



*Dr. Bob Goldstein's*

# NO HIDE<sup>®</sup>

The Original & Healthy Alternative to Rawhide

Stix, Rolls & Strips

Crafted with  
Heart + Science

Spring 2026

# Welcome

You're building a shelf that earns trust, repeat visits, and real loyalty. Earth Animal is built to help you do exactly that.

Everything we make is Crafted with Heart + Science: the empathy your customers expect, backed by Dr. Bob Goldstein's 45 years of veterinary expertise and a gut-first approach to formulation that actually works.

**This catalog is designed to make your job easier:** what to stock, how to talk about it and every SKU detail you need. Need help choosing the right assortment? There's always a real human on the other end.

Thank you for carrying Earth Animal.

# What's Inside

**Page 1 About Earth Animal:**  
Crafted with Heart + Science

**Page 3 What we stand for:**  
Our Commitments and Standards

**Page 5 Dr. Bob Goldstein's No-Hide Chews Overview:**  
What It Is, Who It's For, Why It Wins

**Page 9 Range Guide:** Formats, Benefits and How to Recommend

**Page 13 Line-Specific Tools**

**Page 16 Merchandising + Staff Talk-Tracks:**  
Simple Ways to Sell with Confidence

**Page 17 Full Assortment + SKU Tables:** UPCs, Case Packs, Ingredients, Directions

## Three Steps to Getting Started

### CONNECT

Reach out to your Earth Animal Sales Rep for product recommendations and questions.



### ORDER

Available through our distributor partners.



### GROW

Access marketing assets, promos, and training to support your sales.





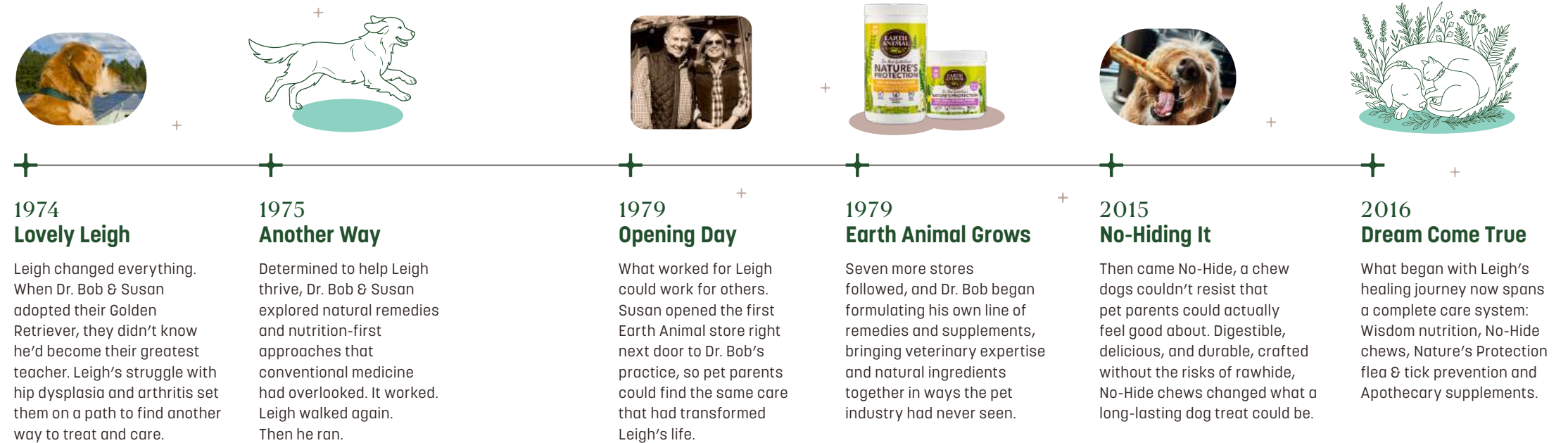
"We've always believed that **animals are an essential part of the family** - and never something we own"

*Dr. Bob and Susan*  
Founders of Earth Animal

## Since 1979

Dr. Bob and Susan Goldstein built Earth Animal on a conviction, not a trend: that real food and whole-body nutrition could create lasting change for dogs and cats.

What started as care for individual animals became a family-owned company with a clear purpose: a more thoughtful standard of care for animals, people and the Earth. That purpose hasn't changed in over 45 years. Because the belief underneath it hasn't changed either: every animal deserves a good life.



## Crafted with Heart + Science

Every product we make carries the same philosophy Dr. Bob's veterinary work and Susan's advocacy have always stood for: exceptional care, backed by science, delivered with heart. From Dr. Bob Goldstein's Wisdom® dog food and No-Hide® chews to Nature's Protection™ herbal flea and tick, that commitment runs through everything.

Heart + Science isn't a tagline. It's how we make every decision, balancing genuine care for animals with the discipline of doing what actually works. We treat every pet parent like family, and we back every claim with real expertise.



# What We Stand For

Heart + Science is the way we nourish, reward, and protect the animals we love and the world we share with them. It guides every choice we make, from how we create our products to how we behave as a business.

## What Today's Pet Parents Are Demanding

Pet parents are reading labels, asking harder questions, and choosing brands that can back up their claims. We built Heart + Science to meet that demand directly.

### Heart means compassion you can see:

responsible sourcing, high-welfare supply chains and real community investment.

### Science means standards you can verify:

third-party certifications, published impact reports and commitments we measure openly.

Together, they give your customers a brand they can trust, and keep coming back to.

## What does this mean for you?

When you carry Earth Animal, you're backed by our 1% Promise, Certified B Corp status, and everyday decisions made for animals, people and the planet.



**Store Drop-Off Program**

No-Hide packaging is recyclable in the US. You can find Store Drop-Off bins in 20,000+ retail locations across the country. Check your local municipality or find a location here: [www.plasticfilmrecycling.org](http://www.plasticfilmrecycling.org)

**PLASTIC POUCH**  
Store Drop-off  
Only if Clean & Dry  
For Plastic Packaging  
how2recycle.info

**PAPER PAPER SLEEVE POCHELETTE**  
For Paper Bands  
how2recycle.info



All animals deserve a good life



# The Chew That Changed Everything

No-Hide is Dr. Bob Goldstein's rawhide-free answer to long-lasting chewing: real, simple, recognizable ingredients, slow-baked to be highly digestible and deeply satisfying. Across sizes, shapes, and flavors, it's built to meet different chewing styles, support a daily routine and give pet parents genuine peace of mind.

## WHO IS NO-HIDE FOR?

- ✓ Customers looking for a better alternative to rawhide
- ✓ Dogs who love to chew, plus Stix for cats
- ✓ Ingredient-aware shoppers who want real food and peace of mind



## Is No-Hide the chew your customers can buy with peace of mind?

**Our veterinary team believes it is.**



### VETERINARY FORMULATED

Crafted with over 45 years of veterinary experience, so you can recommend with confidence and your customers can feel the difference with less guesswork.



### LONG LASTING SATISFACTION

Delivers the chewing bliss dogs crave and the quiet time you'll both appreciate.



### HIGHLY DIGESTIBLE

Made from real food that breaks down naturally so dogs and cats can enjoy every bite safely, from start to finish.



### SIMPLE, WHOLE INGREDIENTS

Just real food including brown rice flour, eggs and olive oil. Baked to long-lasting perfection.



### HIGH WELFARE PROTEIN

We add humanely raised or sustainably sourced proteins for maximum flavor.

## MORE CHEW FOR YOUR MONEY

**LASTS OVER 4x LONGER THAN LEADING COMPETITORS<sup>†</sup>**

DELIVERS  
**OVER 2X MORE CHEW TIME PER GRAM<sup>†</sup>**

<sup>†</sup>Data from 3rd party testing with PetMech, LLC subjects included large dogs 40-105lbs.

## Over 100,000 No-Hide Chews Sold Everyday Worldwide

"She will take it and do her **happy dance** before running off to chew it non-stop!"

"She loves them and our vet is always amazed by her **dental health**. It's a good deal for her health and joy!"



Veterinary Formulated



Highly Digestible



Raw-Hide Free



Chews The Right Size<sup>®</sup>

The original and still the best, 10 years on.

# Not All Rawhide Alternatives Are Created Equal

Most alternatives swap one problem for another. No-Hide doesn't. We invest in the ingredients and the process because a chew you can recommend with confidence has to earn that position. Every No-Hide starts with simple, recognizable ingredients, then goes through our twice-baked process — developed with our veterinary and kitchen teams specifically for consistent, highly digestible chewing. It's not a shortcut. It's a standard.

All No-Hide chews start with simple, sustainable ingredients.



Then we add craveable proteins for a flavor lineup that makes it easy to find “the one” and come back for it.

**NO BLEACH | NO SYNTHETICS | NO FILLERS**

No-Hide recipes are made with:

- ✓ Global Animal Partnership (G.A.P.) Certified and cage-free poultry
- ✓ MSC Certified Wild-Caught Salmon

- ✓ Grass-fed and pasture-raised proteins
- ✓ Cage-free eggs

We've signed the Better Chicken Commitment and are working toward full compliance across all products by 2027.



**VIEW OUR SOURCING MAP HERE**

## WHY IT'S PRICED HIGHER

Better ingredients and higher standards, crafted to be highly digestible and long-lasting, so you can recommend with confidence.

Often imitated but **never matched**.



# Flavors that make the routine feel personal.

No-Hide flavors are designed to help pet parents find “the one” their dog gets excited about, with plenty of variety to keep chewing fresh across core and holiday favorites.



