



SMARTMOUTH™

ORIGINAL
DENTAL CHEWS



The Missing Link Smartmouth® 7-in-1 veterinarian developed dental chews (aka treats) have unique ridges that clean teeth & freshen dog breath and include key ingredients to support hip & joint mobility (glucosamine), skin & coat health (balanced omegas), cardiovascular stability (flaxseed), aid in digestion (flaxseed) and provide a daily vitamin supplement from the most trusted pet supplement brand, The Missing Link®.



- Large/XL 28-day count
- Large/XL 14-day count
- Large/XL sample
- Small/Medium 28-day count
- Small/Medium 14-day count
- Small/Medium sample
- Petite 28-day count
- Single Chew dispensers, 60-ct
- Floor Stand Display

A PACKAGING DESIGN EVOLUTION

Smartmouth packaging has undergone an update to express a NEW 7-in-1 positioning



To better define Smartmouth's unique offering, packaging has been updated to represent stronger positioning. Concept testing proved this design change increased our appeal with existing dental consumers and new to dental category purchasers.

*New package in market Q3

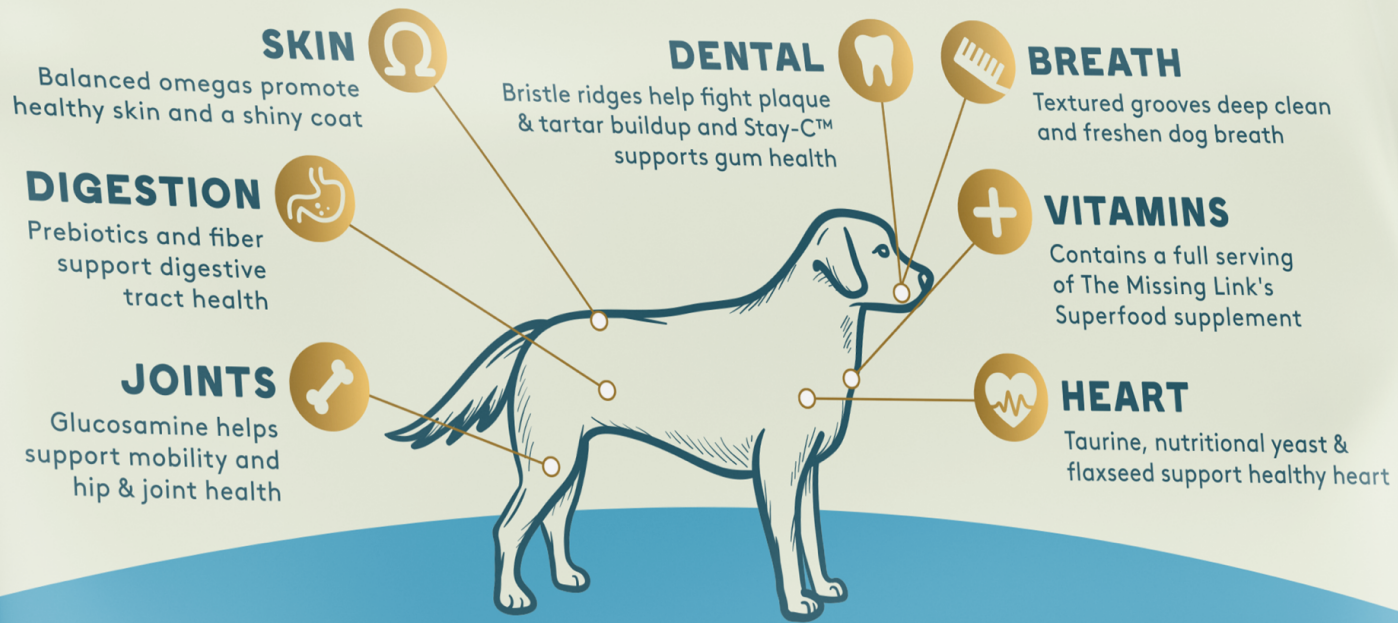
7-IN-1 DENTAL CHEWS

7 BENEFITS

The only dental chew that deeply cleans teeth, freshens dog breath, maintains gum health and supports whole body wellness – all in one delicious daily treat.

