



Dr. Bob Goldstein's
WISDOM

Exceptional Nutrition

Food & Treats

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.

What's Inside

Page 1 **About Earth Animal:**
Crafted with Heart + Science

Page 3 **What we stand for:**
Our Commitments and Standards

Page 5 **Dr. Bob Goldstein's Wisdom Overview:**
What It Is, Who It's For, Why It Wins

Page 7 **Range Guide:** Formats, Benefits
and How to Recommend

Page 8 **Merchandising + Staff Talk-Tracks:**
Simple Ways to Sell with Confidence

Page 13 **Line-Specific Tools**

Page 17 **Full Assortment + SKU Tables:** UPCs,
Case Packs, Ingredients, Directions

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.





"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



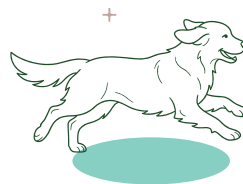
High Welfare
High Nutrient



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

WISDOM

EARTH ANIMAL

AIR-DRIED

TURKEY RECIPE

SUSTAINABLY SOURCED

WISDOM

AIR-DRIED JERKY

FROM THE SEA

WISDOM

AIR-DRIED

FROM THE LAND RECIPE

PLASTIC

POUCH



Store Drop-off

Only if
Clean & Dry

how2recycle.info

Store Drop-Off Program

Wisdom 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



Exceptional Nutrition

Crafted with Heart + Science

Wisdom is homemade thinking, perfected. Every recipe is built the way you'd feed your dog if you had the time, the expertise and access to the best ingredients: gut-first philosophy, veterinary formulation and a clear commitment to lifelong vitality.

Food or jerky, the same standard applies: exceptional proteins, purposeful real-food ingredients and careful craftsmanship in our own Riverstone kitchen.

Heart

WHY WE FEED THIS WAY

- Respect for the whole animal
- Nourishment for longevity, not trends
- High-welfare sourcing
- Crafted with intention and integrity in Riverstone, our own Maryland kitchen

Science

HOW WE FORMULATE

- Veterinary formulated by Dr. Bob Goldstein
- Gut-first nutrition
- Balanced protein levels, not excess
- Muscle & organs for essential nutrients
- Digestibility and whole-body vitality

Wisdom: One philosophy, many ways to thrive.

Is Wisdom the optimal way for your customers to feed their dogs?

Our veterinary team believes it is.



EXCEPTIONAL QUALITY PROTEINS

Made with 100% high-welfare organs & muscles. Naturally rich in essential nutrients for strength, vitality and whole-body nourishment



VETERINARY FORMULATED

Crafted with over 45 years of veterinary experience. Recommend with confidence. Your customers will feel the difference.



GUT-FIRST NUTRITION

A symphony of real, whole-food ingredients working in harmony to support a healthy microbiome. Everything dogs need. Nothing they don't.



MADE IN OUR OWN MARYLAND KITCHEN

We're proud control freaks. Our small-batch kitchen lets us obsess over every detail.



MORE THAN A PROTEIN NUMBER.

The conversation has shifted: it's not how much protein, it's how good the protein is. Quality, digestibility and bioavailability matter more than a number on the bag, especially for dogs susceptible to heart, kidney or liver issues.

Wisdom uses protein from humane, sustainable sources, combined with plant-based fibers and air-dries at low temperatures to protect digestibility and preserve nutrients.

"Better meat, gently cooked.
Heart + Science is our motto and promise for every dog and cat."

- Dr. Bob Goldstein
Co-Founder & CEO

Choose the protein. Keep the confidence.

