



Support for healthy canine aging



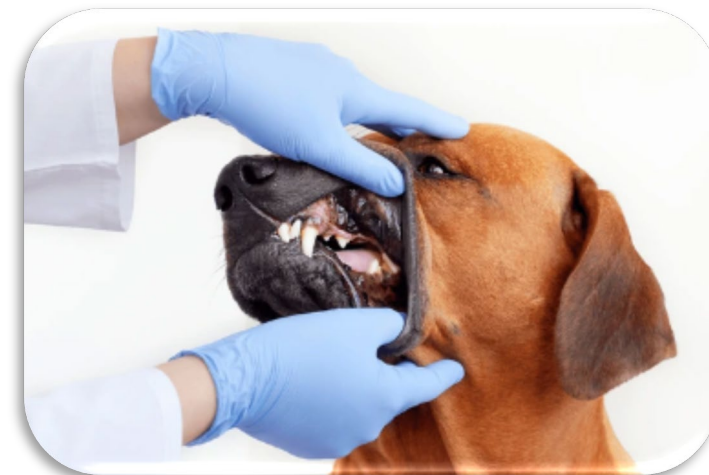
Healthy Teeth & Gums



- Helps keep teeth healthy and clean
- Supports normal periodontal health
- May help eliminate bad breath



Combining **CoQ10** and **propolis**, **Healthy Teeth & Gums** provides an easy way to help support canine dental health. Given daily, each chewable tablet delivers nutrients a dog needs for clean teeth and fresh breath.



Dogs Most Likely to Need Oral Healthcare

Breeds with short or narrow muzzles and small, close-fitting teeth:

- Boxers
- Cavalier King Charles Spaniels
- Chihuahuas
- Collies
- Dachshunds
- Greyhounds
- Labradors
- Poodles
- Pugs
- Shelties
- Shih Tzus
- Yorkshire terriers (Yorkies)



How to Use

- Ideally, use in addition to brushing the dog's teeth
 - Never use human toothpaste for dogs!
- Encourage the dog to chew the tablet
- Still effective even if the dog gulps the tablet down!



Healthy Teeth and Gums



- **CoQ10 and Propolis for dental health**
 - Support healthy gum tissue and periodontal function for healthy teeth and gums
 - Help keep the mouth clean and fresh
- **Chewable, beef liver flavored tablet**
- **1 table daily for dogs under 50 lbs;
2 tablets for dogs over 50 lbs**

PRODUCT FACTS

Active Ingredients per 1 Chewable Tablet (1,400 mg)
Proprietary Blend 500 mg
Beef Liver Powder, Concentrated Bee Propolis Extract (EP300™), Coenzyme Q10 (ubiquinone)

Inactive Ingredients: gum arabic, liver flavor, maltodextrin, microcrystalline cellulose, rice extract blend, silica, sorbitol, sucrose, vegetable source stearic acid.



**Yoda
Kristy
(Design)**

*A tiny amount of sugar is part of the propolis raw material. 8 mg is 8/1000 of a gram or 32/1000 of a single calorie with no significant caloric or periodontal impact!

Turmeric or Curcumin?



Turmeric Plants in India



Fresh Turmeric Rhizome



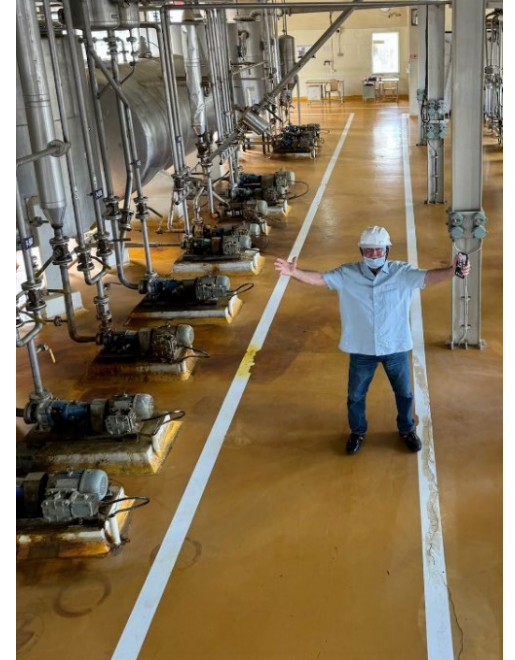
Curcumin Powder

**Only 2 to 5% of turmeric is curcumin.
Turmeric is the healthy food, but
curcumin is the natural medicine.**

Terry Naturally Curcumin



- Grown without pesticides or chemicals
- Most of the work is done by hand
- Purchased from a Cooperative Society to ensure fair prices for local farmers
- Tested for curcumin content, heavy metals, and pathogens
- All turmeric processing powered by the sun!

