

# RETAIL GUIDE



 **Pet  
Naturals<sup>®</sup>**

# Bring **HEALTH & JOY** to Pets Everywhere!



NO  
CORN



NO  
WHEAT



NO  
ARTIFICIAL  
COLORS



## Our Mission

Pet Naturals® offers effective supplements and healthy treats to help improve the lives of cats and dogs. Our products contain high-quality, naturally sourced ingredients in the form of a tasty reward. Pet Naturals® products are carefully crafted with Mother Nature's finest ingredients for healthier pets!



\*Crafted in the USA with quality imported and domestic ingredients



## Marketing Resources for Retailers

### Retailer Education Portal

Learn more about Pet Naturals® products by taking our on-demand courses. Help your customers make healthier choices for their pets and earn rewards for each completed course!

<https://rebrand.ly/Product-Expert>

### Promoboxx®

Free and easy-to-use service that provides you with professional and engaging digital content from Pet Naturals®. Enjoy complimentary access to custom social media posts, e-mail templates, landing pages, website banners, local ads and more!

### Astro Loyalty

Pet Naturals® participates in the Astro Loyalty program that provides exclusive deals, product discounts and free marketing support.

### Displays & POP Materials

Pre-packed product displays can be placed at point of sale or on shelf. Inquire with your distributors about availability of displays and POP materials.

# BusyButter<sup>®</sup>

## CALMING<sup>®</sup> SUPPLEMENT

First-ever calming peanut butter in a convenient squeezable pouch!

- + Easily added to fillable toys to keep dogs occupied longer
- + Proven calming formula includes thiamine, L-tryptophan, lemon balm, and L-theanine
- + Crafted in the USA without added sugar, salt or artificial ingredients†
- + 1.5 oz pouch available in a tear off PDQ for multiple merchandising options



**GREAT FOR:**

 STORMS	 PARTIES
 FIREWORKS	 GROOMING
 BATH TIME	



070040K.042 | 1.5 oz Pouch



070040K.177 | 6 oz Pouch



070040K.642 | 6 Pack - 1.5 oz Pouch



† Crafted in the USA with quality imported and domestic ingredients

A market-first calming enrichment combo pack for dogs of all ages!



Enrichment Combo Pack Includes:



BusyButter<sup>®</sup>  
1.5 oz Pouches



Premium  
Suction Cup  
Lick Mat

0700PSS.003  
Clip Strip - 12 Combo Packs



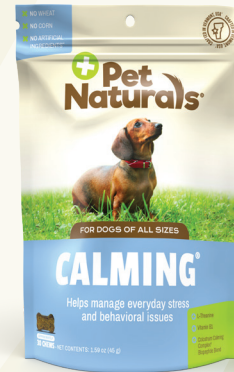


CALMING®

# Calming®

Pet Naturals Calming® chews feature wholesome ingredients with tasty flavors dogs & cats love!