Humanely Raised  
Chicken Recipe



Humanely Raised  
Beef Recipe



Wild-Caught  
Salmon Recipe



Humanely Raised  
Pork Recipe



Free-Range  
Venison Recipe



Low-Fat  
Peanut Butter Recipe

## 6 Original Flavors The everyday favorites.

- Core range with the broadest assortment across formats
- Includes Peanut Butter as the sweeter option



## Strawberries & Cream A little fun, still No-Hide.

- A ‘berry special’ flavor that drives trial and repeat
- Great for treat-motivated shoppers looking for something different



## From the Grill Flippin’ Amazing human-food appeal.

- **Grilled Cheese:** For dogs who would happily collect the cheese tax every day.
- **Bacon Cheeseburger:** Big burger-shop energy for dogs with main-character chew confidence.
- A high-conversion choice for customers who buy with their own cravings in mind.

All No-Hide flavors are made with real food ingredients and slow-baked to be highly digestible.

Order Early!

## The Holiday Chews Are Back

Limited-time No-Hide flavors made for festive moments and gifting season, with the same No-Hide standard pet parents trust.



### Pumpkin Spice No-Hide

**MADE FOR:** Cozy Moments

- Warm seasonal flavor with pumpkin + cinnamon
- A natural add-on for fall shoppers and repeat No-Hide buyers
- Great for “something special” without changing the routine



**PUMPKIN SPICE PAIRING:**

- No-Hide Pumpkin Spice + Wisdom Jerky Pumpkin Spice
- Quick line: Cozy flavor for chewing and training moments.



### Holiday Feast No-Hide

**MADE FOR:** The Merriest of Dogs

- Brimming with turkey, pumpkin and cranberry
- A holiday favorite that drives gifting purchases and excitement
- Perfect for endcaps, holiday tables, and “stocking stuffer” moments



**HOLIDAY FEAST PAIRING:**

- No-Hide Holiday Feast + Wisdom Jerky Holiday Feast
- Quick line: A festive favorite, twice the joy.



## HOLIDAY TIPS & TRICKS

**Best Placement:**

- Holiday Endcap
- Checkout Feature
- Gifting Table
- Alongside core No-Hide best sellers

**Sell Cue:**

- “Limited-time flavors”
- “Get it while it’s here”

**Bundle Tip:**

- Merchandise No-Hide + Jerky together as “Stocking Stuffers for Dogs.”





# Chews The Right Size®

## STIX

Ideal for petite pups and curious cats, these Stix are sized just right for tiny mouths to enjoy as a daily chew and dose of joy.

## ROLLS

The original (and the best!) healthy, long-lasting alternative to rawhide.

## STRIPS

Perfect for lighter chewers, these are great as a reward, quick treat, or casual chew for dogs who prefer something gentler.



<b>XS-STIX</b>	<b>S-ROLL</b>	<b>M-ROLL</b>	<b>L-ROLL</b>
0-10 LBS	10-40 LBS	40-70 LBS	70+ LBS
<b>STRIPS</b> PERFECT FOR LIGHTER CHEWERS OF ALL SIZES			
<b>SIZE MATTERS AND SUPERVISION COUNTS!</b> PUPPIES GET THEIR LICENSE TO CHEW AT 6 MONTHS			
A <b>Chews the Right Size®</b> chart is featured on each package to guide you to the best chew.			



**Stix** - Suitable for dogs & cats 0-10 lbs

Approx. Length: 5 inches\* | Approx. Weight: .16oz (4g) | 13-14 kcals



**Small Rolls** - Suitable for dogs 10-40 lbs

Approx. Length: 4 inches\* | Approx. Weight: 1.2oz (34g) | 99-105 kcals



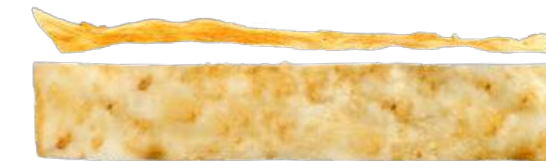
**Medium Rolls** - Suitable for dogs 40-70 lbs

Approx. Length: 7 inches\* | Approx. Weight: 2.1oz (59g) | 173-184 kcals



**Large Rolls** - Suitable for dogs 70+ lbs

Approx. Length: 11 inches\* | Approx. Weight: 3.5oz (99g) | 288-306 kcals



**Strips** - Suitable for lighter chewers of all sizes

Approx. Length: 11 inches\* | Approx. Weight: .38oz (11g) | 32-34 kcals

\*Length may vary, size is determined by weight of product.

# No-Hide range, at a glance.

## CHEW STYLES

**ROLLS** (long-lasting chew)

**STRIPS** (lighter chewers, any size)  
A thinner, easier chew option for dogs who prefer a lighter chew experience



Rolls

Strips

## FLAVOR FAMILIES

<p><b>6 ORIGINAL FLAVORS</b> Core range, broadest availability across formats and pack types</p>	<p><b>STRAWBERRIES &amp; CREAM</b> Available in S + M (Bulk), Stix 10 packs, + Value Packs</p>	<p><b>FROM THE GRILL</b> Available in S + M (Bulk), Stix 10 packs, + Value Packs</p>	<p><b>HOLIDAY</b> Available in S + M (Bulk), Stix 10 packs, + Value Packs</p>
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## PACK TYPES

**Bulk**  
(S, M, L)

**Multipacks**  
2-pack (S, M, L) | 4-pack (Strips) | 10-pack (Stix)

**Value Packs**  
6-pack (Small Rolls) | 3-pack (Medium Rolls)  
3-pack (Large Rolls) | 10-pack (Strips) | 20-pack (Stix)



## Help Customers Choose the Right No-Hide in Seconds

- 1** Match chew intensity

  - **Power chewer / longer-lasting:** choose Rolls
  - **Lighter chewer / newer to long-lasting chews:** choose Strips (all sizes)
- 2** Chews the Right Size®

  - Start with the **dog's size and chewing style**
  - **If in doubt, size up** and select a chew that is larger than the dog's mouth
- 3** Pick the flavor moment

  - **Original flavors:** Everyday go-to range (widest choice)
  - **Strawberries & Cream:** Special flavor to drive trial and repeat
  - **From the Grill:** Bold, human-inspired flavors designed to excite

## PACK STRATEGY (FOR BUYERS + SHELF)

**Bulk:** Everyday moments (S/M/L)

**Multipacks:** Easy add-on for repeat shoppers

**Value Packs:** Best for loyal customers and multi-dog households

**Strips 4-pack:** A low-risk entry point for lighter chewers

## You asked. We listened.

Value Packs make it easy for loyal chewers to stock up, with 10% savings built in.\*

\*Savings based on MSRP.



# Original No-Hide Chews

Crafted with Heart + Science



NEED UPCS  
& MORE?  
SCAN HERE

## Chicken



Available Sizes	Packaging
STIX ROLLS: Small, Medium, & Large STRIPS	STIX: 10pk, 20pk ROLLS: Small Bulk, 2pk, 6pk Medium Bulk, 2pk, 3pk Large Bulk, 2pk, 3pk STRIPS: 4pk, 10pk

**GUARANTEED ANALYSIS:**  
Crude Protein (min.): 51%, Crude Fat (min.): 2%,  
Crude Fiber (max.): 2%, Moisture (max.): 14%

**INGREDIENTS:**  
Humanely Raised Chicken, Brown Rice Flour,  
Agar-Agar, Eggs, Olive Oil, Oregano Extract,  
Cherry Extract, Flaxseed, Banana Powder,  
Pineapple Stem

## Beef



Available Sizes	Packaging
STIX ROLLS: Small, Medium, & Large STRIPS	STIX: 10pk, 20pk ROLLS: Small Bulk, 2pk, 6pk Medium Bulk, 2pk, 3pk Large Bulk, 2pk, 3pk STRIPS: 4pk, 10pk

**GUARANTEED ANALYSIS:**  
Crude Protein (min.): 50%, Crude Fat (min.): 4%,  
Crude Fiber (max.): 2%, Moisture (max.): 13%

**INGREDIENTS:**  
Humanely Raised Beef, Brown Rice Flour,  
Agar-Agar, Eggs, Olive Oil, Oregano Extract,  
Cherry Extract, Flaxseed, Banana Powder,  
Pineapple Stem

## Salmon



Available Sizes	Packaging
STIX ROLLS: Small, Medium, & Large STRIPS	STIX: 10pk, 20pk ROLLS: Small Bulk, 2pk, 6pk Medium Bulk, 2pk, 3pk Large Bulk, 2pk, 3pk STRIPS: 4pk, 10pk

**GUARANTEED ANALYSIS:**  
Crude Protein (min.): 44%, Crude Fat (min.): 2%,  
Crude Fiber (max.): 2%, Moisture (max.): 14%

**INGREDIENTS:**  
Wild-Caught Salmon, Brown Rice Flour,  
Agar-Agar, Eggs, Olive Oil, Oregano Extract,  
Cherry Extract, Flaxseed, Banana Powder,  
Pineapple Stem

## Peanut Butter



AVAILABLE SIZES	PACKAGING
STIX ROLLS: Small, Medium, & Large STRIPS	STIX: 10pk, 20pk ROLLS: Small Bulk, 2pk, 6pk Medium Bulk, 2pk, 3pk Large Bulk, 2pk, 3pk STRIPS: 4pk, 10pk

**GUARANTEED ANALYSIS:**  
Crude Protein (min.): 45%, Crude Fat (min.): 2%,  
Crude Fiber (max.): 2%, Moisture (max.): 13%