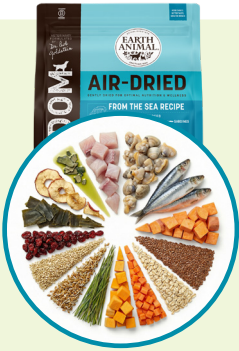
Core Proteins



From the Land
Grass-fed and pasture-raised venison muscle and liver, beef muscle, liver and heart and bison muscle



Chicken Recipe
G.A.P. Rated chicken muscle, and chicken heart, liver, gizzards and neck



From the Sea
Sustainably sourced wild-caught catfish, clams and sardines



Turkey Recipe
G.A.P. rated turkey muscle and turkey heart, liver, gizzards and neck

Novel Proteins



From the Seed
Food: Lentil, sunflower meal and alfalfa
Jerky: Pumpkin, Potato protein and sunflower meal



From the Soil
Sustainably sourced crickets and black soldier fly larvae



From the Air
Sustainably sourced cage-free duck muscle, liver and gizzards, quail muscle and goose muscle



Same Wisdom, two ways to feed the routine.

Core Protein Blend

- + Always consistent across Food & Jerky
- + Supports gut-first nutrition & easy rotation

Only the Format Changes

- + Food vs. Jerky
- + Supports different moments in the routine

“**Rotating proteins isn’t just about variety. It’s better nutrition.** A diverse diet trains the gut to handle more, reduces the risk of developing food sensitivities over time, and supports a more resilient microbiome. Wisdom makes rotation easy because every formula is built to the same gut-first standard for smooth, healthy transitions.

”

“If they love a Wisdom Jerky flavor, they’ll feel **right at home** in the matching Wisdom food.”

”



HOW TO MERCHANDISE

Cross-Sell:
Display Jerky next to the corresponding Food recipe

Basket Builder:
“If your pup loves the Jerky, try Wisdom in the same recipe food!”



Limited-Time Flavors For the Season They Wait For

Holiday Jerky is made for cozy nights, festive gatherings, and extra “good dog” moments, with seasonal recipes that feel special but still align with Wisdom’s gut-first standards. Because some moments deserve something a little more.



Pumpkin Spice Jerky

MADE FOR:
Fall Flavor Lovers & Cozy Moments

WHAT IT IS:
Pumpkin + Cinnamon

- Seasonal excitement that drives add-on purchases
- Great for training, treating and topper moments
- Easy “limited-time” urgency without discounting



Holiday Feast Jerky

MADE FOR:
The Merriest of Dogs

WHAT IT IS:
Turkey + Pumpkin + Cranberry

- A holiday “host gift” for dogs that shoppers love to grab
- Strong register + impulse potential
- Perfect pairing with seasonal chews



SEASONAL TIPS & TRICKS

Best Placement:

Checkout, endcaps,
seasonal tables,
“gifting” fixtures

Signage Cue:

“Limited-time
holiday flavors”

Bundle Cue:

“Treat + Chew”



What's Inside That Makes Wisdom Food So Good for Dogs?

Every ingredient earns its place.



The Finest Quality Animal protein, By Choice

Animals raised with higher welfare standards experience less stress and illness, supporting more bioavailable nourishment.



Organs - Nature's Powerhouse

Our organ blends deliver amino acids for muscle maintenance plus naturally occurring CoQ10, taurine, and essential vitamins to support immune, heart, brain and circulatory health.



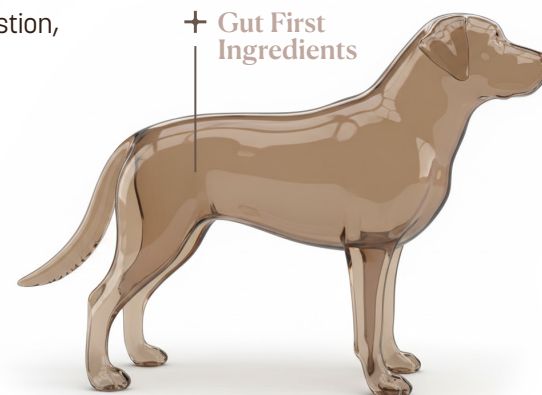
Organic Sprouted Oats, Flaxseed & Quinoa

Sprouting unlocks nutrients for easier absorption, while plant omegas and gentle fibers support digestion, steady energy and healthy skin and coat.



