



June 16, 2020

To our Earth Animal Friends & Community,

On Monday, June 15th, we were made aware of a post made on Susan Thixton's blog, *Truth About Pet Food*. The post claims that a recent study found some rawhide-free treats actually contain rawhide. An author of the study, Laurie Martin, took several different brands of dog chews and 'tested' them to see if they contained rawhide. Ms. Thixton claims that Earth Animal's No-Hide[®] Chew was included in this study. As a result, Susan Thixton and Laurie Martin are now once again alleging that our product contains rawhide.

We have been through this before. Ms. Thixton and Ms. Martin have repeatedly tried and failed to prove that Earth Animal's No-Hide[®] Chew contains rawhide, and we have repeatedly provided proof to them that it does not. Although the integrity of our products and company are being challenged once again by the same small minority of people, we are happy to reshare the facts with you, and them.

In addition, there are several, very thorough, governmental investigations that have all come to the same undisputable conclusion: Earth Animal No-Hide[®] Chews **do not** contain rawhide and **are not** mislabeled. A link to those reports can be found [here](#) and [here](#). And, a link to our summary position on the topic "There's No Hiding the Truth on No-Hide[®]" can be found [here](#).

We at Earth Animal are taking these allegations very seriously. We have downloaded Ms. Martin's study and are currently reviewing its content in full alongside Ms. Thixton's article. We intend to release a more detailed response to share our 'truth' on our company, our products and the validity of the study. In the meantime if anyone has any questions or queries we encourage you to reach out to us directly at customerservice@earthanimal.com.

Since 1979, Earth Animal's mission has been to preserve and enhance quality of life for animals, people and the Earth. Dr. Bob and Susan Goldstein, our co-founders, created No-Hide[®] Chews because of their concern about the detrimental attributes of, and conditions in, the animals they were treating that were caused by rawhide products.

We will continue to be open and transparent about our company and the way in which we operate, source, manufacture, and test our products. As fellow pet parents, we share your belief that we all should know and understand the ingredients that make up the products we are giving our animals. Our No-Hide[®] Chews are made with only 7 ingredients, do not include rawhide, and provide healthy goodness to your animal.

We are ever grateful for your support and believing in our company and products.