



AN EVOLUTION IS TAKING PLACE

We continue to push the boundaries of our Native® Performance Nutrition Dog Food and have made significant product improvements that will benefit our beloved canine athletes.

Along with significant product enhancements, we've updated our packaging to tell the Native story, communicate important benefits, and deliver a new look with a clear focus on your canine athlete as a true companion that performs at their peak in any endeavor.

WHAT DID NOT CHANGE

• First ingredient Real Protein

Real meat proteins and high-quality fat sources help fuel metabolic needs and maintain lean muscle, including a healthy heart. Unlike other manufacturers, our first ingredient will maintain its #1 position after processing.

• No Corn, Wheat, Soy or Meat By-Products

Never had them...never will.

• Concentrated Energy

Supports oxygen metabolism (VO2 max) for increased endurance. Every dog has specific dietary needs based on their breed, size, and activity level. That's why our exclusive EnergyFIT™ (FIT = Formula Intensity Technology) system provides your dog the needed nutrition and

calories necessary to excel at whatever they love to do. Native is formulated in six energy levels, all with similar ingredients, that allow for a smoother digestive transition when moving from one formula to another.

• NutriVantage® Nutrition Optimizer®

An exclusive blend of organic macromolecules, trace minerals, antioxidants, and chelating agents designed to provide optimal nutrition supplementation for the digestive tract.

• Antioxidant Rich Nutrients - help protect tissues from damage and help prevent unwanted inflammatory responses.

- Omega-6 fatty acids and Vitamin A help nourish skin and coat.
- Omega-3 fatty acid for added joint health and mobility.

WHAT'S NEW - ADDITIONAL NATIVE FEATURES & BENEFITS

Our new minerals are patented molecules and use a unique metabolic pathway leveraging the essential amino acid transport system in the GI tract that is absorbed, metabolized, and retained longer than other mineral sources. With our new mineral pack, you will see a real difference in your animal's overall appearance and health.



HEART HEALTH Cardiac health depends on heart-focused nutrition. Our balance of protein building nutrients, omega-3 fatty acids and trace minerals helps support heart muscle and tissue integrity, reduce inflammation, and regulate cardiovascular function.



BRAIN HEALTH Vitamin E, omega-3 fatty acids and complexed bio-available zinc, copper and manganese in Native play important roles in normal brain development and cognitive ability.



HIP & JOINT Trace minerals such as copper, calcium, and omega-3 fatty acids in Native are essential for keeping bones strong, fighting inflammation, and regulating bone and cartilage regeneration and thickness which can lead to greater performance.



PERFECT PAWS Paw pad thickness is vital to the overall performance of your canine athlete. Optimal levels of the specially complexed bio-available zinc, copper and manganese have been shown to enhance paw pad thickness and integrity.



SKIN & COAT Vitamin E, omega fatty acids, and trace minerals are vital to skin and hair coat health. The specially complexed bio-available forms of zinc and copper found in Native have been shown to support skin health and hair coat structure, leading to eye-catching coloration and luster.

CHANGES TO OUR NATIVE PRODUCTS

Always looking to improve upon the best, we have made the following adjustments to existing products:

- **Native Level 1 (24% Protein; 14% Fat)** – New Level 1 is now a blend of lamb and salmon proteins providing digestive support for dogs with sensitive stomachs or those allergic to chicken. We have also increased the kibble size to 8mm x 9mm.
- **Native Level 2 (26% Protein; 16% Fat)** – No formulation changes were made however we did slightly reduce the kibble size to 8mm x 9mm.
- **Native Level 2.5 (28% Protein; 18% Fat)** – The newest member to our Native lineup aligns itself with our Level 1 product and is a blend of lamb and salmon proteins providing digestive support for dogs with sensitive stomachs or those allergic to chicken. The kibble size is 8mm x 9mm.
- **Native Level 3 (30% Protein; 20% Fat)** – No formulation changes were made however we did slightly reduce the kibble size to 8mm x 9mm.

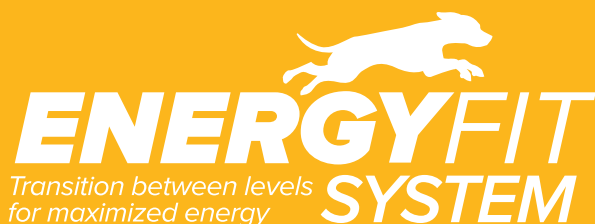
PACKAGING

In addition to product improvements, all Native products will receive a new look highlighting key features and benefits that customers are seeking when purchasing dog foods. We have kept the level colors the same to minimize confusion in the retail environment. Our new packaging puts the focus squarely on the dog in various surroundings and captures the intensity and focus of our canine athletes. Our new packaging substrate will transition to PET (plastic) from our current poly-woven starting with our standard 40 lb bags this Spring.

NEW NATIVE PRODUCT OFFERING

In addition to our standard 40 lb bags, we will be introducing smaller 20 lb and 4 lb bags on select Levels, and will keep you apprised of their availability for purchase. The chart below provides a quick snapshot of our product line up.

PRODUCT	PROTEIN	FAT	PROTEIN SOURCE	KIBBLE SIZE	4 LB	20 LB	40 LB
Puppy	28%	15%	Chicken	6mm x 8mm	●	●	●
Level 1	24%	14%	Lamb & Salmon	8mm x 9mm	●	●	●
Level 2	26%	16%	Chicken	8mm x 9mm	●	●	●
Level 2.5	28%	18%	Lamb & Salmon	8mm x 9mm			●
Level 3	30%	20%	Chicken	8mm x 9mm		●	●
Level 4	35%	25%	Chicken	8mm x 8mm			●


ENERGYFIT
Transition between levels
for maximized energy **SYSTEM**