Pumpkin

Naturally rich in fiber, helps support digestive regularity and digestive balance and whole-body wellness.



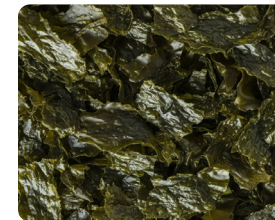
Carrots

Rich in beta-carotene and antioxidants, carrots support eye health while providing fiber for healthy digestion.



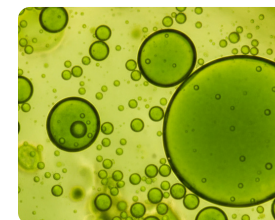
Dried Cranberries

Antioxidant-rich fruit to help support the urinary and immune systems and the body's natural response to inflammation.



Dried Kelp

Kelp is a second-generation prebiotic and naturally rich in iodine plus key minerals like potassium, calcium, iron and magnesium to support everyday vitality.



Marine Microalgae Oil

We use marine microalgae oil, a clean source of omega-3s that supports immune and heart health, helps manage inflammation and supports cognitive function.



Made in the USA with globally sourced ingredients, selected to meet our our high standards for consistent quality and sustainability.

WISDOM RECIPES ARE MADE WITH:

- ✓ Global Animal Partnership (GAP) Certified and cage-free poultry



- ✓ Ocean Wise Certified fish and Marine Stewardship Council Certified seafood



- ✓ 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

Wisdom Formats, Made Simple.



2 lb Bags

Best For: Trial, smaller households, topper

Merchandising Cue:

"Try Wisdom" / entry point

8 lb Bags

Best For: Repeat buyers, multi-dog households, best value per feeding

Merchandising Cue:

"Stock-up" / loyalty builder



4 oz Bags

Best For: Training, daily reward, gifting

Merchandising Cue:

Register, impulse, alongside food for routine-building



Novel Proteins

Best For: Variety seekers, rotation feeders, sensitive needs, picky dogs

Merchandising Cue:

"Rotate proteins"

"Try a new protein"

How to Choose the Right Wisdom for Each Customer

1

Start with the feeding role (What the shopper is here for today)

- **Daily Nutrition:** Recommend Air-Dried food (2 lb to trial, 8 lb to stay)
- **Daily Reward or Training:** Recommend Jerky (4 oz)
- **Upgrade a Current Bowl:** Recommend Air-Dried food 2lb as topper moments or transition to food

2

Match the protein to the dog's needs

- **Sensitive Digestion or Simpler Routines:** Start with a single protein or try one of our novel options
- **Picky Eaters or Boredom:** Suggest rotation across proteins
- **Allergy Concerns or Novelty Seekers:** Choose a novel protein option where appropriate, or one of our recipes that include added TruMune® postbiotic for additional support

3

Choose the size based on household and commitment level

- **2 lb:** First-time Wisdom buyer, smaller dogs, variety buyers, easy trial
- **8 lb:** Repeat buyers, multi-dog homes, best everyday value and fewer trips back
- **4 oz Jerky:** Add-on that boosts basket and supports routine (training, rewards)

