



MicrocynAH[®]
ANIMAL HEALTH





The PhD Difference



1. Condition Specific :

- Gut Health
- Oral Health
- Skin & Coat Health



2. Measurable Response:

- Improved digestion and breakdown of food
- Reductions in bad breath and plaque/tartar build-up
- Improved skin health, less scratching/itching and a nice, shiny coat



3. Instant Reaction Formula:

- Instantaneous breakdown
- Instantaneous release
- Instantaneous delivery





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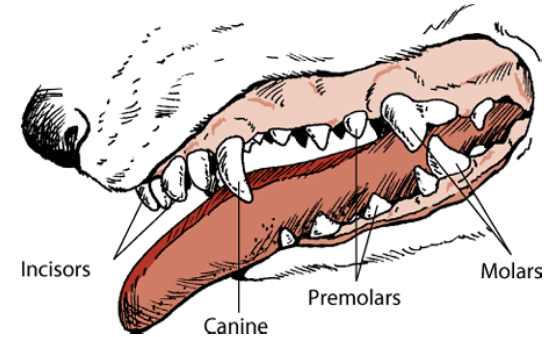
“No gimmicks, just science.”

Formulated by Dr Gary Pusillo,
MS, PhD, PAS, ACAN
a registered Feed Microscopist,
a certified Professional Animal Scientist and
a board-certified member of the American
College of Animal Nutrition.





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Oral Health Science

Removes bacteria that causes plaque and tartar

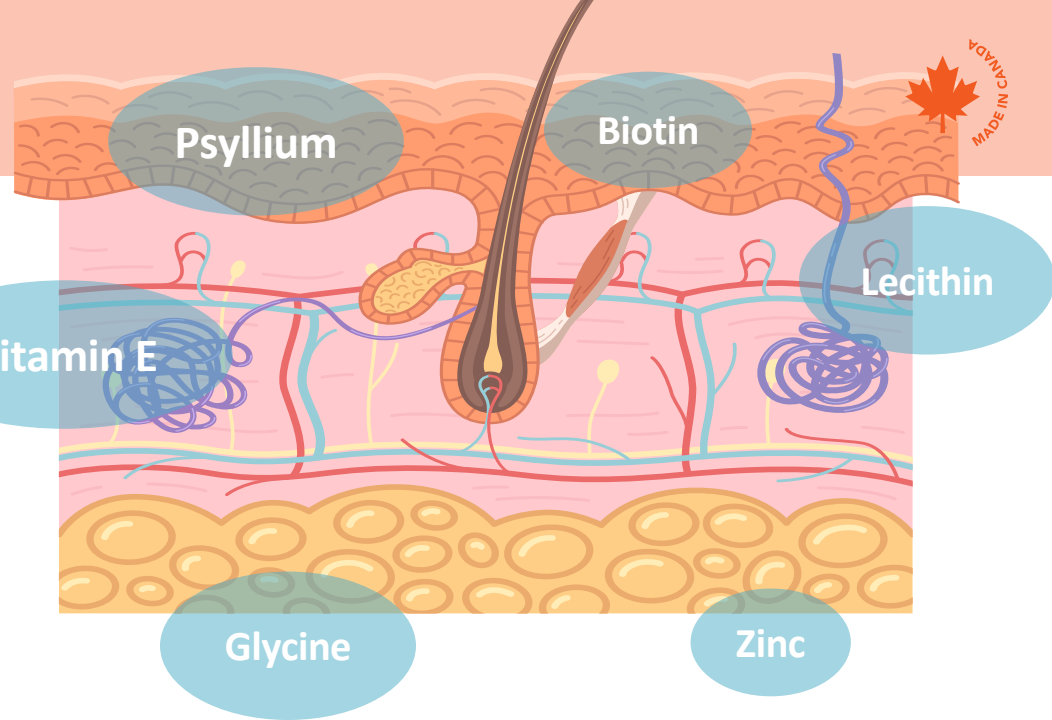
Focuses on the root causes of bad breath and poor oral health

NOT just the symptoms!!

