

Eugene Pet Wellness Launches AI-Powered Platform Turning Canine Genetics Into Personalized, Proactive Care

New platform uses genetic insights, AI, and targeted nutraceuticals to offer personalized wellness advice tailored to a dog's unique genetic profile and needs.

NEW YORK, NY, UNITED STATES, August 7, 2026 /EINPresswire.com/ -- Not all dogs are the same. So why is their care?

“

Innovation isn't collecting more data; it's connecting it. Eugene transforms pet health insights into personalized, proactive guidance that pet parents can actually use.”

Ryan Holden Singer, Founder and CEO of Eugene

Meet [Eugene](#), a new AI-powered pet wellness platform designed to give owners a smarter, more personalized way to care for their dogs by combining genetics, artificial intelligence, personalized wellness guidance and targeted nutraceutical solutions into one continuously evolving experience.

Most pet owners make decisions using generalized advice and one-size-fits-all wellness products, even though no two dogs are genetically alike. Eugene is designed to change

that by helping owners better understand potential health and wellness predispositions earlier and then giving them personalized guidance and solutions informed by their dog's unique genetic profile.

Millions of pet owners have embraced DNA testing to better understand their dogs' breed composition and genetic makeup. But after receiving the results, many are left asking one simple question:

"What should I do next?"

Eugene was built to answer that question and help owners act on the answer.

How Eugene Works

The Eugene experience begins with a simple at-home genetic test using a saliva sample that

identifies genetic traits and wellness predispositions. Eugene then translates that complex genetic information into easy-to-understand insights and personalized recommendations tailored to the individual dog.

But Eugene doesn't stop at insights.

Eugene connects each dog's genetic profile and individual wellness needs with personalized nutritional guidance and its own line of premium nutraceutical solutions. The initial product line is designed to support several of the most common areas of canine wellness, including healthy weight management, mobility, joint health, heart health, calming, digestive wellness, and everyday nutritional support.



Rather than asking pet owners to interpret a genetic report themselves to determine what products may be appropriate on their own, Eugene is designed to connect the entire experience from understanding a dog's individual biology to identifying actionable steps and targeted wellness solutions.

At the foundation of the Eugene platform is its own AI system designed to bring together information that has traditionally existed in separate silos. Genetics, health predispositions, weight and body condition, nutrition, lifestyle, wellness history, and other relevant information can be interpreted together to create a more complete and evolving understanding of each dog.

"The real innovation isn't simply collecting more data. It's connecting it and making it actionable," said Ryan Holden Singer, Founder and CEO of Eugene. "Pet health information has traditionally existed in separate places, and genetic testing often ends with a report simply about breed and coat color. We've built Eugene to go further by bringing those signals together, interpreting them in the context of the individual dog, and connecting those insights to personalized proactive guidance and targeted wellness solutions pet parents can actually use."

"We believe the future of pet wellness is personal," said Ari Low, Founder and President of Eugene. "Every dog has a unique genetic makeup, yet much of pet wellness is still built around a one-size-fits-all approach. Eugene was created to change that by giving pet parents a clearer

understanding of their individual dog and connecting those insights to proactive guidance and targeted solutions they can use throughout their dog's life."

Eugene isn't just another DNA testing company, and it isn't simply an AI interface layered onto genetic results. It's an integrated personalized wellness ecosystem that connects genetic insight to ongoing guidance and real solutions.

About Eugene:

Eugene™ is an AI-powered pet wellness company dedicated to transforming canine health through personalized, proactive care. By combining advanced genetic analysis, artificial intelligence and premium wellness formulations, Eugene helps pet owners make more informed decisions throughout every stage of their dog's life.

Charli LeGette

Propel Communications

+1 832-752-1948

[email us here](#)

Visit us on social media:

[LinkedIn](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/932619269>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2026 Newsmatics Inc. All Right Reserved.