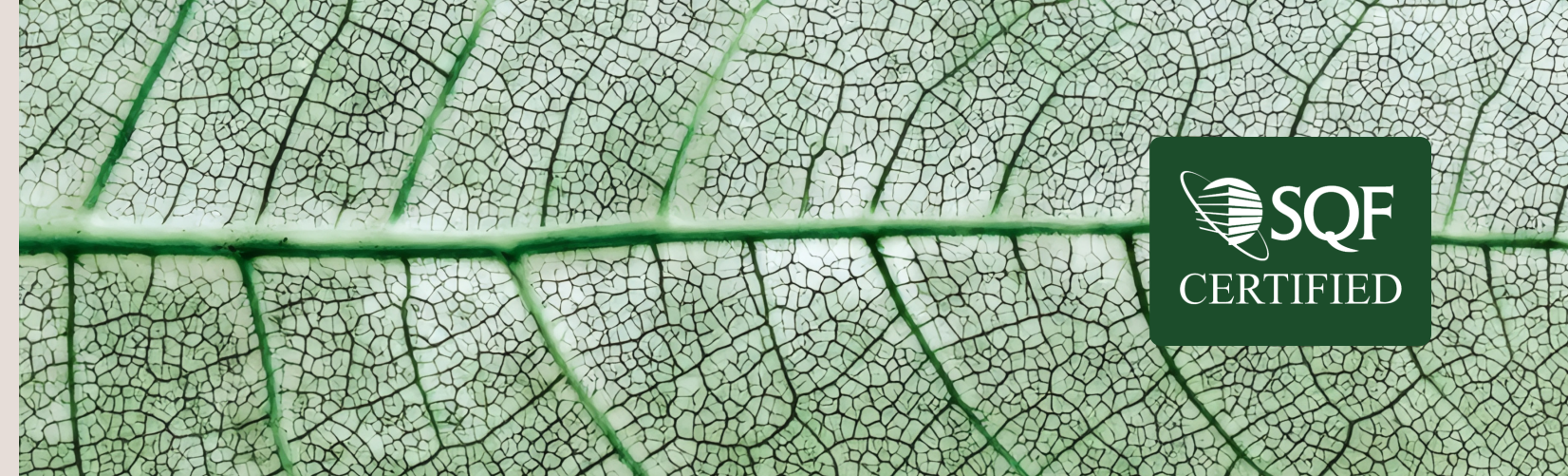
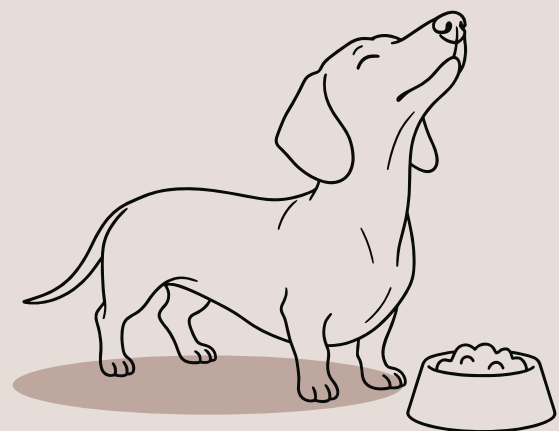


💡 WHY NOT TRY?

Cross-Sell Pairing: Place Jerky near food or at checkout with a small "Build the routine" callout

Size Laddering: Merchandise 2 lb as "Try it" and 8 lb as "Stay with it"

Protein Rotation Cue: Advise "Rotate proteins for variety"



Where Heart + Science Come to Life

We couldn't find a facility that met our standards, so we created our own. Riverstone is our owned-and-operated Maryland kitchen, with total control from sourcing through to final quality checks. SQF Edition 9 certified since 2021, with audit-verified consistency, traceability, and risk management you can trust at scale.

Our proprietary air-drying technique removes moisture at low temperatures to protect natural nutrients, flavor and texture, producing nutrient-dense food with a tender bite.



WHY AIR-DRYING MATTERS

- ✓ Nutrients stay more intact for better absorption
- ✓ Gentler on digestion than high-heat processing
- ✓ Preserves the real flavors dogs love
- ✓ Nutrient integrity protected including naturally occurring vitamins, minerals and omega-3s