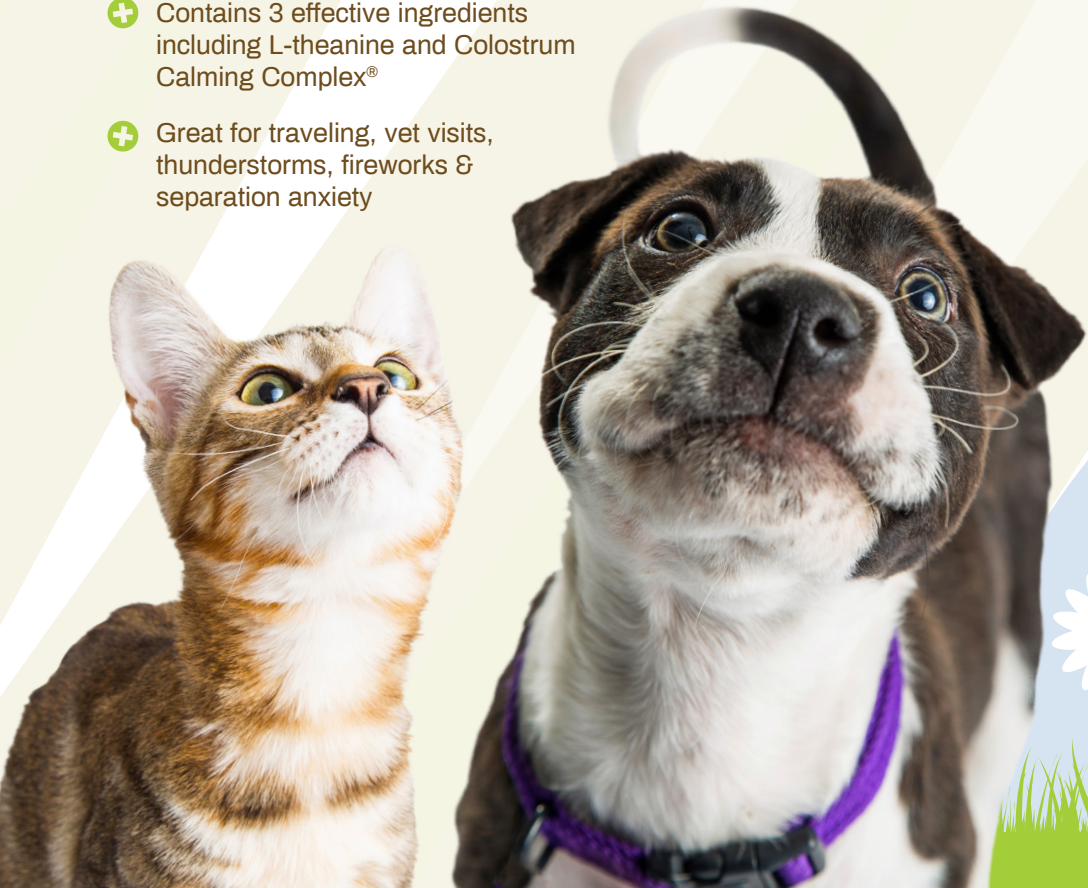
- + Tasty chicken liver-flavored chews promote calm behavior
- + Contains 3 effective ingredients including L-theanine and Colostrum Calming Complex®
- + Great for traveling, vet visits, thunderstorms, fireworks & separation anxiety



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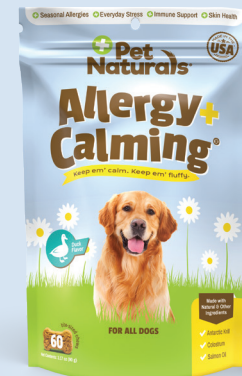


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## ALLERGY+ CALMING®

- + Two-in-one supplement includes fish oil, colostrum, and probiotics
- + Promotes skin health and calmer behavior
- + For seasonal allergies, skin health, and everyday stress



070022M.060





# DOG SUPPLEMENTS



070088E.060



## HIP+JOINT PRO<sup>®</sup>

- + Flavorful chews provide advanced joint support for dogs of all ages
- + Helps with joint soreness and discomfort
- + Features 6 beneficial ingredients including green-lipped mussel, glucosamine and MSM



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## DAILY MULTI

- + All-in-one multivitamin includes B vitamins and essential minerals
- + Promotes brain, immune, heart, skin and coat health
- + Tasty chews make a great addition to homemade diets



070090E.030



## SKIN+COAT

- + Fish oil supplement packed with Omega 3 and 6 essential fatty acids
- + Promotes comfortable, hydrated skin and shiny, full coats
- + Made with Vitamin E and antioxidants to support skin health



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## DAILY PROBIOTIC

- + Tasty duck-flavored chews combine probiotics and prebiotic fiber
- + Supports digestive and immune health, plus regularity
- + Helps with diarrhea, vomiting, gas and discomfort



# CAT SUPPLEMENTS



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## HIP+JOINT

- + Promotes joint health, comfort and mobility
- + Features 6 beneficial ingredients including green-lipped mussel, glucosamine and MSM
- + Delicious natural duck-flavored chews for cats of all ages



