



Activity to minimize a carbon pawprint of pets

In the era of 90 million of petfam (pet+family, 2022 data),
The embodied carbon during raising a pet for 1 year is twice than the one that a SUV emitted.
In the time of becoming another cause of environmental pollution due to the reason of raising a pet,
We want to do what we can do for earth and pet.
It starts with small practice of avoiding unnecessary consumption and using eco friendly products.

There is a desire to coexist with a humans, pet and earth
for a long time with INOOM.