Air-Dried Dog Food



	TOP SELLER!		PLANT BASED	TOP SELLER!		TOP SELLER!		
	From the Land	Chicken	From the Seed	From the Sea	From the Air	Turkey	From the Soil	
2LB ITEM #	11213	101170	11215	101178	11318	101174	11256	
2LB UPC	810132870200	810049514709	810132870224	810049514785	810132874901	810049514747	810132871252	
8LB ITEM #	11214	101171	11216	101179	11319	101175	11257	
8LB UPC	810132870217	810049514716	810132870231	810049514792	810132874918	810049514754	810132871269	
CRUDE PROTEIN	25% (MIN)	25% (MIN)	28% (MIN)	24% (MIN)	24% (MIN)	25% (MIN)	29% (MIN)	
CRUDE FAT	15% (MIN)	13% (MIN)	13% (MIN)	12% (MIN)	14% (MIN)	13% (MIN)	12% (MIN)	
CRUDE FIBER	5% (MAX)	5% (MAX)	5% (MAX)	5% (MAX)	5% (MAX)	5% (MAX)	5% (MAX)	
MOISTURE	18% (MAX)	18% (MAX)	18% (MAX)	18% (MAX)	18% (MAX)	18% (MAX)	18% (MAX)	
OMEGA-3 FATTY ACIDS*	1.75% (MIN)	1.75% (MIN)	0.8% (MIN)	2.3% (MIN)	1.75% (MIN)	1.75% (MIN)	0.8% (MIN)	
PRIMARY PROTEIN	RED MEAT	CHICKEN	PLANTS	FISH	GAME BIRD	TURKEY	INSECTS	
2LB MSRP	\$39.99	\$34.99	\$34.99	\$34.99	\$39.99	\$34.99	\$34.99	
8LB MSRP	\$129.99	\$119.99	\$119.99	\$119.99	\$129.99	\$119.99	\$119.99	
	★★★★★ DogFoodAdvisor Saving Good Dogs From Bad Dog Food	★★★★★ DogFoodAdvisor Saving Good Dogs From Bad Dog Food		★★★★★ DogFoodAdvisor Saving Good Dogs From Bad Dog Food	*Not recognized as an essential nutrient by the AAFCO Dog Food Nutrient Profiles.			

Exceptional Nutrition.

Crafted with Heart + Science



Air-Dried Jerky

Exceptional treats with the same high welfare proteins as our food.
Perfect for training, rewarding, or just because.

	TOP SELLER! From the Land	TOP SELLER! Chicken	PLANT BASED From the Seed	From the Sea	From the Air	TOP SELLER! Turkey	From the Soil
SIZE	4oz	4oz	4oz	4oz	4oz	4oz	4oz
ITEM #	11245	11243	11247	11246	11320	11244	11258
UPC	810132870996	810132870972	810132871016	810132871009	810132874949	810132870989	810132871627
CRUDE PROTEIN	22% (MIN)	26% (MIN)	25% (MIN)	22% (MIN)	21% (MIN)	22% (MIN)	30% (MIN)
CRUDE FAT	20% (MIN)	10% (MIN)	8% (MIN)	12% (MIN)	20% (MIN)	14% (MIN)	7% (MIN)
CRUDE FIBER	2% (MAX)	2% (MAX)	2% (MAX)	3% (MAX)	2% (MAX)	2% (MAX)	5% (MAX)
MOISTURE	30% (MAX)	30% (MAX)	30% (MAX)	30% (MAX)	30% (MAX)	30% (MAX)	30% (MAX)
PRIMARY	RED MEAT	CHICKEN	PLANTS	FISH	GAME BIRD	TURKEY	INSECTS
	\$10.99	\$9.99	\$9.99	\$9.99	\$10.99	\$9.99	\$9.99



Easy to break apart
into small pieces!



Crafted with Heart + Science





COMING 2026: Dr. Bob Goldstein's Wisdom Cat

Forty-five years of gut-first nutrition. Now for cats. Exceptional whole food nutrition, the same veterinary expertise, the same high welfare standards. The Wisdom philosophy, built for a whole new audience.

WANT EARLY ACCESS? Ask your rep about launch timing, retail support and first-order recommendations.

Caring for dogs and cats takes Heart + Science.

Help customers build a daily routine:



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

EARTH ANIMAL

230 Main Ave, Suite #4
East Norwalk, CT 06890
customerservice@earthanimal.com
earthanimal.com