- Zeolites - Remove bad bacteria throughout the oral cavity and digestive tract
- Astaxanthin - Heighten cell-mediated and immune response. Anti-inflammatory. Increases saliva production
- Beta Glucans - Found in yeast which helps increase beneficial microbes and reduce inflammation
- Probiotics - Probiotics replenish the gut and replace bad bacteria removed by the zeolites with beneficial ones, helping to prevent bad breath at the source
- Vitamin C ascorbic acid - Deficiency associated with gum disease
- Taurine - Works with Zinc to support gum tissue health and strength
- Anise oil – Anti-microbial
- Yucca – Acts as a foaming wash for the oral cavity and reduce fecal odor
- Calcium carbonate - Gentle abrasive ingredient



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Skin & Coat Science

Optimize Healthy Skin and Coat Growth

Facilitate passage of hairballs

- Biotin – Vitamin B7 a member of the Vitamin B family which strengthens hair, skin and paws
- Zinc -Needed for Keratin generation and Collagen synthesis
- Glycine - Amino Acid for cellular growth
- Vitamin E- Antioxidant
- Methionine –Important to hair and skin health function; it can be considered the “water” of the amino acid world for the proper survival of the skin and hair coat. Diets for cats without proper methionine levels will result in cats with hair coats that predispose excessive hairballs.
- Psyllium - Soluble Fiber to facilitate passage of hairballs
- Lecithin - Source of phospholipids, reduce skin dryness, reduce matting, encourages hair regrowth

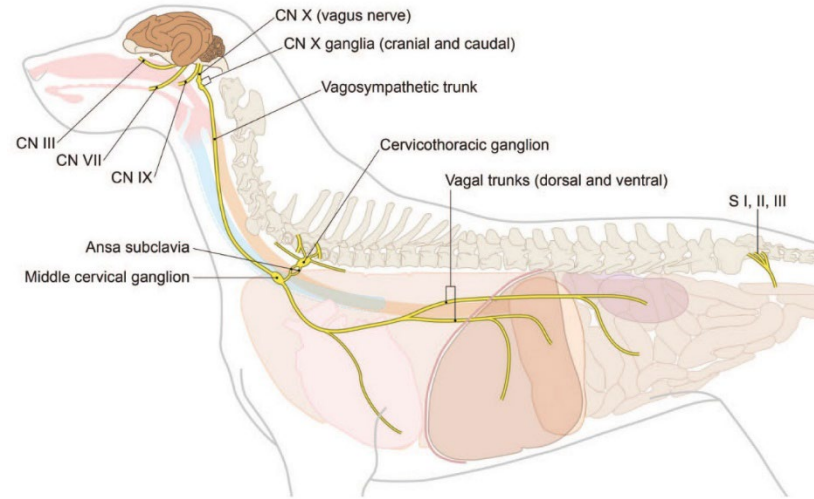


Gut Health Science

Fast Acting Formula!!

Calms the Vagus Nerve

with B Vitamins and Probiotics



Gut chews will start to reduce discomfort within 20-30mins, it's the fastest acting.

- **Probiotics/Prebiotics** - Probiotics replenish the gut and replace bad bacteria removed by the zeolites with beneficial ones
- **Zeolites** – Removes bad bacteria throughout the digestive tract
- **B Vitamins:** Riboflavin B2- Supports digestion and gut health
Pyridoxine B6 - For immune system support
Pantothenic Acid B5 - Converts fats, carbs, protein into energy
Thiamine B1 - Anti-stress Niacin B3-improves cholesterol levels
- **Glycine** – Protects Stomach



Gut Health Formula

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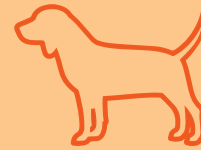
- Beneficial microbes that are a normal inhabitant of a dog/cat's intestine
- Our formula also focuses on a calming the vagus nerve – known as the body's second brain. It's directly connected to every organ in the body and plays a key role in managing the digestive tract.



APPROX. 93 CHEWS

ACTIVE INGREDIENTS: Primary Dried Yeast, Dried Saccharomyces Cerevisiae Fermentation Product, Glucosamine HCl, Clinoptilolite, Glycine, Lactobacillus Acidophilus Fermentation Product Dehydrated, Enterococcus Faecium Fermentation Product Dehydrated, Lactobacillus Casei Fermentation Product Dehydrated, Lactobacillus Plantarum Fermentation Product Dehydrated, Aspergillus Niger Fermentation Extract Dehydrated, Aspergillus Oryzae Fermentation Extract Dehydrated, Bacillus Subtillus Fermentation Extract Dehydrated, D-Calcium Pantothenate, Pyridoxine Hydrochloride, Riboflavin, Thiamine, Niacin.

