



The Future of TML

The Best Is Getting Even Better



The Missing Link® formulas have a fresh new look and added ingredients to help pets live their **best lives ever**.



The Supplement Category is on the Rise

- “Fueled by heightened consumer interest inspired by COVID19 - especially in products targeting overall wellness - **pet supplement sales skyrocketed 21% in 2020** to reach nearly \$800 million.” (*Packaged Facts 2020*)
- On a global scale, the pet supplements market is expected to continue to grow with a market annual **growth rate of at least 6% through 2027**. (Reportlinker.com 2021)
 - Supplements therefore form part of a larger health and wellness movement, which also includes a focus on higher quality foods, appropriate exercise, and quality bonding and interaction time.
- Here’s who’s buying pet supplements
 - **TML loyalist** – we’ve tested the enhanced formulas and new packaging with our loyalist and 99% will continue to buy our products exclusively.
 - **Baby boomers** – this customer uses powder supplements for themselves, so the extension to powder supplements for their pets makes sense to them.
 - **Millennials & Gen Z** – an explosion in human vitamins and health products along with additional pet adoptions has inspired younger audiences to buy supplements.
- Consumers want trusted products from brands that have proven themselves over the years.

NEW from The Missing Link Original Supplement Line

We've added new ingredients to our already powerful and delicious formulas to meet the needs and expectations of consumers while maintaining the quality of TML that has been trusted for over 30 years.

A clean, bright and modern updated look appeals to millennial shoppers looking for nutritional solutions for their pet's most common health challenges.

AND we are introducing a NEW DIGESTION FORMULA!



Enhanced Formulas with Added Ingredients



We've added LactoSpore® Probiotics to all of our formulas to boost absorption, making it easier for pets to utilize the nutrients.



- Chondroitin Sulfate to help cushion joints.
- MSM with anti-inflammatory properties to support joints and muscles.
- Hyaluronic Acid to help joint lubrication.

- Vitamin-E to help nourish and protect sensitive skin.
- Biotin for calming and soothing dry, sensitive skin.
- Reduces itching and scratching.

- Gingko Biloba supports eye, brain and memory to help cognitive functions.

- Dried egg powder is a bioavailable source of complete protein.
- Bovine colostrum supports the immune system and promotes healthy gut, skin and coat.

Introducing a **NEW DIGESTION FORMULA**



Healthy gut. Happy pet.

Developed to provide powerful digestive health support for dogs and cats.

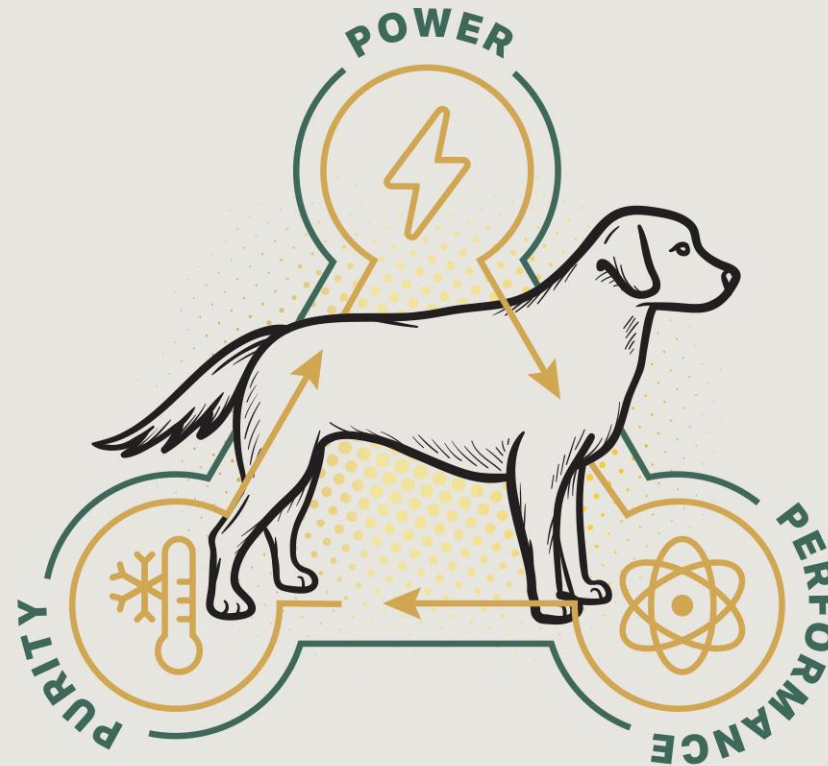
Featuring:

- A 7-Probiotic blend totaling over 5 billion CFU per 3 tsp serving
- Dried Chicory Root as an additional prebiotic for healthy digestion
- Ginger with anti-inflammatory properties for digestion and ease discomfort
- Chamomile to promote relief of gastrointestinal distress.
- The same fresh flaxseed already included in all of our trusted formulas for a healthy balance of Omegas.

