



Dr. Bob Goldstein's

NO  HIDE®

The Original & Healthy Alternative to Rawhide

Stix, Rolls & Strips

Crafted with
Heart + Science

Spring 2026

Welcome

You're building a shelf that earns trust, repeat visits, and real loyalty. Earth Animal is built to help you do exactly that.

Everything we make is Crafted with Heart + Science: the empathy your customers expect, backed by Dr. Bob Goldstein's 45 years of veterinary expertise and a gut-first approach to formulation that actually works.

This catalog is designed to make your job easier: what to stock, how to talk about it and every SKU detail you need. Need help choosing the right assortment? There's always a real human on the other end.

Thank you for carrying Earth Animal.

Three Steps to Getting Started

CONNECT

Reach out to your Earth Animal Sales Rep for product recommendations and questions.



ORDER

Available through our distributor partners.



GROW

Access marketing assets, promos, and training to support your sales.



What's Inside

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Crafted with Heart + Science

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"We've always believed that **animals are an essential part of the family** - and never something we own"

Dr. Bob and Susan
Founders of Earth Animal

Since 1979

Dr. Bob and Susan Goldstein built Earth Animal on a conviction, not a trend: that real food and whole-body nutrition could create lasting change for dogs and cats.

What started as care for individual animals became a family-owned company with a clear purpose: a more thoughtful standard of care for animals, people and the Earth. That purpose hasn't changed in over 45 years. Because the belief underneath it hasn't changed either: every animal deserves a good life.

Crafted with Heart + Science

Every product we make carries the same philosophy Dr. Bob's veterinary work and Susan's advocacy have always stood for: exceptional care, backed by science, delivered with heart. From Dr. Bob Goldstein's Wisdom® dog food and No-Hide® chews to Nature's Protection™ herbal flea and tick, that commitment runs through everything.

Heart + Science isn't a tagline. It's how we make every decision, balancing genuine care for animals with the discipline of doing what actually works. We treat every pet parent like family, and we back every claim with real expertise.



Veterinary
Formulated



Gut-First
Philosophy



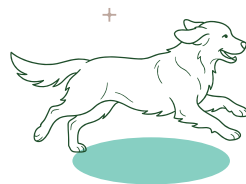
High Welfare
High Nutrient



B Corp
Certified



+



1974 Lovely Leigh

Leigh changed everything. When Dr. Bob & Susan adopted their Golden Retriever, they didn't know he'd become their greatest teacher. Leigh's struggle with hip dysplasia and arthritis set them on a path to find another way to treat and care.



1975 Another Way

Determined to help Leigh thrive, Dr. Bob & Susan explored natural remedies and nutrition-first approaches that conventional medicine had overlooked. It worked. Leigh walked again. Then he ran.



+



1979 Opening Day

What worked for Leigh could work for others. Susan opened the first Earth Animal store right next door to Dr. Bob's practice, so pet parents could find the same care that had transformed Leigh's life.

+



1979 Earth Animal Grows

Seven more stores followed, and Dr. Bob began formulating his own line of remedies and supplements, bringing veterinary expertise and natural ingredients together in ways the pet industry had never seen.

+



+



2015 No-Hiding It

Then came No-Hide, a chew dogs couldn't resist that pet parents could actually feel good about. Digestible, delicious, and durable, crafted without the risks of rawhide, No-Hide chews changed what a long-lasting dog treat could be.



+



2016 Dream Come True

What began with Leigh's healing journey now spans a complete care system: Wisdom nutrition, No-Hide chews, Nature's Protection flea & tick prevention and Apothecary supplements.

What We Stand For

Heart + Science is the way we nourish, reward, and protect the animals we love and the world we share with them. It guides every choice we make, from how we create our products to how we behave as a business.

What Today’s Pet Parents Are Demanding

Pet parents are reading labels, asking harder questions, and choosing brands that can back up their claims. We built Heart + Science to meet that demand directly.

Heart means compassion you can see:
responsible sourcing, high-welfare supply chains
and real community investment.

Science means standards you can verify:
third-party certifications, published impact reports
and commitments we measure openly.

Together, they give your customers a brand they
can trust, and keep coming back to.

What does this mean for you?

When you carry Earth Animal, you’re backed by our
1% Promise, Certified B Corp status, and everyday
decisions made for animals, people and the planet.

