



Meet Voyce®  
become a part of our experience

voyce®



# Actionable Insight for a Higher Standard of Care

---

Dogs are predisposed to hide pain and illness. Voyce allows dog owners, veterinarians and other caregivers to gain deeper insights into those family members who can't speak for themselves.

These deeper insights can lead to earlier, better and more precise care. Our exclusive rich content provides owners a trusted online resource to research everything from how to train a puppy to ways to provide your aging dog with a higher level of comfort and a better quality of life.



# Our Brand Story

---

There's an undeniably close connection between people and their dogs. Yet despite the strength of that bond, there's still so much more we want to know. We wonder how they're feeling, why our dogs behave in certain ways, and when they need something more from us.

If we didn't have to guess anymore, we could care for our dogs on an unprecedented level. With Voyce, we can. The Voyce Health and Wellness Management System™ replaces guesswork with scientific data that empowers owners and their veterinarians to optimize the health and happiness of their dogs. Backed by years of research and clinical trials, Voyce is a powerful tool and ally, a liaison between owners, dogs and veterinarians that tracks vital health indicators in real time, so we can provide a new standard of personalized care based on each individual dog's conditions and needs. Everything from heart disease and cancer to obesity and unusual behaviors can be detected in their early stages and treated between annual veterinarian visits — and perhaps even prevented. Voyce is not only personalized care for dogs, it's peace of mind for the people that love them.



# Our Mission



To help animals live their longest and healthiest life by bridging the communication gap between animals, veterinarians and the owners who love them. Voyce communicates unprecedented biometric data for remote oversight and improved veterinary medicine.



# Our Vision

Voyce is an innovator, catalyst and leader in pet care. We're ushering in a new era of individualized care that is at once comprehensive AND simple, intuitive AND actionable, for both owner and veterinarian to provide better lifelong care. Voyce will see to it that dogs will no longer be silent partners in their relationship to humans. But we don't plan to stop with dogs — we see a future where many animals can also benefit from Voyce wellness solutions.





# Our Positioning

Voyce is the trusted canine health and wellness management system for dog owners and veterinarians alike, providing them reliable, comprehensive insights about every individual dog. The credible information provided by Voyce is empowering, helping people to identify health conditions early, proactively manage those conditions and provide a new standard of personalized pet care.

Every dog is different. Their care should be, too.







"DOGS MAY NOT BE OUR WHOLE LIVES, BUT THEY MAKE OUR LIVES WHOLE."



Every great brand evolves from a driving passion.  
Our passion is to understand, love and care for dogs.

**HEAR OUR PASSION**





# Understand your dog like never before

---

We all provide the best care possible to our dogs, but sometimes there are questions that we just don't know the answers to...

*How are you feeling?*

*How was your day?*

*How did you sleep?*

*Want to go for a walk?*

*Why are you gaining weight?*

*When did I last give you your heartworm medicine?*

*Why don't you want to snuggle...is something wrong?*

*Why are you so sleepy lately?*

*How can we teach you not to jump on everyone that comes to the door?*

*You love treats...how come you don't want one?*

With Voyce, you can see the answers to questions such as these, and provide your dog the love, protection and support he needs.





# How Voyce looks and feels in the world

---

Equal parts passionate and logical.

Approachable, but not casual.

Sophisticated but never pretentious.

Advanced yet accessible.

Intelligent without being condescending.

Fun, but never frivolous.