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## L-LYSINE

- + L-lysine is an essential amino acid for cats
- + Promotes immune, eye, and respiratory health
- + Yummy chicken-liver flavor that cats love



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## DAILY MULTI

- + All-in-one multivitamin includes B vitamins and essential minerals
- + Promotes brain, immune, heart, skin and coat health
- + Fish-flavored chews make a great addition to homemade or raw diets



070053C.030



## DAILY PROBIOTIC

- + Yummy duck-flavored chews combine probiotics and prebiotic fiber
- + Supports digestive and immune health, plus regularity
- + Helps with diarrhea, vomiting, gas and discomfort



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## UT SUPPORT

- + Made with cranberry to support a healthy urinary tract
- + Supports normal urine PH and healthy waste elimination
- + Tasty chicken-liver flavor is perfect for a daily treat



# PROBLEM SOLVERS

Fix those pesky pet problems such as bad breath, scooting and more!



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## HAIRBALL

- + Gentle formula supports digestive health, skin health, and regular shedding
- + Helps with control and elimination of hairballs without oils or laxatives
- + Made with Omega fatty acids, cranberry, zinc, and biotin



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## BREATH BITES

- + Delicious chicken liver-flavored breath-freshening chews
- + Natural deodorizers suppress odor-causing chemicals in the stomach
- + Helps with gas and fecal odor, and improves waste elimination



0700791.045



## CLEAN SCAT

- + Delicious chicken liver-flavored chews help freshen breath
- + Natural deodorizers suppress odor-causing chemicals in the stomach
- + Helps with gas and litter box odor



# PROBLEM SOLVERS



0700664.030



## SCOOT BARS

- + Yummy chews help with discomfort or irritation that causes “scooting”
- + Promotes healthy anal gland function and fecal volume
- + Contains three fiber sources that are gentle on the stomach



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## LAWN AID

- + Tasty chicken liver-flavored chews help prevent lawn burn
- + Supports healthy urine pH and bladder health
- + Helps with ammonia and nitrogen levels in urine



0700757.008



## FLEA+ SPRAY

- + Non-toxic repellent helps protect pets from fleas, ticks and other pests
- + Features four natural oils with a refreshing scent
- + Safe to apply to bedding and collars – can be licked without toxic effects







# DOG TREATS

# Superfood Treats

Superfood Treats feature wholesome ingredients in three tail-wagging flavors dogs love!

These chewy treats contain fruits, veggies and oats to make the perfect anytime, anywhere snack for super dogs!

- + 7 calories per treat
- + Crafted in the USA\*
- + No corn
- + No wheat
- + No soy
- + 100+ treats per bag

\*Crafted in the USA with quality imported and domestic ingredients



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070073H.120



## 5 SUPERFOOD INGREDIENTS:

- Kale
- Blueberry
- Apple
- Pumpkin
- Spinach



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# WHAT'S INSIDE

## Quality You Can Count On

Pet Naturals® believes that pets deserve the best!

That's why our treats and supplements are made with Mother Nature's finest ingredients.



*Perna canaliculus*  
(Green-Lipped Mussel)



Probiotics  
(*Bacillus coagulans*)



Lemon Balm  
(*Melissa officinalis*) Herb Powder



Colostrum Calming Complex®  
Biopeptide Blend



L-Theanine



Parsley



Pumpkin



Omega 6 Fatty Acids  
(Linoleic Acid)



L-Lysine



Spirulina



Champignon Mushroom Extract



Calcium

### NEVER-USED INGREDIENTS

Pet Naturals® pledges to never use any of these ingredients in our treats & supplements.

- ✘ Benzoic Acid
- ✘ BHA
- ✘ BHT
- ✘ Parabens (Propylparaben, Methylparaben)
- ✘ Propylene glycol



 **Pet  
Naturals**<sup>®</sup>

Sign up for our Retailer Education Portal!



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