**INGREDIENTS:**  
Brown Rice Flour, Peanut Butter Powder, Agar-Agar, Eggs,  
Olive Oil, Oregano Extract, Cherry Extract, Flaxseed,  
Banana Powder, Pineapple Stem

## Pork



Available Sizes	Packaging
STIX ROLLS: Small, Medium, & Large STRIPS	STIX: 10pk, 20pk ROLLS: Small Bulk, 2pk, 6pk Medium Bulk, 2pk, 3pk Large Bulk, 2pk, 3pk STRIPS: 4pk, 10pk

**GUARANTEED ANALYSIS:**  
Crude Protein (min.): 44%, Crude Fat (min.): 3%,  
Crude Fiber (max.): 2%, Moisture (max.): 14%

**INGREDIENTS:**  
Humanely Raised Pork, Brown Rice Flour,  
Agar-Agar, Eggs, Olive Oil, Oregano Extract,  
Cherry Extract, Flaxseed, Banana Powder,  
Pineapple Stem

## Venison



Available Sizes	Packaging
STIX ROLLS: Small, Medium, & Large STRIPS	STIX: 10pk, 20pk ROLLS: Small Bulk, 2pk, 6pk Medium Bulk, 2pk, 3pk Large Bulk, 2pk, 3pk STRIPS: 4pk, 10pk

**GUARANTEED ANALYSIS:**  
Crude Protein (min.): 47%, Crude Fat (min.): 5%,  
Crude Fiber (max.): 2%, Moisture (max.): 13%

**INGREDIENTS:**  
Free-Range Grass-Fed Venison, Brown Rice  
Flour, Agar-Agar, Eggs, Olive Oil, Oregano  
Extract, Cherry Extract, Flaxseed, Banana  
Powder, Pineapple Stem

## Strawberries & Cream



AVAILABLE SIZES	PACKAGING
STIX ROLLS: Small & Medium	STIX: 20pk ROLLS: Bulk

**GUARANTEED ANALYSIS:**  
Crude Protein (min.): 35%, Crude Fat (min.): 2%,  
Crude Fiber (max.): 2%, Moisture (max.): 13%

**INGREDIENTS:**  
Brown Rice Flour, Dried Whole Goat Milk Powder,  
Dried Strawberries, Agar-Agar, Eggs, Olive Oil,  
Beet Juice (for color), Oregano Extract, Cherry Extract,  
Flaxseed, Banana Powder, Pineapple Stem



# From The Grill

Special **All-American flavors** no dog can resist

## Bacon Cheeseburger

AVAILABLE SIZES	PACKAGING
<b>STIX</b> <b>ROLLS:</b> Small, Medium, & Large	<b>STIX:</b> 10pk, 20pk <b>ROLLS:</b> Small Bulk, 6pk Medium Bulk, 3pk Large Bulk

### GUARANTEED ANALYSIS:

Crude Protein (min.): 50%, Crude Fat (min.): 3%  
 Crude Fiber (max.): 2%, Moisture (max.): 13%

### INGREDIENTS:

Humanely Raised Beef, Brown Rice Flour, Agar-Agar, Bacon, Cheddar Cheese, Eggs, Olive Oil, Oregano Extract, Cherry Extract, Flaxseed, Banana Powder, Pineapple Stem, Natural Hickory Smoke Flavor

## Grilled Cheese

AVAILABLE SIZES	PACKAGING
<b>STIX</b> <b>ROLLS:</b> Small & Medium	<b>STIX:</b> 10pk, 20pk <b>ROLLS:</b> Small Bulk, 6pk Medium Bulk, 3pk

### GUARANTEED ANALYSIS:

Crude Protein (min.): 65%, Crude Fat (min.): 2%  
 Crude Fiber (max.): 2%, Moisture (max.): 13%

### INGREDIENTS:

Brown Rice Flour, Dried Cheddar Cheese, Agar-Agar, Eggs, Olive Oil, Oregano Extract, Cherry Extract, Flaxseed, Banana Powder, Pineapple Stem



# Holiday Collection

Playful flavors available for a **limited time** only

## Pumpkin Spice

AVAILABLE SIZES	PACKAGING
<b>STIX</b> <b>ROLLS:</b> Small & Medium	<b>STIX:</b> 20pk <b>ROLLS:</b> Bulk

### GUARANTEED ANALYSIS:

Crude Protein (min.): 36%, Crude Fat (min.): 2%  
 Crude Fiber (max.): 2%, Moisture (max.): 14%

### INGREDIENTS:

Pumpkin, Brown Rice Flour, Agar-Agar, Dried Whole Goat Milk Powder, Eggs, Olive Oil, Cinnamon, Oregano Extract, Cherry Extract, Flaxseed, Banana Powder, Pineapple Stem

## Holiday Feast

AVAILABLE SIZES	PACKAGING
<b>STIX</b> <b>ROLLS:</b> Small & Medium	<b>STIX:</b> 20pk <b>ROLLS:</b> Bulk

### GUARANTEED ANALYSIS:

Crude Protein (min.): 35%, Crude Fat (min.): 4%  
 Crude Fiber (max.): 2%, Moisture (max.): 16%

### INGREDIENTS:

Humanely Raised Turkey, Brown Rice Flour, Agar-Agar, Pumpkin, Cranberries, Eggs, Olive Oil, Oregano Extract, Cherry Extract, Flaxseed, Banana Powder, Pineapple Stem

# Caring for dogs and cats takes Heart + Science.

Help customers build a simple routine across moments:



Wisdom Food + Jerky for everyday nourishment and reward



No-Hide chews for longer-lasting satisfaction and enrichment



Nature's Protection to build plant-powered flea and tick protection

## CONNECT

Reach out to your Earth Animal Sales Rep for product recommendations and questions.



SCAN HERE for Regional Sales Manager Contacts

## GROW

Access marketing assets, promos and training to support your sales:



SCAN HERE for Additional Sales Resources

## EARTH ANIMAL

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East Norwalk, CT 06890  
customerservice@earthanimal.com  
earthanimal.com





*Dr. Bob Goldstein's*  
**WISDOM**

**Exceptional Nutrition**

Food & Treats

Crafted with  
Heart + Science

Spring 2026

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*Dr. Bob and Susan*  
Founders of Earth Animal

## Since 1979

Dr. Bob and Susan Goldstein built Earth Animal on a conviction, not a trend: that real food and whole-body nutrition could create lasting change for dogs and cats.

What started as care for individual animals became a family-owned company with a clear purpose: a more thoughtful standard of care for animals, people and the Earth. That purpose hasn’t changed in over 45 years. Because the belief underneath it hasn’t changed either: every animal deserves a good life.

The timeline consists of a horizontal line with six vertical tick marks. Above the line are icons for each year: a Golden Retriever, a running dog, a couple, two product containers, a dog with a treat, and a cat in a wreath. Below the line are the year, title, and description for each event.

- 1974**  
**Lovely Leigh**  
 Leigh changed everything. When Dr. Bob & Susan adopted their Golden Retriever, they didn’t know he’d become their greatest teacher. Leigh’s struggle with hip dysplasia and arthritis set them on a path to find another way to treat and care.
- 1975**  
**Another Way**  
 Determined to help Leigh thrive, Dr. Bob & Susan explored natural remedies and nutrition-first approaches that conventional medicine had overlooked. It worked. Leigh walked again. Then he ran.
- 1979**  
**Opening Day**  
 What worked for Leigh could work for others. Susan opened the first Earth Animal store right next door to Dr. Bob’s practice, so pet parents could find the same care that had transformed Leigh’s life.
- 1979**  
**Earth Animal Grows**  
 Seven more stores followed, and Dr. Bob began formulating his own line of remedies and supplements, bringing veterinary expertise and natural ingredients together in ways the pet industry had never seen.
- 2015**  
**No-Hiding It**  
 Then came No-Hide, a chew dogs couldn’t resist that pet parents could actually feel good about. Digestible, delicious, and durable, crafted without the risks of rawhide, No-Hide chews changed what a long-lasting dog treat could be.
- 2016**  
**Dream Come True**  
 What began with Leigh’s healing journey now spans a complete care system: Wisdom nutrition, No-Hide chews, Nature’s Protection flea & tick prevention and Apothecary supplements.

## Crafted with Heart + Science

Every product we make carries the same philosophy Dr. Bob’s veterinary work and Susan’s advocacy have always stood for: exceptional care, backed by science, delivered with heart. From Dr. Bob Goldstein’s Wisdom® dog food and No-Hide® chews to Nature’s Protection™ herbal flea and tick, that commitment runs through everything.

Heart + Science isn’t a tagline. It’s how we make every decision, balancing genuine care for animals with the discipline of doing what actually works. We treat every pet parent like family, and we back every claim with real expertise.



# What We Stand For

Heart + Science is the way we nourish, reward, and protect the animals we love and the world we share with them. It guides every choice we make, from how we create our products to how we behave as a business.

## What Today's Pet Parents Are Demanding

Pet parents are reading labels, asking harder questions, and choosing brands that can back up their claims. We built Heart + Science to meet that demand directly.

### Heart means compassion you can see:

responsible sourcing, high-welfare supply chains and real community investment.

### Science means standards you can verify:

third-party certifications, published impact reports and commitments we measure openly.

Together, they give your customers a brand they can trust, and keep coming back to.

## What does this mean for you?

When you carry Earth Animal, you're backed by our 1% Promise, Certified B Corp status, and everyday decisions made for animals, people and the planet.