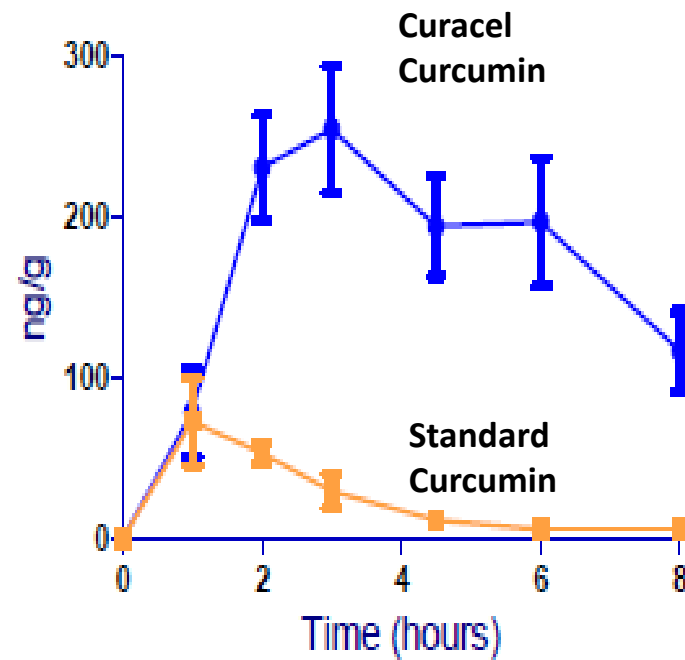


4 Reasons Terry Naturally Curcumin is Superior

1. More than curcumin—contains **turmeric essential oil** and **turmerones** not found in any other curcumin
2. Up to 500X more powerful than turmeric
3. Produced according to GMPs and no toxic solvents
4. The most clinically studied enhanced absorption curcumin in the world

>90 Published Studies
Abstracts available on request

Proven Absorption In Dogs!
7 Times the Bioavailability versus
Standard Curcumin



Antony B. Bioavailability of a novel, enhanced preparation of curcumin in dogs. ACVIM Forum/Canadian VMA Convention: June 3-6, 2009; Montréal, Québec, Canada



Product Facts

Active Ingredients per 1 Softgel (873 mg)
Proprietary Blend 375 mg
Curcumin (*Curcuma longa*) Rhizome Extract (BCM-95®/
Curcugreen®) enhanced with turmeric essential oil and
standardized for curcuminoid complex (curcumin,
demethoxycurcumin and bisdemethoxycurcumin), phospholipids
(sunflower lecithin), supplying 250 mg of pure curcuminoids

**Seven times better absorbed in
dogs than standard curcumin
extract!**

Curacel

- Enhanced absorption curcumin with turmeric essential oil containing turmerones
 - 250 mg curcuminoids per softgel
 - Specific curcumin (BCM-95) that has been studied in dogs, cats, and racehorses
- Optimal cellular support
- 1 softgel daily for dogs up to 75 lbs; 1-2 softgels daily for dogs over 75 lbs



Kota
Jennifer (Education)

Joint & Hip Formula



Top Selling Product in the TNAH Line

Curcumin & Boswellia

are two of the most common
herbal ingredients for dogs. Why?
They are safe and effective!



Curcumin and Boswellia for Arthritis Pain

- Osteoarthritis is most **common source of chronic pain** in dogs
- Curcumin from turmeric
 - Powerful anti-inflammatory: equal to prescription drugs without serious side effects [no ulcers, no liver damage]
 - Bonus: strong anti-cancer effects
- Boswellia
 - Unique anti-inflammatory effects, especially on 5-lipoxygenase (5-LOX) inflammation pathway

Osteoarthritis can affect up to 40% of the adult canine population!



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NUMBER ONE

Top Selling Product
in the TNAH Line



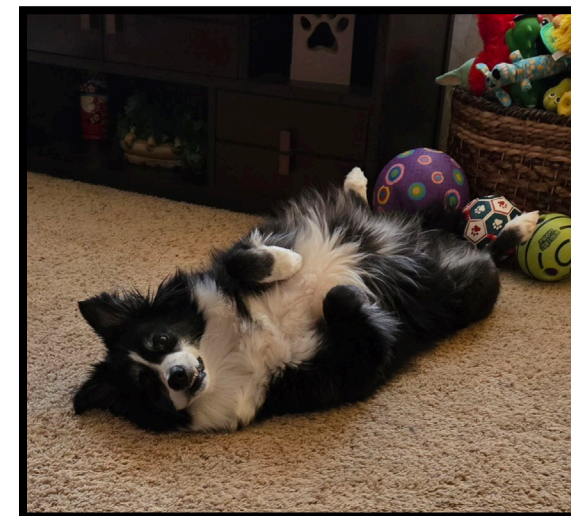
Joint and Hip

- **Clinically studied curcumin and boswellia combination**
 - Proven enhanced curcumin absorption in dogs – up to 7 times higher versus standard curcumin
- **Beef liver flavored chewable**
- **For the older or athletic dog to ease joint stiffness and maintain joint mobility[^]**
- **Directions: 1-3 chewable wafers daily, depending on the size of the dog**

