

Brand Profile

Our bowl, representing the Ark,



renews Noah's pact between humans and nature.

The bowl is a **symbol of harmony**, evocative of Noah's Ark during the Great Flood. It serves as **a bridge between humans and nature**, illustrating that individual well-being—especially when pursued to excess as it is today—cannot exist without the well-being of others.

Just as the Ark preserved life during the Flood, our goal is to **restore balance**, ensuring all forms of life can share the planet with respect for one another's unique nature.

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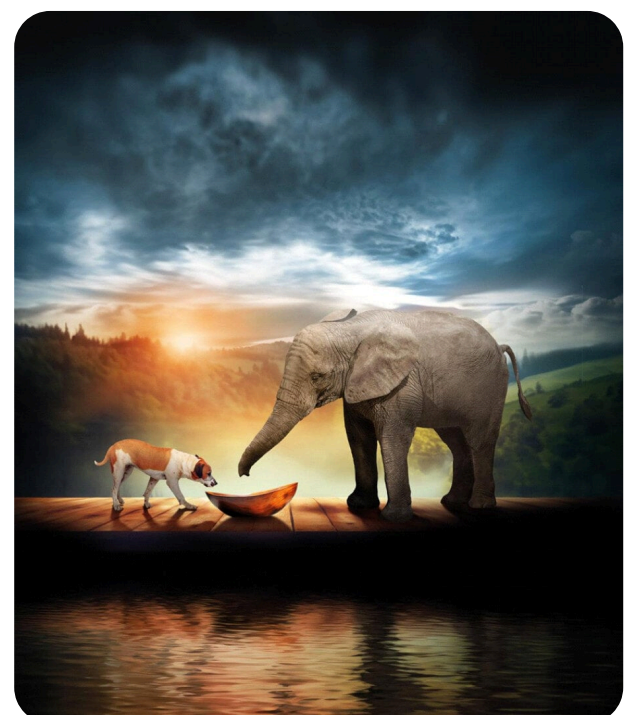
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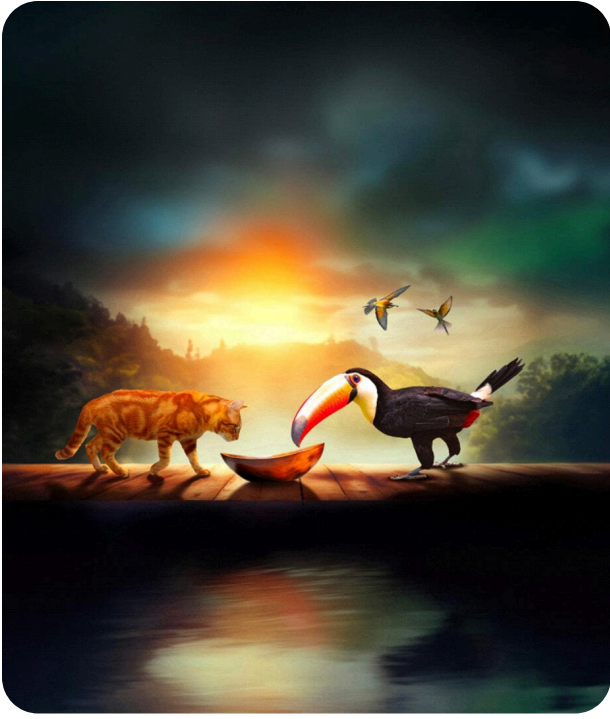
A mindful choice for mindful consumers.

Our purpose

Almo Nature exists to:

- Demonstrate an unwavering loyalty to cats and dogs
- Be the leading non-profit, activist and ethical pet food brand, inspiring the transition to a new era based on an ecology of mind that prioritizes the well-being of all life on the planet, overcoming ego-driven human behavior patterns





How we will achieve this

- Delivering the highest quality in every market segment
- Reducing the environmental impact of our pet food
- Engaging in activism by supporting transitional and non-profit projects
- Working as a team and learning from one another
- Allocating profits from our high-quality pet food to the reintegration of nature, through an alternative economic model called the **Reintegration Economy**

Our Values

Strategic Boldness: Be brave and not cowardly; fight when necessary

Dedication to the Mission: Devote your energy daily to our purpose

Consistency in Action: Maintain consistency with purpose

Inclusive and Compassionate Purpose: Ensure the purpose is empathetic and inclusive

Our Path to Growth: Continuously learn and improve

Conscious Collaboration: Think as part of a whole; breathe and share

Innovation: Keep learning and apply new insights.



A mindful choice for mindful consumers.

Choosing Almo Nature means:

- Obtaining pet food of the highest quality across all market segments
- Feeding your companion animal and nature at the same time
- Supporting the **Reintegration Economy** Model
- Supporting the **Reintegration Economy** Community