

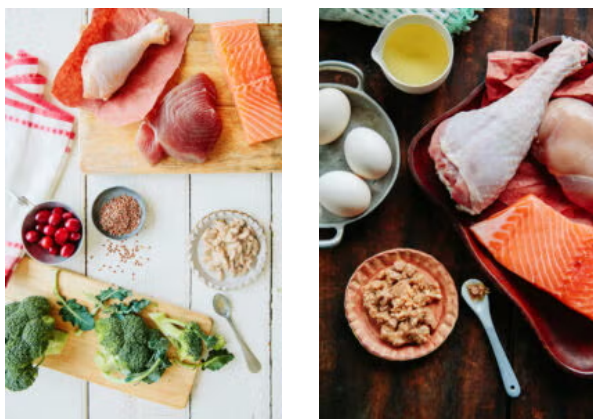


SCIENTIFICALLY PROVEN NUTRITION STARTS WITH NATURAL* INGREDIENTS:

We know there are differences in ingredient characteristics and how they perform within our recipes so we focus on delivering the finest quality for every recipe, it is our promise to pets and pet parents that we take our commitment to ingredient quality and sourcing seriously to deliver a mealtime that is more than just a bowl of food but instead the foundation to long and healthy life together.

We believe the peak product performance of Wellness comes from using real, natural* fruits and vegetables, wholesome carbohydrates, and high-quality animal proteins and with every recipe we remain committed to:

- Natural* high-quality ingredients, with fresh meat first, healthy fats and wholesome carbohydrates to ensure every pet receives the finest nutrition that is expertly crafted to their specific life stage and lifestyle needs.
- Finding local and regional sources for our ingredients to protect product freshness and help reduce our carbon footprint.
- Sourcing from trusted suppliers who have proven their uncompromising commitment to quality and integrity.
- Never using inferior quality ingredients or corn, wheat, by-products, fillers or artificial colors, flavors, or preservatives.



CAREFULLY SOURCED INGREDIENTS:

When it comes to the sourcing of ingredients we firmly believe that the breadth and rigor of all pet food safety practices starts with the partnership with reliable suppliers who provide the finest quality ingredients. When choosing our partners, we rigorously audit all ingredient suppliers to ensure their facilities meet our stringent raw material quality standards in addition to fulfilling the industry standard audit certifications such as the Good Manufacturing Principles and HACCP and this extends to every location for every ingredient supplier to ensure consistency in ingredient quality. Only once these expectations have been met will we approve the partnership with that supplier.

For the ingredients themselves, we inspect each ingredient via sensory, chemical, and screening for foreign material. This inspection is mandatory prior to agreeing to partner with a supplier as well as being part of our ongoing quality assurance programs that are performed for ingredients when they arrive at our US Manufacturing Facilities to ensure the continued quality of the ingredients and their safety during transportation. This includes validating the integrity of container seals, the cleanliness of all trucks and, where relevant, the maintenance of temperature controls for the duration of the transportation. Should any inbound ingredient not meet our specific standards then there is no room for negotiation, our team will reject the delivery.

EXPERTLY CRAFTED RECIPES:

Great pet food begins with high-quality natural* ingredients, which is why our ingredient selection for every recipe is a critical component of Wellness Pet Company's heritage and continues to be a pillar of our company today. To deliver the finest quality nutrition, we have spent over 25 years building a superior nutrient understanding and analysis that details the specific performance and nutrient quality of each ingredient. With this robust understanding, we can ensure that each recipe delivers the finest quality nutrition to support a pet's whole health and a life of wellbeing.

For each recipe, our team of experts including veterinarians, food scientists, technicians and PhD nutritionists work to ensure these ingredients are tailored into a customized recipe that exceed the nutritional needs of all dogs and cats to fuel a life of wellbeing. Each carefully chosen ingredient is combined to deliver superior nutrition for each pet's unique life stage and lifestyle needs. And as a final validation check, we continue to analyze each recipe to ensure its safety and suitability with a final nutrient analysis profile that covers over 50 nutrients to ensure every dog or cat gets the stringent, precise formulation it needs.



Omega 3 Fatty Acids
Healthy Skin & Shiny Coat



Glucosamine & Chondroitin
Healthy Joints



Dietary Fiber
Digestive Health



Prebiotics & Probiotics
Microbiome Balance



Antioxidant Vitamins
Immune Health



Chicken Meal
Concentrated dried protein for muscle health & vitality



Salmon
Fresh meat 1st Ingredient – Lean body condition & skin and coat health



Oatmeal
Carbohydrate for sustained energy/vitality



Deboned Chicken
Fresh meat 1st ingredient Muscle health & lean body condition



HIGHEST PRODUCT MANUFACTURING STANDARDS:

Product quality is continuously monitored and electronically documented throughout the manufacturing process. This ensures all operations and finished products meet our high-quality standards. All Wellness Pet Company pet food products are screened for foreign material prior to release, using a combination of magnets, X-ray and metal detection, specific to the product. Verification checks ensure that the proper mix of products is dispensed into the correct packaging at the correct weight. All products are individually labelled with a unique bar and date code ensuring complete traceability.

FINISHED PRODUCT QUALITY COMMITMENT:

Once the production run has finished, our onsite Quality Assurance teams undertake more safety and nutritional tests on every batch prior to releasing the finished product. This includes visual inspection for product consistency, positive release microbiological testing and final nutrient testing to ensure that our guaranteed analysis for each recipe is achieved. Lastly, a retained sample is kept for every production batch for the entire shelf life of the product to ensure that should an issue arise on that batch lot then the Quality Assurance team can instantly review that sample to fast track their understanding on what may have happened.



At Wellness Pet Company, we truly feel that it is our duty to pet owners and their animals to uphold only the best manufacturing practices, the strongest food and safety programs and the most comprehensive quality controls at all times to ensure all pet owners that the kibble which reaches the bowls of their dogs and cats is safe as well as the highest quality scientifically proven nutrition which their dog or cat deserves.

**With added vitamins, minerals and trace nutrients*

