

FACT SHEET / A SPECIAL ADVERTORIAL FEATURE

NULO

Austin, TX

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SuperZoo Booth 4439



IN THEIR OWN WORDS:

Nulo's mission is to create a better everyday life for pets, which is why we developed our new line of Functional Powder supplements. As a proud member of the National Animal Supplement Council, we developed our supplements line to follow the strictest standards of quality and safety. With five varieties for dogs and three varieties for cats, these bone broth-based formulas feature functional, solution-focused ingredients and viable probiotics for total digestive support.

WHAT MAKES THIS PRODUCT SPECIAL? Nulo's powder supplements are scientifically formulated with a variety of functional ingredients including Protect Probiotics®, Glucosamine, Chondroitin, Flaxseed, Fish Oil, Coconut Oil and L-Carnitine. With a base of powdered bone broth, these formulas also deliver to your pet all the palatability and nutritional benefits of a traditional bone broth, in addition to each targeted solution.

WHAT THEY'RE KNOWN FOR: Nulo is known for its growing portfolio of innovative products with a strict platform of offering nutrition high in animal-based proteins, low in carbohydrates

1. Nulo Functional Powder Supplements offerings for dogs, **MSRP: \$29.99** (4.2oz. jar)
2. Nulo Functional Powder Supplements offerings for cats, **MSRP: \$29.99** (4.2oz. jar)
3. Nulo Functional Powder Supplements for dogs on the left, with product dusted over Nulo kibble on the right.

and formulated utilizing low-glycemic ingredients and patented probiotics for digestion.

RETAILER REVIEW: "We are excited about the new Nulo powder supplements. Not only do they help solve an issue, but it's like getting two supplements in one with the base being bone broth. There are so many benefits with the added bone broth. It also makes it a great topper and a way to add moisture into the bowl."
— Lisa Senafe, Chief Nutrition Officer/President & Co-Founder, Bentley's Pet Stuff, Chicago, IL



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