This block contains an image of several Wisdom pet food packages, including 'AIR-DRIED TURKEY RECIPE', 'AIR-DRIED JERKY', and 'AIR-DRIED FROM THE LAND RECIPE'. To the right of the packages is a sign for the 'Store Drop-Off Program'. The sign is white with a green border and features a recycling symbol, the text 'PLASTIC POUCH', 'Store Drop-off', 'Only if Clean &amp; Dry', and the website 'how2recycle.info'.

### Store Drop-Off Program

Wisdom packaging is recyclable in the US. You can find Store Drop-Off bins in 20,000+ retail locations across the country. Check your local municipality or find a location here:

[www.plasticfilmrecycling.org](http://www.plasticfilmrecycling.org)



All animals deserve a good life



**DIG DEEPER INTO  
OUR 2024 IMPACT**



# Exceptional Nutrition Crafted with Heart + Science

Wisdom is homemade thinking, perfected. Every recipe is built the way you'd feed your dog if you had the time, the expertise and access to the best ingredients: gut-first philosophy, veterinary formulation and a clear commitment to lifelong vitality.

Food or jerky, the same standard applies: exceptional proteins, purposeful real-food ingredients and careful craftsmanship in our own Riverstone kitchen.

### Heart

#### WHY WE FEED THIS WAY

- Respect for the whole animal
- Nourishment for longevity, not trends
- High-welfare sourcing
- Crafted with intention and integrity in Riverstone, our own Maryland kitchen

### Science

#### HOW WE FORMULATE

- Veterinary formulated by Dr. Bob Goldstein
- Gut-first nutrition
- Balanced protein levels, not excess
- Muscle & organs for essential nutrients
- Digestibility and whole-body vitality

**Wisdom: One philosophy, many ways to thrive.**

## Is Wisdom the optimal way for your customers to feed their dogs?

**Our veterinary team believes it is.**



#### EXCEPTIONAL QUALITY PROTEINS

Made with 100% high-welfare organs & muscles. Naturally rich in essential nutrients for strength, vitality and whole-body nourishment



#### VETERINARY FORMULATED

Crafted with over 45 years of veterinary experience. Recommend with confidence. Your customers will feel the difference.



#### GUT-FIRST NUTRITION

A symphony of real, whole-food ingredients working in harmony to support a healthy microbiome. Everything dogs need. Nothing they don't.



#### MADE IN OUR OWN MARYLAND KITCHEN

We're proud control freaks. Our small-batch kitchen lets us obsess over every detail.

### MORE THAN A PROTEIN NUMBER.

The conversation has shifted: it's not how much protein, it's how good the protein is. Quality, digestibility and bioavailability matter more than a number on the bag, especially for dogs susceptible to heart, kidney or liver issues.

Wisdom uses protein from humane, sustainable sources, combined with plant-based fibers and air-dries at low temperatures to protect digestibility and preserve nutrients.

**"Better meat, gently cooked.**  
Heart + Science is our motto and promise for every dog and cat."

*- Dr. Bob Goldstein*  
Co-Founder & CEO

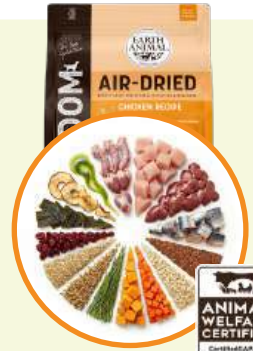
# Choose the protein. Keep the confidence.

## Core Proteins



### From the Land

Grass-fed and pasture-raised venison muscle and liver, beef muscle, liver and heart and bison muscle



### Chicken Recipe

G.A.P. Rated chicken muscle, and chicken heart, liver, gizzards and neck



### From the Sea

Sustainably sourced wild-caught catfish, clams and sardines



### Turkey Recipe

G.A.P. rated turkey muscle and turkey heart, liver, gizzards and neck

## Novel Proteins



### From the Seed

**Food:** Lentil, sunflower meal and alfalfa

**Jerky:** Pumpkin, Potato protein and sunflower meal



### From the Soil

Sustainably sourced crickets and black soldier fly larvae



### From the Air

Sustainably sourced cage-free duck muscle, liver and gizzards, quail muscle and goose muscle



## Same Wisdom, two ways to feed the routine.

### Core Protein Blend

- + Always consistent across Food & Jerky
- + Supports gut-first nutrition & easy rotation

### Only the Format Changes

- + Food vs. Jerky
- + Supports different moments in the routine



### Rotating proteins isn't just about variety. It's better nutrition.

A diverse diet trains the gut to handle more, reduces the risk of developing food sensitivities over time, and supports a more resilient microbiome. Wisdom makes rotation easy because every formula is built to the same gut-first standard for smooth, healthy transitions.



If they love a Wisdom Jerky flavor, they'll feel **right at home** in the matching Wisdom food.

## HOW TO MERCHANDISE

### Cross-Sell:

Display Jerky next to the corresponding Food recipe

### Basket Builder:

"If your pup loves the Jerky, try Wisdom in the same recipe food!"



# Limited-Time Flavors For the Season They Wait For

Holiday Jerky is made for cozy nights, festive gatherings, and extra “good dog” moments, with seasonal recipes that feel special but still align with Wisdom’s gut-first standards. Because some moments deserve something a little more.



## Pumpkin Spice Jerky

**MADE FOR:**  
Fall Flavor Lovers & Cozy Moments

**WHAT IT IS:**  
Pumpkin + Cinnamon

- Seasonal excitement that drives add-on purchases
- Great for training, treating and topper moments
- Easy “limited-time” urgency without discounting



## Holiday Feast Jerky

**MADE FOR:**  
The Merriest of Dogs

**WHAT IT IS:**  
Turkey + Pumpkin + Cranberry

- A holiday “host gift” for dogs that shoppers love to grab
- Strong register + impulse potential
- Perfect pairing with seasonal chews

## SEASONAL TIPS & TRICKS

**Best Placement:**  
Checkout, endcaps, seasonal tables, “gifting” fixtures

**Signage Cue:**  
“Limited-time holiday flavors”

**Bundle Cue:**  
“Treat + Chew”



# What's Inside That Makes Wisdom Food So Good for Dogs?

Every ingredient earns its place.



## The Finest Quality Animal protein, By Choice

Animals raised with higher welfare standards experience less stress and illness, supporting more bioavailable nourishment.



## Organs - Nature's Powerhouse

Our organ blends deliver amino acids for muscle maintenance plus naturally occurring CoQ10, taurine, and essential vitamins to support immune, heart, brain and circulatory health.



## Organic Sprouted Oats, Flaxseed & Quinoa

Sprouting unlocks nutrients for easier absorption, while plant omegas and gentle fibers support digestion, steady energy and healthy skin and coat.



## Pumpkin

Naturally rich in fiber, helps support digestive regularity and digestive balance and whole-body wellness.



## Carrots

Rich in beta-carotene and antioxidants, carrots support eye health while providing fiber for healthy digestion.



## Dried Cranberries

Antioxidant-rich fruit to help support the urinary and immune systems and the body's natural response to inflammation.



## Dried Kelp

Kelp is a second-generation prebiotic and naturally rich in iodine plus key minerals like potassium, calcium, iron and magnesium to support everyday vitality.



## Marine Microalgae Oil

We use marine microalgae oil, a clean source of omega-3s that supports immune and heart health, helps manage inflammation and supports cognitive function.



Made in the USA with globally sourced ingredients, selected to meet our our high standards for consistent quality and sustainability.

## WISDOM RECIPES ARE MADE WITH:

- ✓ Global Animal Partnership (GAP) Certified and cage-free poultry



- ✓ Ocean Wise Certified fish and Marine Stewardship Council Certified seafood



- ✓ Grass-fed and pasture-raised proteins

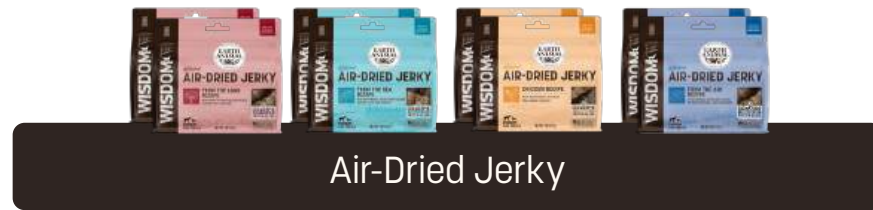
- ✓ Cage-free eggs

We've signed the Better Chicken Commitment and are working toward full compliance across all products by 2027.



