

VetVitals™

brought to you by Sabinsa



QUALITY COMES FIRST



2013-2014 APPA NATIONAL PET OWNERS SURVEY STATISTICS: PET OWNERSHIP & ANNUAL EXPENSES

- According to the 2013-2014 APPA National Pet Owners Survey, 68% of U.S. households own a pet, which equates to 82.5 millions homes
- In 1988, the first year the survey was conducted, 56% of U.S. households owned a pet

THE IMPORTANCE OF ANIMAL NUTRITION

In today's health-conscious society, we know how important it is to take care of each and every part our body. That includes taking different vitamins and eating a variety of different foods to provide all the nutrients needed to support different bodily functions, like calcium for our bones, fish oil for our heart and fiber for digestion. When we're healthy and nourishing our bodies with nutrients from a balance of wholesome foods, we are more likely to receive the right micronutrients, protein and fats. We feel energized, smart and simply good all over.

Just like us, our pets thrive by consuming the right variety of nutrients that play a crucial part in supporting specific bodily functions.

As parallels in health care conditions of humans and their pets trend upwards, consumers are also seeking select remedies to restore and maintain the health of their cats and dogs. Data reveals 60 percent of pet "parents" take dietary supplements and 25 percent of them give supplements to their dogs. Pet owners are seeking more wholesome and natural health care solutions to manage the nutritional needs of their pets.

Consumers, nutritionists and manufacturers are beginning to recognize that striving for optimal levels of nutrients may be a prudent step toward improving small animal nutrition.

ENSURE PROPER NUTRITION

Making sure your pet is receiving the proper nutrition is the single most important thing you can do to care for your pet. A malnourished animal is prone to many different kinds of diseases, illnesses, and general discomfort. A continuous lack of even a single nutrient can cause problems later on, thus it is vital that your pet gets the nutrition it needs. When purchasing food, be sure to read the labels carefully. As a general rule, cheaper foods are generally missing several essential nutrients that your pet may need for optimal health. If you cannot afford the more expensive pet food brands, consider investing in supplements instead. These supplements can be added to your pet's regular food.

An annual checkup at the veterinarian's office is an important part of pet care. The vet will be able to verify your pet's health, and provide various services to prevent future illnesses (such as vaccinations). Annual checkups are not that expensive, and investing in them could prolong your pet's life.

Data sources and notes

1. Food total is based on PFI research consultant Davenport Co, BCC, Inc plus Packaged Facts U.S. Pet Market Outlook 2013-2014, and IBISWorld 2013 Pet Food Analysis, Dillon Media February, 2013 trends report and Fountain Agriconsult 2012-2013 Situation Analysis Report, BCC 2013 Report on Pet Care Products and Services
2. Supplies based on APPA historical, BCC Research-The Pet Industry, Fountain Agriconsult 2012-2013 Situation Analysis, Dillon, Mercanti Group, Pet Product News, Packaged Facts, Dillon Media Pet Industry 2013 Strategic Outlook, IBISWorld Pet Store Analysis 2012

ABOUT SABINSA

COMPANY HISTORY

Sabinsa Corporation, founded in 1988, is a manufacturer and supplier of herbal extracts, cosmeceuticals, minerals and specialty fine chemicals. Sabinsa's mission is to provide alternative and complementary natural products for human nutrition, animal nutrition and well-being. Over the past twenty years, Sabinsa has brought to market more than 100 standardized botanical extracts and privately funded several clinical studies in conjunction with prestigious institutions in support of these products. Its present operations have grown to employ 1000 people worldwide in ten manufacturing, R&D and/or distribution facilities. Additionally, botanical cultivation efforts undertaken by the organization now total nearly 40,000 acres to ensure sustainable supplies on its key products. All products intended for human consumption are certified Kosher and Halal.



