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Let's Keep the Momentum Going
in 2022!



SILVER HONEY™

HOT SPOT & WOUND CARE

We will expand awareness of this **antibiotic-free, natural, safe wound and skin care product developed specifically for animals** by continuing to spread the word to three key audiences:

CONSUMERS



VETS



GROOMERS



Hot Spot Relief



Effective on hot spots, dermatitis, cuts, abrasions and sores

Proven to stop 99.9% of bacteria immediately



Soothes skin, reducing the desire to bite and scratch

Prevents licking with bittering agent.

An advertisement for Silver Honey ointment. It features a tube of the product, a speech bubble with a testimonial, and icons of a dog and a heart. The testimonial reads: "My dog had a large abrasion on his back from scratching and chewing. I put this ointment on it and it cleared up in about a week. He stopped scratching the area immediately." There are also icons of a bone and a paw print.

An advertisement for Silver Honey spray. It features a spray bottle, a speech bubble with a testimonial, and icons of a cat and a hot spot. The testimonial reads: "It only took 2 sprays a day for one week to completely heal my dog's hot spot. On the second day the redness was already noticeably gone. I am so happy my dog is feeling back to himself and no longer itching or licking." There are also icons of a heart and a hot spot on a paw.

Then quickly lead them where to buy!

THE MISSING LINK
SMARTMOUTH
ORIGINAL
DENTAL CHEWS

Our focus in '22 will be to get Smartmouth samples into the hands of pet parents to **encourage trial** then convert them to purchase – let's have fun turning your customers into their pet's super heroes!

Some creative ideas:

- ★ Sample boxes
- ★ Social media offers, giveaways and engaging content
- ★ Surprise and delight opportunities
- ★ Retail Events





The BEST is GETTING EVEN BETTER



Our already great formulas have a fresh new look and added ingredients to help pets live their **best lives ever.**



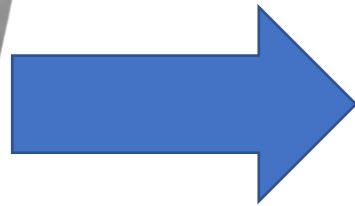
We will transition our loyal customers to the same formulas they trust with enhanced ingredients and new packaging AND appeal to a broader new audience.
PLUS
Introduce a **new Digestion SKU!**





Coming Soon.....

Exciting new ways to harness Mother Nature's most powerful superfood!



The Missing Link® & Absorbine Pet® Promo Schedule 2022



PRINT • DIGITAL • SOCIAL



Jan Feb Mar Apr May June July Aug Sept Oct Nov Dec

Smartmouth™

Silver Honey™

The Missing Link Original®

pet kelp® Functional Treats

***Thank you for
your partnership***

**We are excited to
build a successful
2022 together!**