VIEW OUR SOURCING MAP HERE

# Wisdom Formats, Made Simple.



## 2 lb Bags

**Best For:** Trial, smaller households, topper

**Merchandising Cue:**

"Try Wisdom" / entry point

## 8 lb Bags

**Best For:** Repeat buyers, multi-dog households, best value per feeding

**Merchandising Cue:**

"Stock-up" / loyalty builder

## 4 oz Bags

**Best For:** Training, daily reward, gifting

**Merchandising Cue:**

Register, impulse, alongside food for routine-building

## Novel Proteins

**Best For:** Variety seekers, rotation feeders, sensitive needs, picky dogs

**Merchandising Cue:**

"Rotate proteins"

"Try a new protein"

## How to Choose the Right Wisdom for Each Customer

1

Start with the feeding role (What the shopper is here for today)

- **Daily Nutrition:** Recommend Air-Dried food (2 lb to trial, 8 lb to stay)
- **Daily Reward or Training:** Recommend Jerky (4 oz)
- **Upgrade a Current Bowl:** Recommend Air-Dried food 2lb as topper moments or transition to food

2

Match the protein to the dog's needs

- **Sensitive Digestion or Simpler Routines:** Start with a single protein or try one of our novel options
- **Picky Eaters or Boredom:** Suggest rotation across proteins
- **Allergy Concerns or Novelty Seekers:** Choose a novel protein option where appropriate, or one of our recipes that include added TruMune® postbiotic for additional support

3

Choose the size based on household and commitment level

- **2 lb:** First-time Wisdom buyer, smaller dogs, variety buyers, easy trial
- **8 lb:** Repeat buyers, multi-dog homes, best everyday value and fewer trips back
- **4 oz Jerky:** Add-on that boosts basket and supports routine (training, rewards)

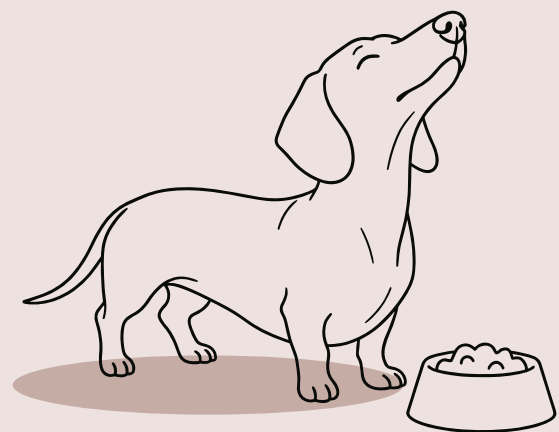


## 💡 WHY NOT TRY?

**Cross-Sell Pairing:** Place Jerky near food or at checkout with a small "Build the routine" callout

**Size Laddering:** Merchandise 2 lb as "Try it" and 8 lb as "Stay with it"

**Protein Rotation Cue:** Advise "Rotate proteins for variety"



## Where Heart + Science Come to Life

We couldn't find a facility that met our standards, so we created our own. Riverstone is our owned-and-operated Maryland kitchen, with total control from sourcing through to final quality checks. SQF Edition 9 certified since 2021, with audit-verified consistency, traceability, and risk management you can trust at scale.

Our proprietary air-drying technique removes moisture at low temperatures to protect natural nutrients, flavor and texture, producing nutrient-dense food with a tender bite.



### WHY AIR-DRYING MATTERS

- ✔ Nutrients stay more intact for better absorption
- ✔ Gentler on digestion than high-heat processing
- ✔ Preserves the real flavors dogs love
- ✔ Nutrient integrity protected including naturally occurring vitamins, minerals and omega-3s

# Air-Dried Dog Food



	<b>TOP SELLER!</b> From the Land	Chicken	PLANT BASED From the Seed	<b>TOP SELLER!</b> From the Sea	From the Air	<b>TOP SELLER!</b> Turkey	From the Soil
<b>2LB ITEM #</b>	11213	101170	11215	101178	11318	101174	11256
<b>2LB UPC</b>	810132870200	810049514709	810132870224	810049514785	810132874901	810049514747	810132871252
<b>8LB ITEM #</b>	11214	101171	11216	101179	11319	101175	11257
<b>8LB UPC</b>	810132870217	810049514716	810132870231	810049514792	810132874918	810049514754	810132871269
<b>CRUDE PROTEIN</b>	25% (MIN)	25% (MIN)	28% (MIN)	24% (MIN)	24% (MIN)	25% (MIN)	29% (MIN)
<b>CRUDE FAT</b>	15% (MIN)	13% (MIN)	13% (MIN)	12% (MIN)	14% (MIN)	13% (MIN)	12% (MIN)
<b>CRUDE FIBER</b>	5% (MAX)	5% (MAX)	5% (MAX)	5% (MAX)	5% (MAX)	5% (MAX)	5% (MAX)
<b>MOISTURE</b>	18% (MAX)	18% (MAX)	18% (MAX)	18% (MAX)	18% (MAX)	18% (MAX)	18% (MAX)
<b>OMEGA-3 FATTY ACIDS*</b>	1.75% (MIN)	1.75% (MIN)	0.8% (MIN)	2.3% (MIN)	1.75% (MIN)	1.75% (MIN)	0.8% (MIN)
<b>PRIMARY PROTEIN</b>	RED MEAT	CHICKEN	PLANTS	FISH	GAME BIRD	TURKEY	INSECTS
<b>2LB MSRP</b>	\$39.99	\$34.99	\$34.99	\$34.99	\$39.99	\$34.99	\$34.99
<b>8LB MSRP</b>	\$129.99	\$119.99	\$119.99	\$119.99	\$129.99	\$119.99	\$119.99

\*Not recognized as an essential nutrient by the AAFCO Dog Food Nutrient Profiles.

Exceptional Nutrition.

Crafted with Heart + Science



# Air-Dried Jerky

Exceptional treats with the same high welfare proteins as our food. Perfect for training, rewarding, or just because.

	<b>TOP SELLER!</b> From the Land	<b>TOP SELLER!</b> Chicken	<b>PLANT BASED</b> From the Seed	From the Sea	From the Air	<b>TOP SELLER!</b> Turkey	From the Soil
SIZE	4oz	4oz	4oz	4oz	4oz	4oz	4oz
ITEM #	11245	11243	11247	11246	11320	11244	11258
UPC	810132870996	810132870972	810132871016	810132871009	810132874949	810132870989	810132871627
CRUDE PROTEIN	22% (MIN)	26% (MIN)	25% (MIN)	22% (MIN)	21% (MIN)	22% (MIN)	30% (MIN)
CRUDE FAT	20% (MIN)	10% (MIN)	8% (MIN)	12% (MIN)	20% (MIN)	14% (MIN)	7% (MIN)
CRUDE FIBER	2% (MAX)	2% (MAX)	2% (MAX)	3% (MAX)	2% (MAX)	2% (MAX)	5% (MAX)
MOISTURE	30% (MAX)	30% (MAX)	30% (MAX)	30% (MAX)	30% (MAX)	30% (MAX)	30% (MAX)
PRIMARY	RED MEAT	CHICKEN	PLANTS	FISH	GAME BIRD	TURKEY	INSECTS
	\$10.99	\$9.99	\$9.99	\$9.99	\$10.99	\$9.99	\$9.99



Easy to break apart into small pieces!



Crafted with Heart + Science





## COMING 2026: Dr. Bob Goldstein's Wisdom Cat

Forty-five years of gut-first nutrition. Now for cats. Exceptional whole food nutrition, the same veterinary expertise, the same high welfare standards. The Wisdom philosophy, built for a whole new audience.

**WANT EARLY ACCESS?** Ask your rep about launch timing, retail support and first-order recommendations.

## Caring for dogs and cats takes Heart + Science.

Help customers build a daily routine:



Wisdom Food + Jerky for everyday nourishment and reward



No-Hide chews for longer-lasting satisfaction and enrichment



Nature's Protection to build plant-powered flea and tick protection

### CONNECT

Reach out to your Earth Animal Sales Rep for product recommendations and questions.



**SCAN HERE**  
for Regional  
Sales Manager  
Contacts

### GROW

Access marketing assets, promos and training to support your sales:



**SCAN HERE**  
for Additional  
Sales  
Resources

### EARTH ANIMAL

230 Main Ave, Suite #4  
East Norwalk, CT 06890  
customerservice@earthanimal.com  
earthanimal.com





*Dr. Bob Goldstein's*  
**APOTHECARY.**

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*Dr. Bob Goldstein's*  
**NATURE'S PROTECTION.**

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A Ritual of Care.

Health & Wellness  
Flea & Tick

Crafted with  
Heart + Science

Spring 2026

# Welcome

You're building a shelf that earns trust, repeat visits, and real loyalty. Earth Animal is built to help you do exactly that.

Everything we make is Crafted with Heart + Science: the empathy your customers expect, backed by Dr. Bob Goldstein's 45 years of veterinary expertise and a gut-first approach to formulation that actually works.

**This catalog is designed to make your job easier:** what to stock, how to talk about it, and every SKU detail you need. Need help choosing the right assortment? There's always a real human on the other end.

Thank you for carrying Earth Animal.

## Three Steps to Getting Started

### CONNECT

Reach out to your Earth Animal Sales Rep for product recommendations and questions.



### ORDER

Available through our distributor partners.



### GROW

Access marketing assets, promos, and training to support your sales.



## What's Inside

**Page 1** **About Earth Animal:**  
Crafted with Heart + Science

**Page 3** **Impact You Can Stand Behind:**  
Our Commitments and Standards

**P. 7** **P. 17** **Dr. Bob Goldstein's Apothecary & Nature's Protection Overviews:**  
What It Is, Who It's For, Why It Wins

**P. 11** **P. 20** **Full Assortment + SKU Tables:** UPCs, Case Packs, Ingredients, Directions

**P. 8** **P. 18** **Range Guide:** Formats, Benefits and How to Recommend

**P. 9** **P. 24** **Merchandising + Staff Talk-Tracks:**  
Simple Ways to Sell with Confidence

**Apothecary** **Nature's Protection**





"We've always believed that **animals are an essential part of the family** - and never something we own"

*Dr. Bob and Susan*  
Founders of Earth Animal

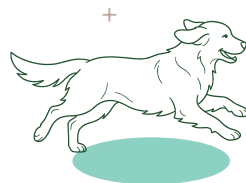
## Since 1979

Dr. Bob and Susan Goldstein built Earth Animal on a conviction, not a trend: that real food and whole-body nutrition could create lasting change for dogs and cats.