OVERALL CHANGES

1. Simplified/Stronger messaging expressed as 7-in-1
2. Enlarged dental aspect
3. Vet Developed (front)
4. Addresses taste (back)
5. Product formulation unchanged
6. Maintains familiarity



GUARANTEED ANALYSIS

MINIMUM VALUES PER 1 CHEW (36 G) UNLESS OTHERWISE STATED

Crude Protein	11%
Crude Fat	2%
Crude Fiber (max)	8%
Moisture (max)	18%
Linoleic Acid (an Omega-6 Fatty Acid)	1.5%
Alpha Linolenic Acid (an Omega-3 Fatty Acid)	2.3%
Potassium	0.01%
Sodium	0.6%
Sodium (max)	0.9%
Zinc	4ma

DAILY FEEDING DIRECTIONS BASED ON WEIGHT

50-100 lbs	1 chew daily
Over 100 lbs	2 chews daily

FEEDING DIRECTIONS

This product is a daily chew for your adult dog and is not intended to be fed as a meal. The caloric intake from chews should not exceed 10% of a dog's total daily caloric requirement. Monitor your dog's weight to ensure treat is adequately chewed prior to swallowing. This snack is not suitable for puppies under one year of age. Feeding as recommended based on the size of your dog. Please consult your veterinarian for more information.



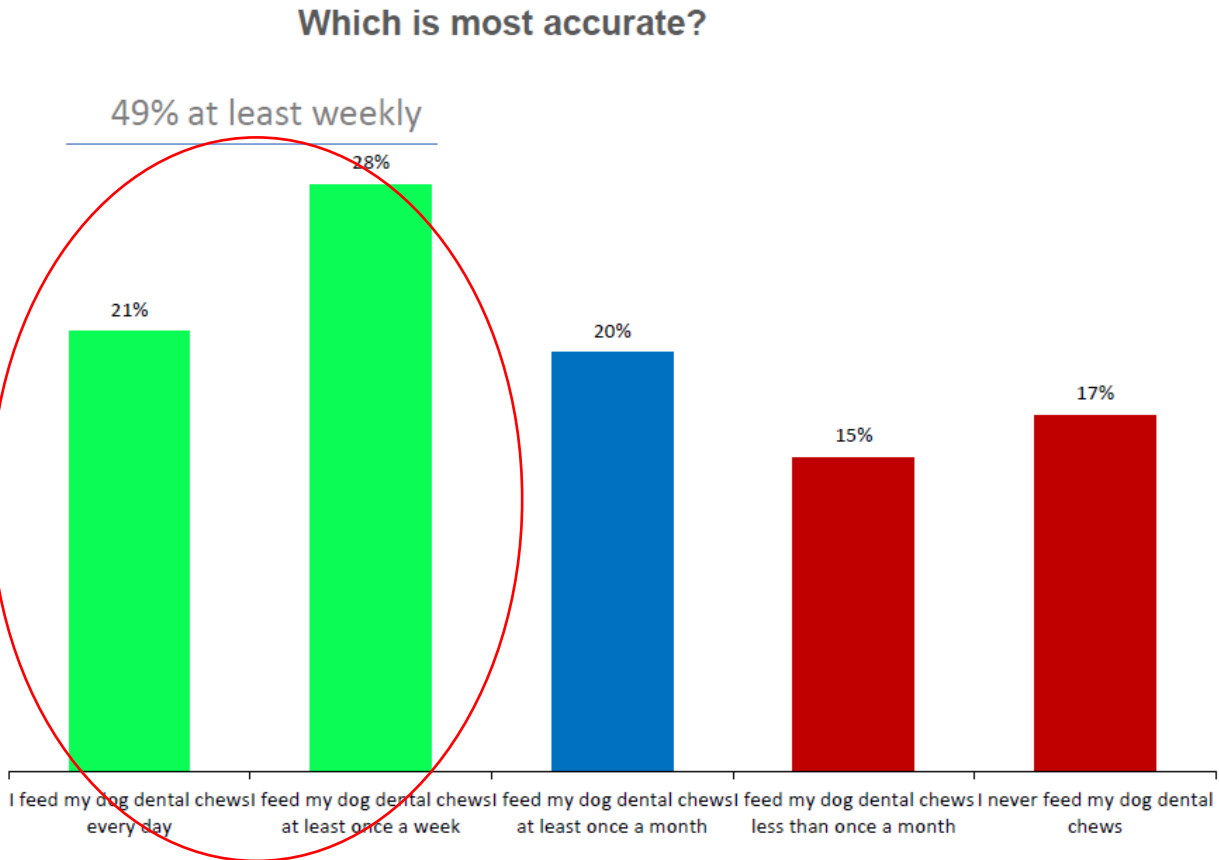
Smartmouth

Feed as a daily dental treat to clean teeth, freshen dog breath and provide complete health!