113 mg of active ingredients per chew. INACTIVE INGREDIENTS: Chicken Liver, Chicken, Vegetable Glycerin, Sweet Potato Powder, Molasses, Pea Flour, Barley Flour, Pea Fiber, Natural Flavor, Salt, Yeast Extract, Rosemary Extract.



APPROX. 90 CHEWS

ACTIVE INGREDIENTS: Primary Dried Yeast, Dried Saccharomyces Cerevisiae Fermentation Product, Glucosamine HCl, Clinoptilolite, Glycine, Lactobacillus Acidophilus Fermentation Product Dehydrated, Enterococcus Faecium Fermentation Product Dehydrated, Lactobacillus Casei Fermentation Product Dehydrated, Lactobacillus Plantarum Fermentation Product Dehydrated, Aspergillus Niger Fermentation Extract Dehydrated, Aspergillus Oryzae Fermentation Extract Dehydrated, Bacillus Subtillus Fermentation Extract Dehydrated, D-calcium Pantothenate, Pyridoxine Hydrochloride, Riboflavin, Thiamine, Niacin.

350 mg of active ingredients per chew.

Inactive Ingredients: Pork Liver, Vegetable Glycerin, Dried Sweet Potato, Pea Protein, Molasses, Pea Fiber, Natural Flavor, Sodium Chloride, Yeast Extract.



Oral Health Formula

MicrocynAH[®]

ANIMAL HEALTH
PhD Daily Regime



- Patent-pending formula with natural Zeolites that help to remove the bacteria that causes tartar and plaque in the first place.
- Natural Astaxanthin to help reduce inflammation by blocking different chemicals in the bodies of dogs/cats which is vital to optimal oral health.

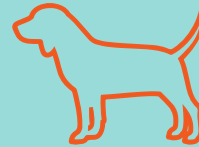


APPROX. 93 CHEWS

ACTIVE INGREDIENTS: Anise Oil, Aspergillus Niger, Aspergillus Oryzae, Astaxanthin, Bacillus Subtillus, Calcium Carbonate, Dried Cranberry, Enterococcus Faecium, Fenugreek Seed Extract, Lactobacillus Acidophilus, Lactobacillus Fermentum, Lactobacillus Plantarum, Clinoptilolite, Taurine, Vegetable Fat, Yeast Fermentation Solubles, Yucca Schidigera Extract, Zinc Sulfate, 6-Palmityl-Ascorbic Acid.

118 mg of active ingredients per chew.

INACTIVE INGREDIENTS: Chicken Liver, Chicken, Vegetable Glycerin, Sweet Potato Powder, Molasses, Pea Flour, Barley Flour, Pea Fiber, Natural Flavor, Salt, Yeast Extract, Rosemary Extract.



APPROX. 90 CHEWS

ACTIVE INGREDIENTS: Anise Oil, Aspergillus Niger, Aspergillus Oryzae, Astaxanthin, Bacillus Subtillus, Calcium Carbonate, Dried Cranberry, Enterococcus Faecium, Fenugreek Seed Extract, Lactobacillus Acidophilus, Lactobacillus Fermentum, Lactobacillus Plantarum, Clinoptilolite, Taurine, Vegetable Fat, Yeast Fermentation Solubles, Yucca Schidigera Root Extract, Zinc Sulfate, Ascorbic Acid.

431 mg of active ingredients per chew.

Inactive Ingredients: Pork Liver, Vegetable Glycerin, Dried Sweet Potato, Pea Protein, Molasses, Pea Fiber, Natural Flavor, Sodium Chloride, Yeast Extract.



Skin & Coat Health Formula

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ANIMAL HEALTH



- Vitamin E for combating the effects of free radicals produced by the metabolism of food and toxins in the environment
- Psyllium to push out toxins from the digestive track helping to prevent excreting through skin pores

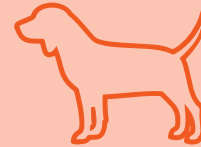


APPROX. 93 CHEWS

ACTIVE INGREDIENTS: Primary Yeast Dried, Yeast Extract, Vitamin E Supplement, Lecithin, DL-Methionine, Dried Cranberry, Zinc Sulfate, Psyllium, Biotin, Glycine.

56 mg of active ingredients per chew.