Certified

B

Corporation

Learn more at
bcorp.com

1%

For Animals,
People and
the Earth



PLASTIC
POUCH



Store Drop-off
Only if
Clean & Dry

For Plastic Packaging



PAPER
PAPIER
SLEEVE
POCHETTE

For Paper Bands

Store Drop-Off Program

No-Hide packaging is recyclable in the US. You can find Store Drop-Off bins in 20,000+ retail locations across the country. Check your local municipality or find a location here:
www.plasticfilmrecycling.org



All animals deserve a good life



DIG DEEPER INTO
OUR 2024 IMPACT

The Chew That Changed Everything

No-Hide is Dr. Bob Goldstein's rawhide-free answer to long-lasting chewing: real, simple, recognizable ingredients, slow-baked to be highly digestible and deeply satisfying. Across sizes, shapes, and flavors, it's built to meet different chewing styles, support a daily routine and give pet parents genuine peace of mind.

WHO IS NO-HIDE FOR?

- ✓ Customers looking for a better alternative to rawhide
- ✓ Dogs who love to chew, plus Stix for cats
- ✓ Ingredient-aware shoppers who want real food and peace of mind



Is No-Hide the chew your customers can buy with peace of mind?

Our veterinary team believes it is.



VETERINARY FORMULATED

Crafted with over 45 years of veterinary experience, so you can recommend with confidence and your customers can feel the difference with less guesswork.



LONG LASTING SATISFACTION

Delivers the chewing bliss dogs crave and the quiet time you'll both appreciate.



HIGHLY DIGESTIBLE

Made from real food that breaks down naturally so dogs and cats can enjoy every bite safely, from start to finish.



SIMPLE, WHOLE INGREDIENTS

Just real food including brown rice flour, eggs and olive oil. Baked to long-lasting perfection.



HIGH WELFARE PROTEIN

We add humanely raised or sustainably sourced proteins for maximum flavor.

MORE CHEW FOR YOUR MONEY

LASTS OVER 4x LONGER
THAN LEADING COMPETITORS[†]

DELIVERS
OVER 2X MORE CHEW TIME
PER GRAM[†]

[†]Data from 3rd party testing with PetMech, LLC subjects included large dogs 40-105lbs.

**Over 100,000
No-Hide Chews
Sold Everyday
Worldwide**

"She will take it and do her **happy dance** before running off to chew it non-stop!"

"She loves them and our vet is always amazed by her **dental health**. It's a good deal for her health and joy!"

The original and still the best, 10 years on.

Not All Rawhide Alternatives Are Created Equal

Most alternatives swap one problem for another. No-Hide doesn't. We invest in the ingredients and the process because a chew you can recommend with confidence has to earn that position. Every No-Hide starts with simple, recognizable ingredients, then goes through our twice-baked process — developed with our veterinary and kitchen teams specifically for consistent, highly digestible chewing. It's not a shortcut. It's a standard.

All No-Hide chews start with simple, sustainable ingredients.



Then we add craveable proteins for a flavor lineup that makes it easy to find “the one” and come back for it.

NO BLEACH | NO SYNTHETICS | NO FILLERS

No-Hide recipes are made with:

- ✓ Global Animal Partnership (G.A.P.) Certified and cage-free poultry
- ✓ MSC Certified Wild-Caught Salmon

- ✓ Grass-fed and pasture-raised proteins
- ✓ Cage-free eggs

We’ve signed the Better Chicken Commitment and are working toward full compliance across all products by 2027.



VIEW OUR
SOURCING
MAP HERE

WHY IT’S PRICED HIGHER

Better ingredients and higher standards, crafted to be highly digestible and long-lasting, so you can recommend with confidence.

Often imitated but **never matched**.



Flavors that make the routine feel personal.

No-Hide flavors are designed to help pet parents find “the one” their dog gets excited about, with plenty of variety to keep chewing fresh across core and holiday favorites.



Humanely Raised
Chicken Recipe



Humanely Raised
Beef Recipe



Wild-Caught
Salmon Recipe



Humanely Raised
Pork Recipe



Free-Range
Venison Recipe



Low-Fat
Peanut Butter Recipe

6 Original Flavors The everyday favorites.

- Core range with the broadest assortment across formats
- Includes Peanut Butter as the sweeter option



Strawberries & Cream A little fun, still No-Hide.

- A ‘berry special’ flavor that drives trial and repeat
- Great for treat-motivated shoppers looking for something different



From the Grill Flippin’ Amazing human-food appeal.

- **Grilled Cheese:** For dogs who would happily collect the cheese tax every day.
- **Bacon Cheeseburger:** Big burger-shop energy for dogs with main-character chew confidence.
- A high-conversion choice for customers who buy with their own cravings in mind.

All No-Hide flavors are made with real food ingredients and slow-baked to be highly digestible.

Order Early!

