The "Face ID" for Lost Pets You Need to Know About

I recently came across a free service from Petco that every pet owner should have on their radar. It's called **Petco Love Lost**, and while the service has been around for 25 years, their new AI-powered search is a total game-changer.

Using patented facial recognition, it scans a national database of over 3,000 shelters—plus listings from Nextdoor and Ring—to match lost pets with found ones. It analyzes 512 unique data points (like muzzle shape and eye set) to find a match in under a minute.

How it works:

- **Upload:** Post a photo of a lost or found pet at petcolove.org.
- **Scan:** AI compares facial features and fur patterns against thousands of records. It continues to monitor new entries even if a match isn't found immediately.
- **Reunite:** If a match is found, you get an immediate alert with contact info.

Petco has already helped 171,000 pets get home! **Pro tip:** You can create a profile for your pet before they ever go missing to stay one step ahead. The whole service is completely free.