INDUSTRIES SERVED

Sabinsa's mission is to be a responsible biotechnology based research, manufacturing and marketing company supplying the finest raw materials to provide innovative solutions to the dietary supplement, cosmetic, animal, specialty chemical and pharmaceutical industries. Sabinsa's specialized services include custom product development, technical support and testing lab facilities, assistance in clinical evaluation and protocol implementation. At our Utah, USA plant, we have contract manufacturing services to help you develop tablets, bi-layer tablets, capsules as well as intermediary services such as milling, blending, roll compacting, and granulation. Sabinsa has established marketing offices in the USA, Australia, China, Europe, Japan, South Korea and South Africa. Sabinsa also has agents that represent its product line throughout South America and Far East Asia.

SCIENCE / TECHNICAL MERIT

Emphasis on developing and bringing to market products with scientific and clinical substantiation is Sabinsa's core business philosophy and is in large part responsible for fueling the company's ongoing commercial success. Sabinsa has obtained several IND approved clinical protocols for its products from the FDA. With more than 100 scientists working full time conducting ongoing research both in India and the United States, Sabinsa continues to develop and patent beneficial nutrients for the world market.

PROPRIETARY / INTELLECTUAL PROPERTY

Presently Sabinsa currently owns over 91 USA & International patents, and has 100 pending patent applications worldwide. The company is also a three-time recipient of the prestigious Thomas Alva Edison Patent Award, given annually by the New Jersey R&D Council in recognition of the most revolutionary product innovations and important scientific breakthroughs originating in New Jersey, USA.

APPLICATION SPECIALTIES

Committed and dedicated to the principles of innovation, tradition and research, Sabinsa supplies high quality innovative standardized herbal extracts, phytonutrients, probiotics, enzymes, spice extracts, minerals, specialty chemicals, and fine chemicals for applications in dietary supplements, functional foods, animal nutrition, pharmaceuticals and cosmetics. Every product is backed by application-oriented scientific research. Sabinsa Corporation has developed novel approaches to retaining the biological activity of these ingredients while simultaneously addressing formulation challenges and product safety criteria.



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TOP TEN

SPICES AND
OTHER NATURAL
SEASONINGS &
FLAVORINGS

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- | | | |
|----|---------------------------|-----------------|
| 01 | CAPSICUM FRUTESCENS | capsicum |
| 02 | CINNAMOMUM ZEYLANICUM | cinnamon ceylon |
| 03 | TRIGONELLA FOENUM GRAECUM | fenugreek |
| 04 | CURCUMA LONGA | turmeric |
| 05 | ZINGIBER OFFICINALE | ginger |
| 06 | GLYCYRRHIZA GLABRA DGL | glycyrrhiza |
| 07 | PIPER NIGRUM | black pepper |
| 08 | ROSMARINUS OFFICINALIS | rosemary |
| 09 | SALVIA OFFICINALIS | sage |
| 10 | PUNICA GRANATUM | pomegranate |





KEY INGREDIENTS IN THE VETVITALS® LINE-UP

Capsicum frutescens (Capsicum)

Obtained from fruits of paprika, Capsicum can be added in pet food to provide characteristic flavor to the food as well as provide a soothing feeling to the digestive system. It also helps to fight bad mouth odor.

Cinnamomum zeylanicum (Cinnamon ceylon)

Cinnamomum is an excellent food ingredient when it comes to dry pet food, treats as well as canned food. Cinnamon is well known for its antibacterial and anti-fungal activity, which helps to fight off infections like Candida.

Curcuma longa (Turmeric)

Curcuma longa is also known by its common name turmeric, which is a spice ingredient in human food and is obtained from the ginger family. Curcuminoids are well known for their antioxidant and anti-inflammatory activity. The anti-inflammatory activity is important for older pets suffering from inflammatory conditions such as joint pain.

Zingiber officinale (Ginger)

Ginger is very popular in Asian cuisine not only for its taste but also for its numerous health benefits. Ginger is available from our super critical fluid extraction process that ensures a safe ingredient of the highest quality for your pet food formulation. Ginger has been used for many years in pets for the treatment of vomiting and cardiovascular disorders, canine heartworm disease and joint support formulas.