The Holiday Chews Are Back

Limited-time No-Hide flavors made for festive moments and gifting season, with the same No-Hide standard pet parents trust.



Pumpkin Spice No-Hide

MADE FOR: Cozy Moments

- Warm seasonal flavor with pumpkin + cinnamon
- A natural add-on for fall shoppers and repeat No-Hide buyers
- Great for “something special” without changing the routine



PUMPKIN SPICE PAIRING:

- No-Hide Pumpkin Spice + Wisdom Jerky Pumpkin Spice
- Quick line: Cozy flavor for chewing and training moments.



Holiday Feast No-Hide

MADE FOR: The Merriest of Dogs

- Brimming with turkey, pumpkin and cranberry
- A holiday favorite that drives gifting purchases and excitement
- Perfect for endcaps, holiday tables, and “stocking stuffer” moments



HOLIDAY FEAST PAIRING:

- No-Hide Holiday Feast + Wisdom Jerky Holiday Feast
- Quick line: A festive favorite, twice the joy.



HOLIDAY TIPS & TRICKS

Best Placement:

Holiday Endcap
Checkout Feature
Gifting Table
Alongside core
No-Hide best sellers

Sell Cue:

“Limited-time flavors”
“Get it while it’s here”

Bundle Tip:

Merchandise
No-Hide + Jerky
together as
“Stocking Stuffers
for Dogs.”





Chews The Right Size®

STIX

Ideal for petite pups and curious cats, these Stix are sized just right for tiny mouths to enjoy as a daily chew and dose of joy.

ROLLS

The original (and the best) healthy, long-lasting alternative to rawhide.

STRIPS

Perfect for lighter chewers, these are great as a reward, quick treat, or casual chew for dogs who prefer something gentler.

			
XS-STIX	S-ROLL	M-ROLL	L-ROLL
0-10 LBS	10-40 LBS	40-70 LBS	70+ LBS

STRIPS PERFECT FOR LIGHTER CHEWERS OF ALL SIZES

SIZE MATTERS AND SUPERVISION COUNTS!
PUPPIES GET THEIR LICENSE TO CHEW AT 6 MONTHS

A **Chews the Right Size®** chart is featured on each package to guide you to the best chew.



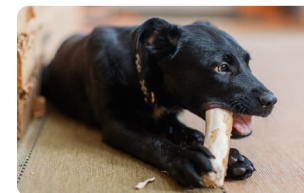
Stix - Suitable for dogs & cats 0-10 lbs

Approx. Length: 5 inches* | Approx. Weight: .16oz (4g) | 13-14 kcals



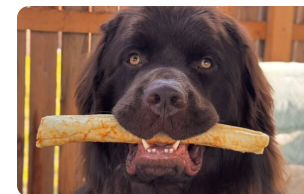
Small Rolls - Suitable for dogs 10-40 lbs

Approx. Length: 4 inches* | Approx. Weight: 1.2oz (34g) | 99-105 kcals



Medium Rolls - Suitable for dogs 40-70 lbs

Approx. Length: 7 inches* | Approx. Weight: 2.1oz (59g) | 173-184 kcals



Large Rolls - Suitable for dogs 70+ lbs

Approx. Length: 11 inches* | Approx. Weight: 3.5oz (99g) | 288-306 kcals



Strips - Suitable for lighter chewers of all sizes

Approx. Length: 11 inches* | Approx. Weight: .38oz (11g) | 32-34 kcals

*Length may vary, size is determined by weight of product.

No-Hide range, at a glance.

CHEW STYLES

- ROLLS** (long-lasting chew)
- STRIPS** (lighter chewers, any size)
A thinner, easier chew option for dogs who prefer a lighter chew experience



FLAVOR FAMILIES

6 ORIGINAL FLAVORS
Core range, broadest availability across formats and pack types

STRAWBERRIES & CREAM
Available in S + M (Bulk), Stix 10 packs, + Value Packs

FROM THE GRILL
Available in S + M (Bulk), Stix 10 packs, + Value Packs

HOLIDAY
Available in S + M (Bulk), Stix 10 packs, + Value Packs

PACK TYPES

- Bulk**
(S, M, L)
- Multipacks**
2-pack (S, M, L) | 4-pack (Strips) | 10-pack (Stix)
- Value Packs**
6-pack (Small Rolls) | 3-pack (Medium Rolls)
3-pack (Large Rolls) | 10-pack (Strips) | 20-pack (Stix)



Help Customers Choose the Right No-Hide in Seconds

1

Match chew intensity

- **Power chewer / longer-lasting:** choose Rolls
- **Lighter chewer / newer to long-lasting chews:** choose Strips (all sizes)