What started as care for individual animals became a family-owned company with a clear purpose: a more thoughtful standard of care for animals, people and the Earth. That purpose hasn't changed in over 45 years. Because the belief underneath it hasn't changed either: every animal deserves a good life.



+



### 1974 Lovely Leigh

Leigh changed everything. When Dr. Bob & Susan adopted their Golden Retriever, they didn't know he'd become their greatest teacher. Leigh's struggle with hip dysplasia and arthritis set them on a path to find another way to treat and care.

### 1975 Another Way

Determined to help Leigh thrive, Dr. Bob & Susan explored natural remedies and nutrition-first approaches that conventional medicine had overlooked. It worked. Leigh walked again. Then he ran.



+



### 1979 Opening Day

What worked for Leigh could work for others. Susan opened the first Earth Animal store right next door to Dr. Bob's practice, so pet parents could find the same care that had transformed Leigh's life.

### 1979 Earth Animal Grows

Seven more stores followed, and Dr. Bob began formulating his own line of remedies and supplements, bringing veterinary expertise and natural ingredients together in ways the pet industry had never seen.



+



### 2015 No-Hiding It

Then came No-Hide, a chew dogs couldn't resist that pet parents could actually feel good about. Digestible, delicious, and durable, crafted without the risks of rawhide, No-Hide chews changed what a long-lasting dog treat could be.

### 2016 Dream Come True

What began with Leigh's healing journey now spans a complete care system: Wisdom nutrition, No-Hide chews, Nature's Protection flea & tick prevention and Apothecary supplements.

## Crafted with Heart + Science

Every product we make carries the same philosophy Dr. Bob's veterinary work and Susan's advocacy have always stood for: exceptional care, backed by science, delivered with heart. From Dr. Bob Goldstein's Wisdom® dog food and No-Hide® chews to Nature's Protection™ herbal flea and tick, that commitment runs through everything.

Heart + Science isn't a tagline. It's how we make every decision, balancing genuine care for animals with the discipline of doing what actually works. We treat every pet parent like family, and we back every claim with real expertise.



# What We Stand For

Heart + Science is the way we nourish, reward, and protect the animals we love and the world we share with them. It guides every choice we make, from how we create our products to how we behave as a business.

## What Today's Pet Parents Are Demanding

Pet parents are reading labels, asking harder questions, and choosing brands that can back up their claims. We built Heart + Science to meet that demand directly.

### Heart means compassion you can see:

responsible sourcing, high-welfare supply chains and real community investment.

### Science means standards you can verify:

third-party certifications, published impact reports and commitments we measure openly.

Together, they give your customers a brand they can trust, and keep coming back to.

## What does this mean for you?

When you carry Earth Animal, you're backed by our 1% Promise, Certified B Corp status, and everyday decisions made for animals, people and the planet.



This block features a collection of Earth Animal products: a jar of Daily Internal Powder, a box of Flea &amp; Tick Herbal Dog Collar, and a bottle of Clean Eyes Herbal Eye Wash. To the right of the products are two recycling icons. The top icon is for 'PLASTIC JAR' with the text 'Discard Seal, Empty &amp; Replace Lid' and 'For Plastic Jars'. The bottom icon is for 'PAPER PLASTIC BOX WRAPPER' with the text 'For Paper Boxes'. Both icons include the URL 'how2recycle.info'.

### Store Drop-Off Program

Apothecary & Nature's Protection packaging is recyclable in the US. You can find Store Dropp-Off bins in 20,000+ retail locations across the country. Check your local municipality or find a location here:

[www.plasticfilmrecycling.org](http://www.plasticfilmrecycling.org)



All animals deserve a good life



DIG DEEPER INTO OUR 2024 IMPACT



## Support for real life, not just the perfect days.

Even the healthiest pets can have off days. Stress happens. Digestion can wobble. Skin can flare. Seasonal shifts can bring new challenges. That's why Earth Animal offers a holistic range of plant-based solutions, clinically formulated and designed to work with the body, not against it.

Together, Apothecary and Nature's Protection help retailers support the eight most common wellness needs and natural pest protection, with options that fit into everyday routines, from targeted moments to daily practices. Crafted with Heart + Science.

A complete plant-powered toolkit, made to help you confidently recommend the right support, right when customers ask.



### BUILT FOR THE QUESTIONS YOU HEAR EVERY DAY.

A straightforward system for matching common concerns to plant-based solutions, with clinical formulations and clear guidance.

## 8 common needs. A clear path to the right product.

Use the guide on this spread to match the customer's goal to the right format: liquid supplements, powders, topicals and herbal flea and tick protection. It's designed to make staff recommendations fast and consistent, and to help shoppers build a routine they'll actually stick with.

### HOW TO USE THIS CHART

- Start with the need (one of the 8 pillars)
- Choose the format the customer will use consistently (liquid, powder, topical, or protection)
- Layer support as needed to build a simple routine

	 Daily Health	 Digestion	 Eyes, Ears, Mouth	 Joints	 Respiratory	 Skin	 Weight	 Well-being	 Flea & Tick
CHEWS									
LIQUID									
POWDER									
TOPICAL									



*Dr. Bob Goldstein's*  
**APOTHECARY®**

Apothecary is our holistic range of plant-based solutions designed to support comfort and balance, with formats that fit real routines, liquids, powders and topicals.

**WHAT RETAILERS CAN EXPECT**




Clinically informed formulations designed to support the 8 most common needs with confidence

Multiple formats so customers can choose what they'll actually use consistently

Clear benefit-led solutions that make staff recommendations quick and easy

**Is Dr. Bob Goldstein's Apothecary the optimal way to support comfort & balance in your dogs and cats?**

**Our veterinary team believes it is.**

-  **VETERINARY FORMULATED**  
 Clinically formulated with over 45 years of veterinary experience, so you can recommend with confidence and customers can feel the difference with less guesswork.
-  **PLANT-POWERED**  
 A holistic range of plant-based remedies crafted to support pets' overall vitality and well-being, addressing common wellness needs naturally and gently.
-  **HIGH EFFICACY**  
 Clinically formulated with natural ingredients to deliver powerful, effective results.



**A modern apothecary:  
 time-honored botanicals, formulated for  
 today's pets and the lives they live.**

## Liquid supplements formulated by a Master Herbalist. Crafted with care.

Our liquid supplements are formulated by Master Herbalist Kristy Haley of Crystal Garden Herbs, in Vermont's Green Mountains. Each blend is created with deep respect for how herbs work in the body, designed to support pets gently during times of occasional need.

### WHAT MAKES THE LIQUIDS DIFFERENT



Thoughtful blends of herbs, with flower essences used where appropriate to support emotional balance



Flexible, easy dosing for customers who want targeted support "right now"



Crafted with a high bar for ingredient intent and label clarity

### 💡 HOW TO RECOMMEND (3 STEPS)

- 1 **Identify the goal:** calm, digestion, respiratory, skin, joints, etc.
- 2 **Choose the format:** liquids for "right now" support or customers who prefer drops
- 3 **Build confidence:** remind customers consistency matters



### WHAT IS THE NATIONAL ANIMAL SUPPLEMENT COUNCIL SEAL?

It's proof of our commitment to producing top-quality products.

To display the NASC Seal on our products, we must meet rigorous quality control standards, including consistent third-party audits, random product testing, and strict labeling guidelines.

Select Apothecary products undergo these audits, providing an extra layer of assurance that we are dedicated to quality, continuous improvement and backing up our promises with verifiable actions.



# Liquid Supplements

Targeted comfort in a few simple drops for when animals need it most.

Apothecary Liquid Supplements are designed for those moments when pet parents want gentle, plant-based support without overcomplicating the routine. They're easy to give, easy to adjust, and easy for staff to recommend by need.



## ACHES & DISCOMFORT

**Support for Everyday Activities** - An herbal blend that supports a healthy inflammatory response

**Active Ingredients per 20 drops (1 ml):** Proprietary Aches & Discomfort Herbal Blend: (Black Cohosh, Devils Claw, White Willow Bark, Feverfew, Licorice, Vervain, Meadowsweet, Turmeric) 305 mg, Proprietary Flower Essence Blend: (Chamomile, Calendula, Echinacea, Yarrow) 0.2 mg  
**Inactive Ingredients:** Alcohol, Glycerin, Water



## ALLERGY & SKIN

**Seasonal Allergy Support** - A relieving herbal blend for peak times of seasonal allergies

**Active Ingredients per 20 drops (1 ml):** Proprietary Allergy & Skin Herbal Blend: (Burdock Root, Yellowdock, Nettles, Licorice Root, Echinacea Root, Chamomile, Lavender, Red Clover, Calendula) 196 mg, Proprietary Flower Essence Blend: (Chamomile, Calendula, Echinacea, Yarrow) 0.2 mg  
**Inactive Ingredients:** Alcohol, Glycerin, Water



## CALMNESS

**Supports Balanced Behavior** - A calming herbal blend that helps manage normal stress & promotes relaxation

**Active Ingredients per 20 drops (1 ml):** Proprietary Allergy & Skin Herbal Blend: (Burdock Root, Yellowdock, Nettles, Licorice Root, Echinacea Root, Chamomile, Lavender, Red Clover, Calendula) 196 mg, Proprietary Flower Essence Blend: (Chamomile, Calendula, Echinacea, Yarrow) 0.2 mg  
**Inactive Ingredients:** Alcohol, Glycerin, Water



## CLEAN MOUTH, GUMS, & BREATH

**Daily Oral Care** - An herbal blend that promotes fresh breath & supports healthy gums

**Active Ingredients per 20 drops (1 ml):** Proprietary Clean Mouth, Gums, & Breath Herbal Blend: (Aloe Vera Gel, Amla, Echinacea Leaf, Barberry Root, Echinacea Root, Licorice, Myrrh, Calendula, Orange Essential Oil, Grapefruit Essential Oil) 470 mg, Proprietary Flower Essence Blend: (Chamomile, Calendula, Echinacea, Yarrow) 0.2 mg  
**Inactive Ingredients:** Alcohol, Glycerin, Water



## COUGH, WHEEZE, & SNEEZE

**Daily Respiratory Support** - An herbal blend that optimizes strength of the respiratory system

**Active Ingredients per 20 drops (1 ml):** Proprietary Cough, Wheeze, & Sneeze Herbal Blend: (Elecampane, Myrrh, Echinacea Leaf, Coltsfoot, Licorice, Mullein, Lobelia, Osha, Thyme) 286 mg, Proprietary Flower Essence Blend: (Chamomile, Calendula, Echinacea, Yarrow) 0.2 mg  
**Inactive Ingredients:** Alcohol, Glycerin, Water



Liquid Supplements are NASC certified unless otherwise noted.



