detection capabilities to determine if cancer is present, based on a saliva sample provided by cheek swab.

Cancer screening through scent is a well-established diagnostic tool, currently in use for humans. Cancers give off a specific odor, undetectable by humans. Because of dogs' highly developed sense of smell, they are able to identify when this odor is present. The similarities between cancer in humans and other mammals mean that this same process can be used for detecting cancer in dogs and cats.

"Our pets can't tell us how they're feeling and as a consequence, we often don't know anything is wrong until the cancer is very advanced," says Heather Junqueira, CEO of BioScent Pet. "BioScent Pet offers pet owners the ability to pre-emptively screen their pets for cancer in an easy, low-cost, non-invasive way."

The BioScent Pet kit contains a cheek swab, return shipping packaging, and instructions for taking a sample. People create an account and use the unique identifier on the kit to tie the sample to their pet. When BioScent Pet receives the sample, the dogs smell it and if they identify the odor of cancer, they sit.

As for accuracy, each sample is tested by 3-4 dogs to help eliminate false positives or negatives. "In humans, our dogs have a 97% accuracy rate in detecting cancer, and we are seeing a similar rate in dogs and cats," said Junqueira.

BioScent Pet will be launching at SuperZoo, a pet industry expo held in Las Vegas, NV August 20-22, 2019. They can be found in booth #6151.

About BioScent Pet:

BioScent Pet uses the science of scent to facilitate early cancer detection in dogs and cats with an easy-to use sample collection kit and highly-trained cancer-detecting dogs. Based in Myakka City, FL, BioScent Pet is a boot-strapped startup, focused on providing pet parents with peace of mind. For more information, visit bioscentpet.com.

Media Contact:

Heather Junqueira
CEO

941-225-5042

Heather@bioscentpet.com