2

Chews the Right Size®

- Start with the **dog's size and chewing style**
- **If in doubt, size up** and select a chew that is larger than the dog's mouth

3

Pick the flavor moment

- **Original flavors:** Everyday go-to range (widest choice)
- **Strawberries & Cream:** Special flavor to drive trial and repeat
- **From the Grill:** Bold, human-inspired flavors designed to excite

PACK STRATEGY (FOR BUYERS + SHELF)

- Bulk:** Everyday moments (S/M/L)
- Multipacks:** Easy add-on for repeat shoppers
- Value Packs:** Best for loyal customers and multi-dog households
- Strips 4-pack:** A low-risk entry point for lighter chewers

You asked. We listened.

Value Packs make it easy for loyal chewers to stock up, with 10% savings built in.*

*Savings based on MSRP.



Original No-Hide Chews

Crafted with Heart + Science



NEED UPCS
& MORE?
SCAN HERE

Chicken

Available Sizes	Packaging
STIX ROLLS: Small, Medium, & Large STRIPS	STIX: 10pk, 20pk ROLLS: Small Bulk, 2pk, 6pk Medium Bulk, 2pk, 3pk Large Bulk, 2pk, 3 pk STRIPS: 4pk, 10pk

GUARANTEED ANALYSIS:
Crude Protein (min.): 51%, Crude Fat (min.): 2%,
Crude Fiber (max.): 2%, Moisture (max.): 14%

INGREDIENTS:
Humanely Raised Chicken, Brown Rice Flour,
Agar-Agar, Eggs, Olive Oil, Oregano Extract,
Cherry Extract, Flaxseed, Banana Powder,
Pineapple Stem

Pork

Available Sizes	Packaging
STIX ROLLS: Small, Medium, & Large STRIPS	STIX: 10pk, 20pk ROLLS: Small Bulk, 2pk, 6pk Medium Bulk, 2pk, 3pk Large Bulk, 2pk, 3 pk STRIPS: 4pk, 10pk

GUARANTEED ANALYSIS:
Crude Protein (min.): 44%, Crude Fat (min.): 3%
Crude Fiber (max.): 2%, Moisture (max.): 14%

INGREDIENTS:
Humanely Raised Pork, Brown Rice Flour,
Agar-Agar, Eggs, Olive Oil, Oregano Extract,
Cherry Extract, Flaxseed, Banana Powder,
Pineapple Stem

Beef

Available Sizes	Packaging
STIX ROLLS: Small, Medium, & Large STRIPS	STIX: 10pk, 20pk ROLLS: Small Bulk, 2pk, 6pk Medium Bulk, 2pk, 3pk Large Bulk, 2pk, 3 pk STRIPS: 4pk, 10pk

GUARANTEED ANALYSIS:
Crude Protein (min.): 50%, Crude Fat (min.): 4%,
Crude Fiber (max.): 2%, Moisture (max.): 13%

INGREDIENTS:
Humanely Raised Beef, Brown Rice Flour,
Agar-Agar, Eggs, Olive Oil, Oregano Extract,
Cherry Extract, Flaxseed, Banana Powder,
Pineapple Stem

Venison

Available Sizes	Packaging
STIX ROLLS: Small, Medium, & Large STRIPS	STIX: 10pk, 20pk ROLLS: Small Bulk, 2pk, 6pk Medium Bulk, 2pk, 3pk Large Bulk, 2pk, 3 pk STRIPS: 4pk, 10pk

GUARANTEED ANALYSIS:
Crude Protein (min.): 47%, Crude Fat (min.): 5%
Crude Fiber (max.): 2%, Moisture (max.): 13%

INGREDIENTS:
Free-Range Grass-Fed Venison, Brown Rice
Flour, Agar-Agar, Eggs, Olive Oil, Oregano
Extract, Cherry Extract, Flaxseed, Banana
Powder, Pineapple Stem

Salmon

Available Sizes	Packaging
STIX ROLLS: Small, Medium, & Large STRIPS	STIX: 10pk, 20pk ROLLS: Small Bulk, 2pk, 6pk Medium Bulk, 2pk, 3pk Large Bulk, 2pk, 3 pk STRIPS: 4pk, 10pk

GUARANTEED ANALYSIS:
Crude Protein (min.): 44%, Crude Fat (min.): 2%
Crude Fiber (max.): 2%, Moisture (max.): 14%

INGREDIENTS:
Wild-Caught Salmon, Brown Rice Flour,
Agar-Agar, Eggs, Olive Oil, Oregano Extract,
Cherry Extract, Flaxseed, Banana Powder,
Pineapple Stem