INACTIVE INGREDIENTS: Chicken Liver, Chicken, Vegetable Glycerin, Sweet Potato Powder, Molasses, Pea Flour, Barley Flour, Pea Fiber, Natural Flavor, Salt, Yeast Extract, Rosemary Extract.



APPROX. 90 CHEWS

ACTIVE INGREDIENTS: Primary Yeast Dried, Yeast Extract, Vitamin E Supplement, Lecithin, DL-Methionine, Dried Cranberry, Zinc Sulfate, Psyllium, Biotin, Glycine.

70 mg of active ingredients per chew.

INACTIVE INGREDIENTS: Pork Liver, Vegetable Glycerin, Dried Sweet Potato, Pea Protein, Molasses, Pea Fiber, Natural Flavor, Sodium Chloride.



Reduces bad breath

Reduces gum inflammation

Removes plaque and tartar



Oral Health Formula

Zeolites/Astaxanthin/Vitamin C -



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Reduces bloating

Fecal odor

Diarrhea

Anti-Stress

Vomiting

Protects stomach

Garbage gut



Gut Health Formula
B Vitamins/Zeolites
Probiotics/Prebiotics



PhD chews in a nutshell

Reduce color change

Reduce excessive shedding

Reduce cracking of paws

Reduce brittleness

Reduce dandruff



Skin & Coat Formula

Biotin/Zinc/Methionine/Psyllium

Support skin, hair integrity and promotes growth, removal of hairballs



MicrocynAH[®]
ANIMAL HEALTH



Sustainability & Value!

BPA Free

Same soft treat format

Recyclable lid

Same science-based formula

Recyclable label

90 treats per bottle (dog),
93 treats per bottle (cat)

Recyclable bottle

Chicken base (cat),
Pork base (dog)



Product Display



Marketing POP

PhD
DAILY REGIME
MEASURABLE
RESPONSE

MicrocynAH
ANIMAL HEALTH

SKIN + COAT FORMULA

- We use a breakthrough formula that provides
- the nutrients needed for the optimum integrity and function of
- a pet's outer covering. The skin is the largest organ in the body
- it needs its own care plan!
- Formulated by our in-house PHD animal nutritionist
- Grain, corn and soy free
- For all sizes & breeds

FOR DOGS

MADE IN CANADA

PhD
DAILY REGIME
MEASURABLE
RESPONSE

MicrocynAH
ANIMAL HEALTH

ORAL HEALTH FORMULA

- The natural zeolite and chemical makeup in our Oral Health Support formula are "micro-abrasive" and ideal for scrubbing teeth! They possess a high negative surface charge -- effectively attracting and removing the bacteria that causes tartar and plaque buildup.
- Grain, corn and soy free
- For all sizes & breeds

FOR DOGS

MADE IN CANADA

PhD
DAILY REGIME
MEASURABLE
RESPONSE

MicrocynAH
ANIMAL HEALTH

GUT HEALTH FORMULA

- The probiotic *Enterococcus* (genus) *faecium* (species) used in our treats is a dog friendly strain with excellent biological activity.
- Formulated by our in-house PHD animal nutritionist
- Grain, corn and soy free
- For all sizes & breeds

FOR DOGS

MADE IN CANADA

PhD
DAILY REGIME
MEASURABLE
RESPONSE

MicrocynAH
ANIMAL HEALTH

CONDITION SPECIFIC

MEASURABLE RESPONSE

INSTANT REACTION

GUT HEALTH FORMULA

ORAL HEALTH FORMULA

SKIN + COAT FORMULA

100% NATURAL
GRAIN-FREE RECIPES

DELICIOUS PORK RECIPE
RECYCLABLE BOTTLE

FORMULATED BY PHD ANIMAL NUTRITIONIST DR. GARY

PhD
DAILY REGIME
MEASURABLE
RESPONSE

MicrocynAH
ANIMAL HEALTH

CONDITION SPECIFIC

MEASURABLE RESPONSE

INSTANT REACTION

GUT HEALTH FORMULA

ORAL HEALTH FORMULA

SKIN + COAT FORMULA

100% NATURAL
SOY AND CORN FREE RECIPES

DELICIOUS CHICKEN RECIPE
RECYCLABLE BOTTLE

FORMULATED BY PHD ANIMAL NUTRITIONIST DR. GARY

Shelf Talker

Poster