Product Facts

Active Ingredients per 1 Chewable Wafer (1,360 mg)
Proprietary Blend 500 mg
Beef Liver Powder, Boswellia (*Boswellia serrata*) Gum Resin Extract (BOS-10™/BosPure®) standardized to contain ≥70% Total Organic and Boswellic Acids with AKBA ≥10%, ≤ 5% beta-boswellic acids, Curcumin (*Curcuma longa*) Rhizome Extract (BCM-95®/Curcugreen™) enhanced with turmeric essential oil and standardized for curcuminoid complex (curcumin, demethoxycurcumin and bisdemethoxycurcumin)

[^]Joint stiffness due to normal daily exercise and activity



Candy
Jennifer (Customer Service)

Fatty Acids are Critical for the Canine Brain

- The canine brain is 50% fat - the most prevalent fat is DHA
- DHA levels in the brain decline with age which can adversely affect brain function
 - Omega-3 fatty acids **protect the brain against inflammation**
 - Omega-3 fatty acids stabilize nerve cells and **protect against neurodegeneration**
- Additional benefits of Omega-3 fatty acids for dogs of all ages:
 - Heart health
 - Kidney function
 - Immune function
 - Joints and musculoskeletal system



Nutrition Influences Brain Chemistry

- Meta analysis: researchers collected and analyzed data from 29 studies on use of omega fatty acids to reduce aggression
 - Data was on humans, children to adults, with almost 4,000 participants
- Results: across all the trials, a noticeable reduction in aggression was detected
- Additionally, reductions in aggression included both **reactive aggression** (a response to provocation) and **proactive** [planned] aggression
- How does it work? Answer is unclear, but researchers speculate that because omega-3 reduces inflammation and plays an important role in cellular communication and formation of new brain cells, it might be helping regulate aggression



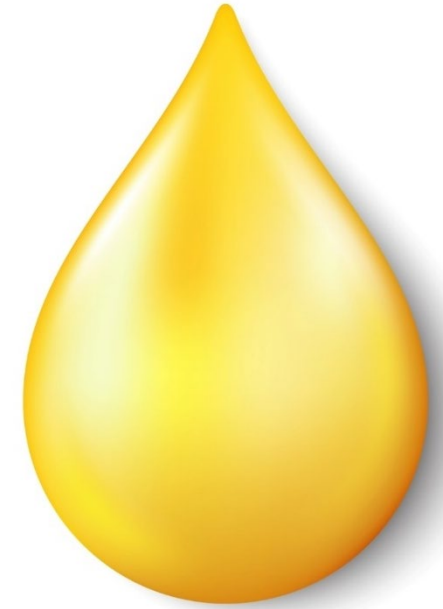
Nutrition and Aggression

- Researchers analyzed blood samples from two groups of dogs: otherwise healthy, adult male German shepherds with a history of aggression, and a control group of adult male dogs with no reported history of aggression
- Results: versus control group of dogs, the aggressive dogs had significantly lower DHA concentrations and an elevated omega-6 to omega-3 ratio
- Correlation is not causation, but...



Fish Oils as a Source of Omega-3

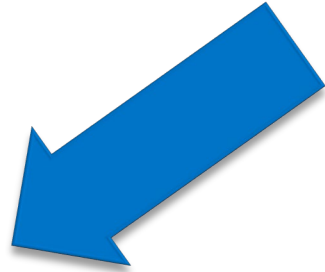
- Processed – unstable
- Produced with use of undesirable solvents
- Triglyceride based
 - Low absorption/inefficient carrier
- No longer in the natural EPA/DHA ratios
 - Manufacturers can order any ratio they wish and vendors can supply it
- Altered molecular form



Phospholipids

Bioidentical EPA and DHA

Bioactive peptides



No other product on the market contains bioidentical EPA/DHA, PLUS phospholipids and bioactive peptides!



Intelligent Omega (soft chew)



- **2:1 DHA/EPA** omega fatty acids with **phospholipids** and **peptides from salmon**
 - Animal study showing approximately 20% increase in impulse control (delayed reward test)
- Use for: focus, heart and brain health, and the nervous system



Lacy

Kathy (Sales)

2

PRODUCT FACTS

Active Ingredients per 1 Soft Chew (4 g)

Whole Omega-3 Phospholipid Peptide Complex from Atlantic Salmon (*Salmo salar*).... 100 mg featuring phospholipids, omega-3 [DHA (docosahexaenoic acid) and EPA (eicosapentaenoic acid)], and bioactive peptides in a balanced ratio as found in salmon; not chemically altered or artificially spiked with DHA/EPA

Inactive Ingredients: Brewer's Yeast, Flavor (flax seed, oregano, and plums), Flax Seed Oil, Glycerin, Mixed Tocopherols (preservative), Rice Bran, Rice Flour, Salt (sodium chloride), Sunflower Lecithin, Tapioca Starch, Water.

- 1 chew for dogs under 50 lbs;
chews for dogs over 50 lbs