Peanut Butter

AVAILABLE SIZES	PACKAGING
STIX ROLLS: Small, Medium, & Large STRIPS	STIX: 10pk, 20pk ROLLS: Small Bulk, 2pk, 6pk Medium Bulk, 2pk, 3pk Large Bulk, 2pk, 3 pk STRIPS: 4pk, 10pk

GUARANTEED ANALYSIS:
Crude Protein (min.): 45%, Crude Fat (min.): 2%
Crude Fiber (max.): 2%, Moisture (max.): 13%

INGREDIENTS:
Brown Rice Flour, Peanut Butter Powder, Agar-Agar, Eggs,
Olive Oil, Oregano Extract, Cherry Extract, Flaxseed,
Banana Powder, Pineapple Stem

Strawberries & Cream

AVAILABLE SIZES	PACKAGING
STIX ROLLS: Small & Medium	STIX: 20pk ROLLS: Bulk

GUARANTEED ANALYSIS:
Crude Protein (min.): 35%, Crude Fat (min.): 2%
Crude Fiber (max.): 2%, Moisture (max.): 13%

INGREDIENTS:
Brown Rice Flour, Dried Whole Goat Milk Powder,
Dried Strawberries, Agar-Agar, Eggs, Olive Oil,
Beet Juice (for color), Oregano Extract, Cherry Extract,
Flaxseed, Banana Powder, Pineapple Stem



From The Grill

Special **All-American flavors** no dog can resist

Bacon Cheeseburger

AVAILABLE SIZES	PACKAGING
STIX ROLLS: Small, Medium, & Large	STIX: 10pk, 20pk ROLLS: Small Bulk, 6pk Medium Bulk, 3pk Large Bulk

GUARANTEED ANALYSIS:
Crude Protein (min.): 50%, Crude Fat (min.): 3%
Crude Fiber (max.): 2%, Moisture (max.): 13%

INGREDIENTS:
Humanely Raised Beef, Brown Rice Flour, Agar-Agar, Bacon, Cheddar Cheese, Eggs, Olive Oil, Oregano Extract, Cherry Extract, Flaxseed, Banana Powder, Pineapple Stem, Natural Hickory Smoke Flavor

Grilled Cheese

AVAILABLE SIZES	PACKAGING
STIX ROLLS: Small & Medium	STIX: 10pk, 20pk ROLLS: Small Bulk, 6pk Medium Bulk, 3pk

GUARANTEED ANALYSIS:
Crude Protein (min.): 65%, Crude Fat (min.): 2%
Crude Fiber (max.): 2%, Moisture (max.): 13%

INGREDIENTS:
Brown Rice Flour, Dried Cheddar Cheese, Agar-Agar, Eggs, Olive Oil, Oregano Extract, Cherry Extract, Flaxseed, Banana Powder, Pineapple Stem



Holiday Collection

Playful flavors available for a **limited time** only

Pumpkin Spice

AVAILABLE SIZES	PACKAGING
STIX ROLLS: Small & Medium	STIX: 20pk ROLLS: Bulk

GUARANTEED ANALYSIS:
Crude Protein (min.): 36%, Crude Fat (min.): 2%
Crude Fiber (max.): 2%, Moisture (max.): 14%

INGREDIENTS:
Pumpkin, Brown Rice Flour, Agar-Agar, Dried Whole Goat Milk Powder, Eggs, Olive Oil, Cinnamon, Oregano Extract, Cherry Extract, Flaxseed, Banana Powder, Pineapple Stem

Holiday Feast

AVAILABLE SIZES	PACKAGING
STIX ROLLS: Small & Medium	STIX: 20pk ROLLS: Bulk

GUARANTEED ANALYSIS:
Crude Protein (min.): 35%, Crude Fat (min.): 4%
Crude Fiber (max.): 2%, Moisture (max.): 16%

INGREDIENTS:
Humanely Raised Turkey, Brown Rice Flour, Agar-Agar, Pumpkin, Cranberries, Eggs, Olive Oil, Oregano Extract, Cherry Extract, Flaxseed, Banana Powder, Pineapple Stem

Caring for dogs and cats takes Heart + Science.

Help customers build a simple routine across moments:



Wisdom Food + Jerky for everyday nourishment and reward



No-Hide chews for longer-lasting satisfaction and enrichment



Nature's Protection to build plant-powered flea and tick protection

CONNECT

Reach out to your Earth Animal Sales Rep for product recommendations and questions.



SCAN HERE
for Regional
Sales Manager
Contacts

GROW

Access marketing assets, promos and training to support your sales:



SCAN HERE
for Additional
Sales
Resources

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