Why a new LOOK?

Simple, clean and modern graphics appeal to a new and younger audience that is growing in the supplement category, while still maintaining the parts of TML that people love, trust and recognize as our brand: the red ribbon logo and the use of gold on every package.

We have added new positioning that is critical to keeping TML a leader the category. This Trifecta is our North Star and easily explains why The Missing Link products are the superior choice for the health of every pet.



OUR TRIFECTA

POWER

Powders are the most potent way to deliver efficacious & fresh ingredients.

PURITY

We use a cold processing method to lock-in ingredient integrity. Unlike other brands, we do not use high-heat, fillers, preservatives or binders that are not beneficial for your dog's body.

PERFORMANCE

LactoSpore® Probiotics are added to boost absorption, making it easier for your pet's body to utilize the ingredients.

Helps to bring loyal consumers along



Trusted Brand ID

Ingredient call outs

Carrying through gold

New improved powder resistant zipper from SANZIP™

Clean and modern look tested extremely well with new consumers and existing loyalists

Enhanced SKUs



- 8oz
- 1 lb
- 5lb



- 8oz
- 1 lb
- 5lb



- 8oz



- 1lb



- 1lb

The 5 top selling SKUs in The Missing Link Family will be available for order **Spring 2022**

The Missing Link Avian and Feline SKUs will be ready for order Q4 2022



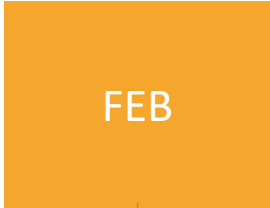
Note: With the introduction of the new Digestion SKU, the current Vegetarian formulas for Skin, Coat & Digestion and Hip, Joint & Digestion will be discontinued.

Timing snapshot

Sales Tools developed for retailers



JAN



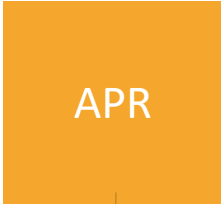
FEB

Ready to order end of February

Official launch



MAR



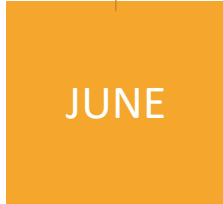
APR

Consumer marketing begins



MAY

Packaging and formulas for Avian and Feline in progress



JUNE





empower your pet's food

Did you nose...

Over 30 species at the L.A. Zoo are on The Missing Link® supplements.

THE MISSING LINK

Did you nose...

Owning a pet reduces anxiety, adds structure to daily life, and encourages regular exercise!

THE MISSING LINK

FEEDBACK LOVE

"I was AMAZED at how after just a few weeks of daily use, she had so much energy like a 2-3 year old cat"

"I have seen improvement and happier more energetic healthier behaviors."

"I finally found something that works! I absolutely love it and so does my dog!"

THANK YOU!

"Latte, my 3-legged, 115 lb., 2-year-old Rottweiler has been on The Missing Link® Ultimate Canine Hip & Joint Formula for about 4 or 5 months now and WOW can we notice a difference!"

- Kari G.

TIPS FOR PICKY EATERS

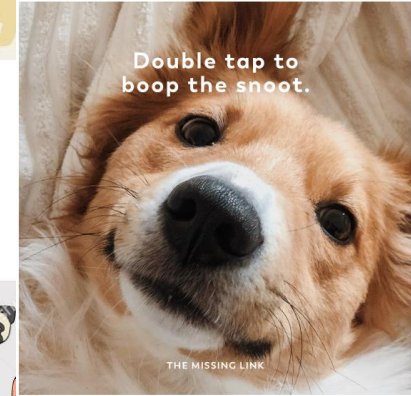
- 1 Start with a tiny amount of supplement the first day and work up to the full serving over a week or two.
- 2 Mix our powder in their food thoroughly.
- 3 Add a small amount of their favorite healthy food like a sardine, flavored treats, or puree.
- 4 Slightly wet kibble so powder sticks to it.
- 5 For raw diet eaters, make sure the food is slightly moist and stir in evenly.

1-800-PetMeds
America's Largest Pet Pharmacy

chewy.com amazon.com

where to find us where to find us

THE MISSING LINK



Ali Kolbert @AliKolbert

Isn't it weird how we have one million dog breeds and everyone is like "goldendoodle" this or "chihuahua mix" that and if you ask someone what type of cat they have it's just like "an orange one"