## IMMUNE SUPPORT

**Daily Immue Support** - An herbal blend that helps support a healthy immune system

**Active Ingredients per 20 drops (1 ml):** Proprietary Immune Support Herbal Blend: (Astragalus Root, Echinacea Root, Turmeric, Goldenseal, Ashwagandha, Elder Berry, Echinacea Leaf) 290 mg, Proprietary Flower Essence Blend: (Chamomile, Calendula, Echinacea, Yarrow) 0.2 mg  
**Inactive Ingredients:** Alcohol, Glycerin, Water



## NO MORE RUNS

**Healthy Digestive Care** - A calming herbal blend for occasional digestive upset

**Active Ingredients per 20 drops (1 ml):** Proprietary No More Runs Herbal Blend: (Bilberry, White Oak Bark, Meadowsweet, Chamomile, Slippery Elm) 165 mg, Proprietary Flower Essence Blend: (Chamomile, Calendula, Echinacea, Yarrow) 0.2 mg  
**Inactive Ingredients:** Alcohol, Glycerin, Water



## NO MORE WORMS

This product is not NASC certified.

**Parasite Protection** - A cleansing blend for peak times of parasitic infestation

**Active Ingredients per 20 drops (1 ml):** Proprietary No More Worms Herbal Blend: (Black Walnut Hulls, Cloves, Oregon Grape Root, Chamomile, Wormwood, Rue) 269 mg, Proprietary Flower Essence Blend: (Chamomile, Calendula, Echinacea, Yarrow) 0.2 mg  
**Inactive Ingredients:** Alcohol, Glycerin, Water



## URINARY & KIDNEY RELIEF

**Maintains Normal Function of the Urinary Tract** - A soothing herbal blend that provides everyday kidney & bladder support

**Active Ingredients per 20 drops (1 ml):** Proprietary Urinary & Kidney Relief Herbal Blend: (Uva Ursi, Couch Grass, Gravel Root, Yarrow, Cleavers, Marshmallow Root, Cornsilk) 228 mg, Proprietary Flower Essence Blend: (Chamomile, Calendula, Echinacea, Yarrow) 0.2 mg  
**Inactive Ingredients:** Alcohol, Glycerin, Water



## VITAL EYE

**Daily Eye Support** - An herbal blend that supports normal visual function & health

**Active Ingredients per 20 drops (1 ml):** Proprietary Vital Eye Herbal Blend: (Lycium Berry, Bilberry, Ginkgo, Eyebright, Chamomile) 225 mg, Proprietary Flower Essence Blend: (Chamomile, Calendula, Echinacea, Yarrow) 0.2 mg  
**Inactive Ingredients:** Alcohol, Glycerin, Water



# Powder Supplements

Daily support, made easy to stick with.

These scoop-and-sprinkle formulas make it simple to build a daily wellness routine, with benefit-led options customers can use consistently.



## HEALTHY WEIGHT

### Daily Fat-Burner Support

An active blend of ingredients to provide ongoing support of healthy weight loss and proper metabolism

**Ingredients:** Psyllium Seed Husk, Chicken Liver Flavor, Rice Bran, Vitamin E Supplement, Chia Seed, Whey, Barley Grass, L-Carnitine, Parsley Herb, Alfalfa, Chromium Picolinate, Soy Lecithin, Spirulina, Dicalcium Phosphate, Pyridoxine Hydrochloride, Pancreatin, Dried Lactobacillus Acidophilus Fermentation Product, Dried Bifidobacterium Longum Fermentation Product, Dried Enterococcus Faecium Fermentation Product, Dried Bifidobacterium Thermophilum Fermentation Product



## HEALTHY DIGESTION

### Daily Digestive Support

An active blend of ingredients to support healthy gut, bowel, and digestive function

**Ingredients:** Psyllium Seed Husk, Chicken Liver Flavor, Glutamine, Bromelain, Whey, Organic Agave Inulin (natural source of prebiotic fiber inulin), Acetyl D-Glucosamine, Calcium Amino Acid Chelate, Vitamin B-12 Supplement, Larix Laricina, Aloe Vera, Slippery Elm, Licorice Root, Apple Cider Vinegar, Citric Acid, Mixed Tocopherols, Dried Lactobacillus Acidophilus Fermentation Product, Dried Bifidobacterium Longum Fermentation Product, Dried Enterococcus Faecium Fermentation Product, Dried Bifidobacterium Thermophilum Fermentation Product, Dried Aspergillus Oryzae Fermentation Product, Dried Aspergillus Niger Fermentation Product, Folic Acid



This product is not NASC certified.

## STOP EATING STOOL

### Daily Digestive Support with Minerals & Enzymes

An active blend of ingredients that helps stop fecal consumption while reducing yellow stained spots on the lawn

**Ingredients:** Psyllium Seed Husk, Chicken Liver Flavor, Rice Bran, Vitamin E Supplement, Chia Seed, Whey, Barley Grass, L-Carnitine, Parsley Herb, Alfalfa, Chromium Picolinate, Soy Lecithin, Spirulina, Dicalcium Phosphate, Pyridoxine Hydrochloride, Pancreatin, Dried Lactobacillus Acidophilus Fermentation Product, Dried Bifidobacterium Longum Fermentation Product, Dried Enterococcus Faecium Fermentation Product, Dried Bifidobacterium Thermophilum Fermentation Product, Dried Aspergillus Oryzae Fermentation Product, Dried Aspergillus Niger Fermentation Product, Folic Acid, Apple Cider Vinegar, Mixed Tocopherols (a preservative)

\*From Dried Aspergillus Oryzae Fermentation Product and Dried Aspergillus Niger Fermentation Product oxine Hydrochloride, Pancreatin, Dried Lactobacillus Acidophilus Fermentation Product, Dried Bifidobacterium Longum Fermentation Product, Dried Enterococcus Faecium Fermentation Product, Dried Bifidobacterium Thermophilum Fermentation Product



## DAILY RAW

### Daily food Supplement For Raw Diets

With probiotics and enzymes that help support healthy digestion

**Ingredients:** Psyllium Seed Husks, Dried Kelp, Dehydrated Alfalfa Meal, Fish Oil, Montmorillonite Clay, Calcium Carbonate, Vitamin E Supplement, L-Arginine, Choline Chloride, Barley Grass, Broccoli, Taurine, Zinc Amino Acid Chelate, Citric Acid, Apple Cider Vinegar, Garlic, Iron Amino Acid Chelate, Dried Aspergillus Oryzae Fermentation Product, Dried Aspergillus Niger Fermentation Product, Manganese Amino Acid Chelate, Dried Carrots, Vitamin B12 Supplement, Copper Amino Acid Chelate, Dried Lactobacillus Acidophilus Fermentation Product, Dried Bifidobacterium Thermophilum Fermentation Product, Dried Bifidobacterium Longum Fermentation Product, Dried Enterococcus Faecium Fermentation Product, Vitamin A Supplement, Rosemary Extract, Mixed Tocopherols (a preservative), Niacinamide, Calcium Pantothenate, Cobalt Amino Acid Chelate, Vitamin D Supplement, Riboflavin, Thiamine Hydrochloride, Biotin, Sodium Selenite, Pyridoxine Hydrochloride, Folic Acid, Calcium Ascorbate, Potassium Iodide





# Cleansers & Topicals

Targeted care, right where it's needed.

When customers want support they can see and use immediately, these topical and cleansing products offer gentle, plant-based care for common problem areas.

Best for Sensitive skin



## FOR THEIR SKIN HERBAL RELIEF

### Topical Soothing Ointment

Topical soothing ointment to help quiet skin irritations

**Active Ingredients:** Plantain, Calendula, Chickweed, Hypericum, Lavender, Vitamin E Oil, Beeswax, Olive Oil



## CLEAN EYES

### Herbal Eye Wash

A gentle formula that helps cleanse and remove discharge around the eye

**Ingredients:** Lavender Hydrosol, Eyebright Infusion, Aloe Vera, Grapefruit Seed Extract



## CLEAN EARS

### Herbal Ear Wash

A cleansing blend of herbs & oil to help quiet inflammation and reduce wax build-up

**Ingredients:** Chamomile, Calendula in a Witch Hazel Base, Aloe Vera Gel, Grapefruit Seed Extract, Mullein Oil, St. John's Wort, Garlic in Olive Oil Base



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& MORE?  
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*Dr. Bob Goldstein's*

# NATURE'S PROTECTION®

**More than a product. It's a practice.** A daily two-step routine, inside and out, that changes a dog or cat's natural scent, making them far less attractive to fleas and ticks. No synthetic pesticides. Just consistent, herbal protection that supports their natural defenses.