SMARTMOUTH'S 7-IN-1
IS PERFECTLY POSITIONED WITH PREMIUM SHOPPERS

Consumer Demand for Dental Chews Continues to Grow

- Overall, nearly 9 in 10 consumers feed their dog treats and chews at least occasionally.
- Dental chews are consumers second favorite type of dog treat, after soft chews/chewy treats.
- Roughly half of panelists in this study claim to feed their dog a dental chew at least weekly, while a third do so rarely or never.



Increasing Sales with New Offering and New Shoppers to the Dental Aisle

Take Advantage of a Growing Market:

- Current pet dental products market: \$950 million
- Projected CAGR of 6.5 % for 2020-2025
- 80% of dogs develop periodontal disease by age 3
- Responding to Consumer Demands:
 - Overall dog health and longevity is a critical concern
 - Over 40% feel their dog may not get full nutrition from food alone
 - Low on trust & short on time - want foolproof, autopilot solutions to support overall health from trusted brands
 - Over 80% prefer a dental chew with added health benefits. Only 20% said they wanted a dental only focused chew.



Premium Dog Food Shoppers Prefer Smartmouth®

- Data shows premium food shoppers give Smartmouth higher marks than average
 - Blue Wilderness, Blue Buffalo, Taste of the Wild, and Pro Plan shoppers also prefer Smartmouth dental chews
- Most “premium” panelists feel that Smartmouth dental chews provide more benefits than regular dental chews and would be priced higher

	Total	Premium-only food buyers	Mainstream food buyers	Premium-only treats & chews buyers	Mainstream treats & chews buyers	Usual Food - Pro Plan	Usual Food - Blue Buffalo	Usual Food - Blue Wilderness	Usual Food - Taste of the Wild
Would prefer a dental chew that is fortified with additional vitamins and supplements to support complete dog health.	61%	53%	61%	55%	61%	50%	67%	45%	50%
Dog Beneficiality - T2B	66%	69%	68%	70%	66%	68%	67%	75%	75%
Uniqueness - T2B	58%	64%	56%	69%	52%	63%	59%	65%	75%
Purchase Intent - T2B	62%	70%	59%	67%	60%	66%	78%	70%	75%
Smartmouth 7-in-1 dental chews provide more benefits than regular dental chews	65%	72%	65%	73%	60%	74%	52%	60%	83%
I'd expect these Smartmouth 7-in-1 dental chews to cost more than regular dental chews	50%	57%	47%	55%	47%	55%	67%	45%	67%
I'd expect these Smartmouth 7-in-1 dental chews to cost about the same as regular dental chews	32%	28%	36%	29%	35%	32%	30%	40%	33%

SMARTMOUTH 2021 MEDIA PLAN

JAN

FEB

MARCH

APRIL

MAY

JUNE

JULY

AUG

SEP

OCT

NOV

DEC

CONNECTED TV

(May 15 – June 30)

4.6MM IMPRESSIONS



DOGS OF INSTAGRAM HAS 4.8 M FOLLOWERS ON SOCIAL

ALL OTHER MEDIA

20M IMPRESSIONS

NEW PACKAGING IN MARKET

MASS MEDIA NATIONAL CAMPAIGN



SAMPLE CAMPAIGN



GIVEAWAY CAMPAIGN

HOLIDAY CAMPAIGN

- GIFT GUIDES W/ INFLUENCERS
- HOLIDAY STOCKING STUFFER SKU
- HOLIDAY

ONGOING 7-in-1 SUPPORT

- Digital: Paid social
- Digital: Programmatic national online display banners
- Digital: Modest SEM

● Digital: Organic & modest Paid social

THANK YOU!

2019

-Pet Insight-

Vanguard Award Winner
DENTAL CHEWS
Smartmouth

