

NATIONAL ANIMAL SUPPLEMENT COUNCIL

Sun City West, AZ

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The NASC's 20 years of successful leadership and advocacy have helped to ensure quality supplements remain available to pet owners.

IN THEIR OWN WORDS: Informed pet parents demand to know what goes into the products they give their pets. This is especially true for products such as food, treats and animal health supplements. They want to be sure these products come from retailers that only supply high-quality products they can stand behind.

While price will always be a driving factor in the purchase decision, it is important to understand that **quality is a competitive advantage**. Retailers wanting to gain credibility and build a loyal customer base can do so by prioritizing shelf space for products manufactured to independently audited quality standards, certified for current good manufacturing practices and tested to ensure they meet label claims.

Retailers evaluating animal health supplements can confidently choose products with the **NASC Quality Seal**. This credible mark of quality indicates an NASC member company has successfully passed an independent, third-party quality audit and complies with stringent NASC quality standards.

WHAT MAKES THIS PRODUCT

SPECIAL? The NASC has launched a free retailer membership and invites retailers, distributors and buyers to take advantage of valuable training and digital resources. The NASC wants to equip those in purchasing roles with a better understanding of animal supplement labeling requirements, claims boundaries and why the NASC Quality Program is the gold standard for the industry. To learn more about becoming an NASC Retailer Member— at no cost to you — visit <https://www.nasc.cc/retailers/>

WHAT THEY'RE KNOWN FOR: The NASC is a nonprofit trade association whose mission is twofold: to promote the health and wellbeing of companion animals and horses given animal health

supplements by their owners, and to protect and enhance the animal health supplement industry. NASC members are responsible suppliers that have passed a comprehensive third-party audit and maintain ongoing compliance with rigorous NASC quality requirements. The yellow NASC Quality Seal can be found on thousands of supplements for dogs, cats, and horses.

RETAILER REVIEW: "At Bark n' Purr, we actively seek out products with the NASC Quality Seal because we know they are continually evaluated to ensure they are of the highest quality and consistency possible. We want to put our support behind companies that care enough to go through the in-depth process of earning the NASC Quality Seal. We think it is also crucial to become a member of the NASC, not only to show our support, but to make it easier to find products that we trust using their Member List. We recommend to our customers that they shop for the NASC Quality Seal even when they aren't at our store because we know that those products can be trusted." — Jenn Willett, Co-owner, Bark n' Purr, Boise, Idaho



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