Trigonella foenum graecum (Fenugreek)

Fenugreek is an annual plant in the Fabaceae family. It is also a flavor enhancer in the pet food. Fenugreek can improve digestion, and helps with skin and coat problems. It also can lower blood

glucose, which might be an issue for pets with hypoglycemia. Fenugreek is excellent for increasing milk production in lactating dogs and it assists with lowering cholesterol.

Glycyrrhiza glabra (glycyrrhiza) **DGL**

This source of Licorice is used traditionally for several health conditions related to the digestive system. DGL extract is soothing to the stomach and hence has a calming effect on pets. DGL is also known for its anti-inflammatory activity and can be helpful for relieving pain and itching. Licorice is also a source to prepare Mono-ammoniated glycyrrhizin, which can be added as sweeteners for animal food.

Piper nigrum (Black pepper)

Black Pepper is an extract from the fruits of the black pepper plant (*Piper nigrum* L) that has been used as a supplement with both humans and animals. This extract is often used to increase the absorption of other nutrients and has also been used as a weight-loss aid. Black Pepper is included in nutritional supplements such as joint, periodontal, and parasite remedies for dogs. The property of Black Pepper that may improve mineral and vitamin absorption is used in multiple alternative medications for dogs. It has been used to improve the bioavailability of curcumin, an anti-inflammatory in dog joint medications. It has been used in energy supplements with coenzyme Q10 to further increase canine stamina.

Rosmarinus officinalis (Rosemary)

The Rosemary herb has been used for ages for flavor and preserving food. Rosemary can be added to soft moist and canned pet food as a preservative for increasing shelf life and slowing down the spoilage of the food. Our Rosemary contains rosmarinic acid, carnosic acid and ursolic acid, all of which provide the cascading antioxidant activities.

Salvia officinalis (Sage)

Obtained from the leaves of sage, and regarded as a medicinal plant since ages, has been widely used in human and pet nutrition. Used in food for flavor and also for medicinal benefits such as soothing the digestive system, managing gum diseases and inflammation. Sabinsa offers powdered salvia extract which is safe and has high stability, thus can be added in pet treats, pet food, canned pet food and supplements for variety of health benefits.

Punica granatum (Pomegranate)

Oxidative stress is known to cause damage to cardiovascular health in humans as well as pets. Cardiac diseases are considered as the second most prevalent cause of death for dogs. Sabinsa offers a natural, safe pet supplement ingredient - pomegranate extract containing polyphenols. This extract has shown promise in prevention and managing canine cardiac disease.



THE PROBIOTIC



LactoSpore® can be given in the pet supplements or pet food in dosage ranging from 1×10^8 to 4.5×10^{11} . (Probiotics in GI health, S22C, Western Veterinary Conference 2013).