## TWO STEPS. ONE DAILY ROUTINE. NO PESTICIDES. NO COMPROMISE.

### Step 1: Internal Prevention

Daily powders and liquid drops designed to help create a natural skin scent fleas and ticks tend to avoid.

### Step 2: External Protection

Herbal collars and topical options designed to help repel and block pests before they bite.

**Change their scent, not who they are.** A subtle shift that's undetectable to the people who love them. Deeply unappealing to the pests that don't.

Is Nature's Protection the optimal way to protect dogs and cats from fleas and ticks?

**Our veterinary team believe it is.**



### VETERINARY FORMULATED

Clinically formulated with over 45 years of veterinary experience. Recommend with confidence. Your customers will feel the difference.



### PLANT-POWERED PROTECTION

A botanical approach using thoughtfully selected herbs and essential oils, chosen to help make pets less appealing to fleas and ticks, gently and naturally. No compromise.



### TWO STEPS, ONE DAILY ROUTINE

Internal prevention plus external protection, designed to layer together for a simple routine customers can actually stick with.



## PESTICIDES ARE A CHOICE. SO IS AVOIDING THEM.

Pet parents are increasingly aware of what gets applied to their pets and carried through the home: onto couches, into bedding, onto children's hands. They're not overreacting. They're paying attention. Nature's Protection is for customers who've decided there's a better way.

### PLANT-POWERED

Herbal collars infused with plant-based essential oils like peppermint, lemongrass, and rosemary

Daily internal powders with supportive nutrients, including zinc

Thoughtfully chosen wildcrafted herbs and essential oils, made for everyday routines

# 1

## Step 1: Internal

Build daily protection that's always there wherever life takes them.

Our internal powders and drops are used every day to help create a natural skin scent that fleas and ticks avoid. It's subtle. You won't notice it, but the pests will. And it's better for dogs and cats, too.



### HOW TO RECOMMEND

"Do you want a daily routine as your baseline?"

"Dog or cat?"

"Any yeast sensitivities?"  
(if you stock a yeast-free option)



Health  
without harm.

## Step 1: Internal Options

BEST SELLER!

### Daily Internal Powder

A daily blend of vitamins, minerals, and brewer's yeast designed to support whole-body wellness while creating a scent pests avoid.

- Supports a natural scent shift over time
- Helps support the immune system



#### SKU DETAILS

Size: 8 oz

**Directions:** ADMINISTER ORALLY BY WEIGHT. Recommended daily amount for dogs and cats 3 months and older.

**Active Ingredients (Per tsp):** dl-Methionine 98.5mg, Calcium Carbonate 78.73mg, Calcium Phosphate 41.64mg, Zinc Amino Acid Chelate 5mg, Thiamine Hydrochloride 0.439mg, Pyridoxine Hydrochloride 0.284mg **Inert Ingredients:** Brewer's Dried Yeast, Dried Chicken Liver, Garlic, Rice Bran



### Daily Herbal Drops

A concentrated herbal blend designed to work with and enhance the Daily Internal Powders.

- Adds an extra layer of internal support
- Simple to add to food, water or directly in the mouth



#### SKU DETAILS

Size: 2 oz.

**Directions:** To be taken orally, twice daily. Can be given with food, water, or directly in the mouth. SHAKE WELL BEFORE USE.

**Active Ingredients (Per ml):** A Proprietary Blend of Wildcrafted Extracts of Garlic, Goldenrod, Yerba Santa, Tobacco, Wormwood, Yellowdock, Neem, Rue **Inactive Ingredients:** Alcohol, Flower Essence Blend of (Cherry Plum, Elder, Hornbeam, Vervain), Glycerin, Water

### Daily Herbal Internal Powder (Yeast Free)

A veterinary formulated, yeast-free proprietary blend of herbs.

- Ideal for dogs and cats sensitive to brewer's yeast
- Supports a natural scent that pests avoid



#### SKU DETAILS

Size: 1 lb

**Directions:** ADMINISTER ORALLY BY WEIGHT. Recommended daily amount for dogs and cats 3 months and older.

**Active Ingredients:** 70mg of a Proprietary Blend of Alfalfa, Garlic, Blue-Green Algae (Spirulina), Kelp, Papaya, Neem, Nettles, Hawthorne





2

Like any good practice, it works because you show up every day.

## Step 2: Add the Layer

External protection that fits the customer's routine.

Herbal collars, sprays, spot-ons, and shampoo provide aromatic plant-based prevention for the skin and coat, helping create an environment fleas and ticks prefer to avoid.

Fresh and herbal to animals and their people. Unwelcome to fleas, ticks, mosquitoes and other biting insects.

### What's in Nature's Protection that makes it effective for dogs and cats?

All products are infused with a selection of herbs and essential oils like peppermint, cedarwood, lemongrass, and rosemary.



#### HOW TO CHOOSE:

##### COLLAR

Best for "set it and forget it" daily wear

##### SPRAY

Best for outings, hikes, and spot coverage

##### SHAMPOO

Best for bath-time support and seasonal refresh

##### SPOT-ON

Best for up to one month of protection in a familiar format

## Step 2: External Options

### Herbal Flea & Tick Collar

Daily Protection, Worn Close. Infused with a natural blend of aromatic herbs and essential oils, creating a fresh citrus scent.\*

- Up to 3 months protection "set it and forget it" protection that's easy for customers to stick with
- Infused with plant-powered essential oils to help repel pests on the coat



#### SKU DETAILS

Size: Dogs (S, M, L); Cats

Active Ingredients: Cedarwood Oil 4.3%, Peppermint Oil 4.3%, Lemongrass Oil 1.2%, Rosemary Oil, 1.2% Inert Ingredients: Nylon, Almond Oil, Zinc Stearate, Vitamin E 89%



### Flea & Tick Herbal Shampoo

Insect protection plus helps to calm inflammation from bits and allergies\*

- Leaves behind a protective botanical residue while helping nourish the skin and coat.
- Gentle enough for regular use. Leaves the coat clean, fresh, and naturally protected.



#### SKU DETAILS

Size: 12 oz.

Active Ingredients: Cedarwood Oil 1%, Peppermint Oil 1% Inert Ingredients: Soap 98%



### Herbal Bug Spray

Works on humans too!



Made for every adventure, from walks to hikes to backyard time.

- An on-the-go spray designed for daily use.
- Use every day, and reapply before heading out or anytime added protection is needed.



#### SKU DETAILS

Size: 8 oz.

Active Ingredients: Cedarwood Oil 1%, Peppermint Oil 1%

\* WHEN USED AS DIRECTED

BEST SELLER!

### Herbal Flea & Tick Spot-On

Targeted skin-level protection that complements the inside-out system

- A familiar, easy-to-apply format for coat-level protection. who prefer spot-on formats
- Up to 1 month's protection\*



#### SKU DETAILS

Size: Dogs (S, M, L); Cats

Active Ingredients: Cedarwood Oil 5%, Peppermint Oil 4% Inert Ingredients: Almond Oil 91%



# Stock the system. Sell the routine.

Curated sets that make Nature's Protection easy to shop and easy to recommend.

**SET 1:**

## Core System Set (BEST STARTING POINT)

**Step 1 Internal:** [Internal product]  
**Step 2 External:** Herbal Collar (dog + cat, if applicable)

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**BEST FOR:**  
Most stores, most customers




**SET 3:**

## Bath-Time Support Set

Core System Set, plus Shampoo

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**BEST FOR:**  
Seasonal refresh, skin/coat routines



**SET 2:**

## Outdoor Upgrade

Core System Set, plus Bug Spray

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**BEST FOR:**  
Hikers, wooded areas, high exposure seasons



**SET 4:**

## Customer Preference Set (FORMAT-LED)

Core System Set, but swap Spot-On for customers who want that application style

---

**BEST FOR:**  
Customers already used to spot-on formats



Assortment built to drive ritual (Step 1 + Step 2) and repeat (daily routine replenishment).



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## Merchandising is key to making the two-step story effortless

### PLACEMENT GUIDANCE

- Merchandise Step 1 + Step 2 together with a simple "Two steps" shelf talker
- Feature during peak seasons on an endcap or seasonal table
- Use a small sign: "No pesticides. No compromise."



### 💡 STAFF SCRIPTS

#### ROUTINE-FIRST:

"Nature's Protection is a daily routine: start with Internal, then add the External format that fits your life."

#### LIFESTYLE-FIRST:

"Are you mostly indoors or outdoors? We'll match the right external layer to your routine."

#### CONFIDENCE-FIRST:

"If you want a natural option without pesticides, this is our two-step system."

## Need Sales Resources?



### CONNECT

Reach out to your Earth Animal Sales Rep for product recommendations & questions.



### GROW

Access marketing assets, promos and training to support your sales.

# Caring for dogs and cats takes **Heart + Science.**

Help customers build a simple routine across moments:



Wisdom Food + Jerky for everyday nourishment and reward



No-Hide chews for longer-lasting satisfaction and enrichment



Nature's Protection to build plant-powered flea and tick protection

## CONNECT

Reach out to your Earth Animal Sales Rep for product recommendations and questions.



**SCAN HERE**  
for Regional Sales Manager Contacts

## GROW

Access marketing assets, promos and training to support your sales:



**SCAN HERE**  
for Additional Sales Resources

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