

Nothin' to Hide™

The Rawhide Alternative by

Our patent pending, collagen-based rawhide alternative offers a highly digestible option to treating with traditional rawhide. Nothin' to Hide™ wholesome chews are delectably flavored in beef or chicken for maximum palatability providing a long-lasting and highly digestible chew for pets to enjoy safely for hours.

Made from Natural
Collagen Protein
No Rawhide



- Naturally Derived Beef Collagen
- 96.7% Digestibility Rating VS Traditional Rawhide Chews
- Improves Metabolism
- Promotes Oral Health
- Benefits Coat and Skin
- No Chemicals
- Safe and Long-lasting



Our ingredients.

Naturally derived beef collagen is the primary ingredient in our chews. The governing body for ingredients in pet treats, AFFCO, does not have a classification for our primary ingredient "Collagen". It's simply too new of an ingredient for them to effectively categorize in their records. Until they make that distinction we must comply with AFFCO's directive of listing "Beef Gelatin" as the primary ingredient.

Collagen and Beef Gelatin are vastly different in the heating and cooking processes used to manufacture chews, ultimately resulting in entirely different properties. Gelatin is created when collagen is heated or boiled, changing the consistency and molecular structure entirely. Once AFFCO accepts collagen as an ingredient, we will modify our ingredient panel to reflect this change.

Nothin' to Hide™ offers a 96.7% digestibility rating VS traditional rawhide chews (40-50%)

Digestibility is a concern with pet parents. It is the main reason people are moving away from rawhide. Rather than hide behind a vague callout of "highly digestible", we chose to state the proven digestibility percentage on our packaging. This has been studied and proven to be at 96.7%. *The other 4% is excreted from the pet's system, exactly the way food is processed by humans.* Traditional rawhide is 50% digestible at best.

Collagen aids in digestion by helping to break down proteins, soothe and protect the gut lining and infuse the digestive system with healing amino acids.



What makes Nothin' to Hide™ the safer alternative to traditional rawhide chews?

Our collagen-based chews begin as a very fine powder, which is hydrated, shaped and oven baked. We then apply our beef and chicken coatings for maximum flavor and palatability.

Our patented process utilizes pure collagen, produced in human-grade, GFSI certified collagen facilities. This formula is used in a number of human consumable products including health supplements, beef processing and cosmetics.

The proven benefits of collagen in pets include:

- Reduces joint pain
- Reduces fat and builds lean muscle
- Improves digestive health
- Boosts skin and coat health