LACTOSPORE®

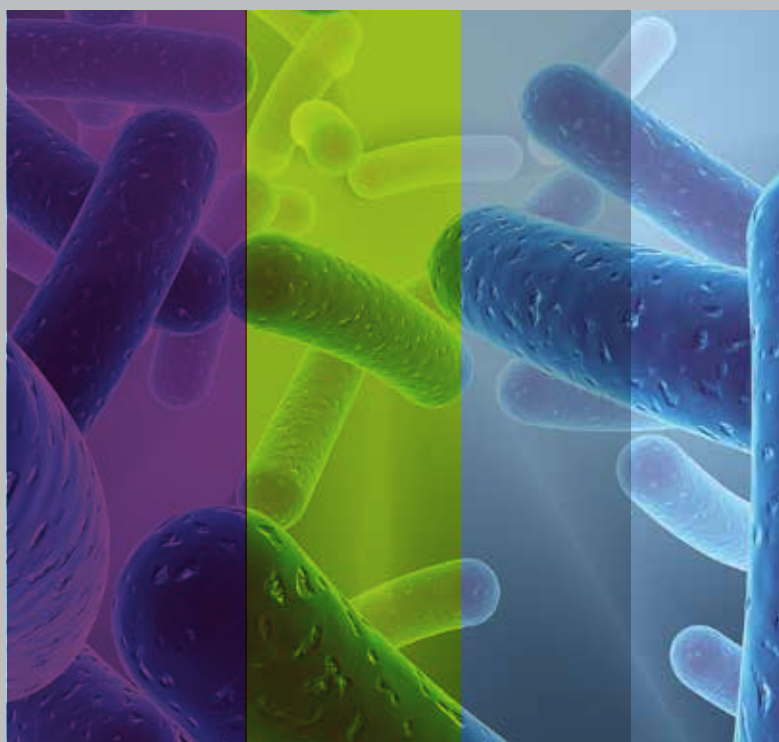
Sabinsa brings you the affordable probiotic of choice for pet food and supplements loaded with beneficial organism with better palatability and unmatched stability. LactoSpore® contains spore forming bacteria, *Bacillus coagulans* MTCC 5856, manufactured at a cGMP facility under strictest conditions to provide your pet the highest quality from our ingredient, free from any hormones or preservatives. With the spore forming ability, LactoSpore® ensures that each batch of your pet food contains the guaranteed amount of our probiotic strain. Single strain of bacteria *B coagulans* MTCC 5856 in LactoSpore® is capable of passing safely through the pet's stomach and survive the stomach acid and flourish in the intestine. LactoSpore® provides a safer and effective probiotic choice for your pet, stabilizing their intestinal flora. Studies on probiotics have shown that they can help to control the growth of pathogenic bacteria in the gut.

Formulations with LactoSpore® does not require refrigeration and hence the pet food and supplements can be stored at room temperature without the need of refrigeration for guaranteed count of bacteria.

With LactoSpore®, you get more choices for prebiotics, earlier restricted to only FOS and inulin.

LactoSpore® does not contain soy or dairy allergens.

For regulatory purposes, direct-fed microbial products are considered a subclass of fermentation or yeast products because they are similarly produced. Direct-fed microbial products are products that are purported to contain live (viable) microorganisms (bacteria and/or yeast).



WHEN INGREDIENTS MATTER

LactoSpore® makes a great addition to your pet food, providing a healthy and safe probiotic that you can be sure will be delivered.

THE ENZYMES



The five essential enzymes in the DigeZyme® are:

- Amylase
- Lactase
- Lipase
- Protease
- Cellulase

DIGEZYME®

Fulfilling your pets' nutrient requirements is very important and selection of healthy pet food is part of this process. With DigeZyme®, Sabinsa's latest offering in VetVitals, you don't have to worry anymore. DigeZyme®, a pet supplement offering a unique blend of 5 essential digestive enzymes, aids in the proper digestion of food. DigeZyme® is an excellent supplement for both carnivorous and omnivorous pets for helping the digestive process using an intelligent and proprietary selection of enzymes. It aids digestive process in both young as well as aging pets.

While as a pet supplement, it assists in digestion of food, in the heat processed pet food, DigeZyme® can be added, which can help in providing the essential enzymes lost during the processing while making it more palatable at the same time.

The enzyme requirements of pets are very different from humans. As heat processed pet foods are getting widely used today, it is essential to take care of the enzyme requirements of your pets since these heat processed pet foods are usually lacking enzymes which are lost in the processing.

In both young and aging pets, DigeZyme® in the supplements or added in heat processed food, ensures that your pets get proper nutrition from the food they eat. In addition, it also helps pets to feel satiated with their food as they receive proper nourishment from their food, making the meat and other canned food tender and easily palatable.

WHEN INGREDIENTS MATTER

All enzymes present in DigeZyme® are sourced from fungal sources and are stable during the processing or formulation. Fungal enzymes also retain their activity while transiting in the gut.





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