



W.F. YOUNG
ESTD 1892

**SILVER
HONEY**[®]

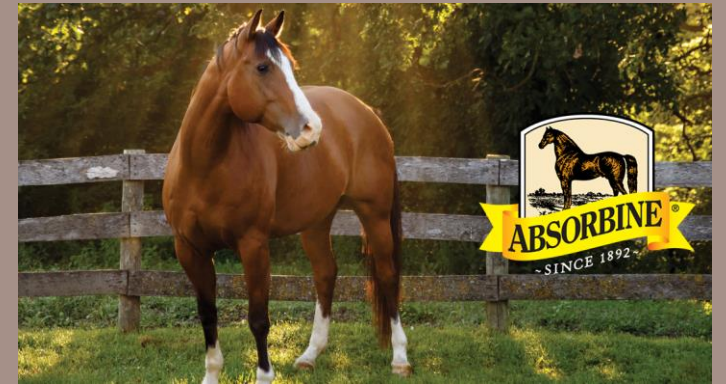
Silver Honey Review 2023



At W.F. Young, a love for animals has always been at the heart of everything we do. More than 130 years ago, it was a love of horses and a belief that there was a better way to care for them. That led Mary Ida and Wilbur Young to create our very first product: Absorbine[®] Veterinary Liniment.

Today, W.F. Young remains family owned, headquartered in East Longmeadow, Massachusetts. We are known for our health and wellness products for horses, livestock, and pets.

We've retained the innovative spirit of our founders, helping us grow into a global leader in equine and pet care with our trusted brands Absorbine[®], Silver Honey[®], and The Missing Link[®].



WHO WE ARE

We are pioneers of the animal health industry and have been since 1892 when we introduced the first commercial herbal treatment to enhance the health and wellness of working livestock. Our passion for the quality and performance of our products has helped our company and our brands become globally recognized leaders in the animal health industry.



MISSION

We improve the lives of pets and livestock animals across the globe by creating and selling high quality and innovative health and wellness products.



VISION

We will reach and impact positively 10MM pet owners per year by 2031.



KEY STRATEGIES

Protect our core by gaining Market Leadership in key segments

Expand to new adjacent segments to acquire new users in Animal Health

Drive eCommerce and Direct-to-Consumer channel

Launch a new Veterinarian channel



PURPOSE

Our passion is giving animals their best lives.

SILVER HONEY®

Fast, natural, and effective topical remedy product line developed to empower pet parents to treat common skin and wound issues from the comfort of their home



SILVER HONEY®

Pet parents are concerned with the overuse of antibiotics, limited vet availability, high vet bills, and want more natural ways to help their pet feel better immediately.

Silver Honey is the first and only topical remedy line to combine the natural healing powers of medical-grade Manuka Honey and MicroSilver BG™. Focused on health and wellness, **Silver Honey empowers animal caretakers to confidently help their animals heal and get back to being themselves faster.**

W.F. YOUNG



“I applied this to [my dog's] very sore paws that had little sores starting. This Silver Honey® Hot Spot & Wound Care Ointment is high-quality and worked so well, within 4 days I saw a great improvement on her paws. I will be purchasing more to keep on hand.

- Memaw
Real Life Customer



“The use of Silver Honey® combined with the beneficial effects of MicroSilver BG™ technology and Manuka Honey has demonstrated efficacy in-vitro against two common pathogens that cause skin infections in dogs. Silver Honey® laboratory tests revealed a 99.99% reduction in the number of microorganisms after a short contact time.

Dr. Lucas Pantalean
DVM, MS, DACVIM, MBA

- Natural, Medical-Grade Ingredients**
- Veterinary Developed**
- Free of Antibiotics**
- Made for Dogs, Cats, Small Pets, Horses, Chickens, and Exotic Pets.**

SILVER HONEY™

HOT SPOT & WOUND CARE



Designed to stay in place, Silver Honey® spray gel provides continuous coverage to the wound. Its touch-free application is ideal for treating large areas of skin.

- ✓ Easy, touch-free application
- ✓ Ideal for large areas

MRSP \$26.69
IMAP \$22.67



Longest-lasting coverage and moisturization, Silver Honey® ointment is highly effective in softening older, persistent scabs while promoting the healing of the wound beneath.

- ✓ Effective on persistent wounds
- ✓ Targeted application

MRSP \$26.19
IMAP \$22.25

Revolutionary Wound Care

Two of mother nature's most powerful healers are tough on bacteria but gentle on skin and ears. Proven to kill 99.9% of bacteria immediately to start healing faster, its revolutionary formula moisturizes the treatment area while protecting the skin's natural microbiome.

ANTIBIOTIC-FREE: Medical-grade ingredients kill 99.9% of germs immediately without the use of antibiotics

SOOTHING: Soothes discomfort and helps reduce the desire to bite and scratch

ANY WOUND: Hot spots, rashes, itchy skin, redness, cuts, chapped skin, paw irritations, etc.

SILVER HONEY™

HOT SPOT & WOUND CARE

Your customers are looking for immediate relief – Be their hero!

Silver Honey® is your next best seller, as your customers are feeling more empowered to treat pets at home, and are going to stores for immediate solutions.

Since introducing Silver Honey® to the market in 2020, a national chain has seen monthly sales increases of 60-100%.

“ So glad you started carrying this product and hope you don't stop. It saved us a trip to the vet that wasn't going to be soon enough. ”

“ My dog had a hot spot that he had chewed raw. It was so concerning that I was planning on taking him to the vet the following day but I purchased this and applied it. A couple of hours later the redness was gone and it's healing nicely. ”



“ My dog's hotspot was healed in 3 days. It saved me a trip to the vet's office ”



SILVER HONEY[®]

RAPID EAR CARE

When a pet starts showing signs of an ear infection, pet parents want immediate relief from pain and suffering! Due to vet shortages and high vet bills, consumers are running to national chain stores for the latest technology in ear care.

Silver Honey's Rapid Ear Care line is the first and only ear care products to treat ear infections with the natural healing powers of medical grade Manuka Honey and MicroSilver BG™. **It's guaranteed to treat pet ear infections in 10 days or less and starts working to soothe pain in less than 30 minutes!**



Convenient 2-step vet strength ear treatment rapidly works to eliminate otis externa related ear infections in 10 days or less. Starts working in just 30 minutes!

- ✓ Contains 5 measured ampoules and 4 oz rinse
- ✓ Guaranteed and less expensive than a vet visit

MRSP \$54.99
IMAP \$49.99

Vet strength ear wipe instantly removes unwanted debris and wax to help maintain healthy ears and prevent bacteria from entering inside ear.

- ✓ provides antimicrobial activities
- ✓ Great for seasoned pet parents focused on preventing ear infections

MRSP \$19.99
IMAP \$17.99

SILVER HONEY®

RAPID EAR CARE

6.5M
U.S. dogs

with ear infections
annually

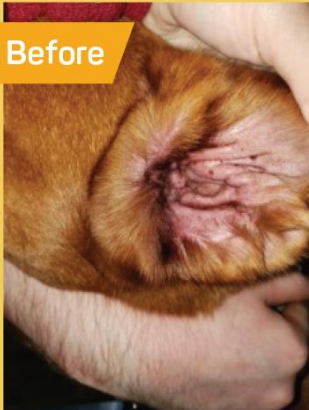
#2
REASON

Ear infections are
the #2 reason for
vet visits

Market size of Ear Care

\$550M
(growing at a 6% YOY)

Before



After



- + Builds on the success of Silver Honey Hot Spot & Wound Care's explosive growth
- + Made with Mother Nature's most powerful antimicrobials, MicroSilver BG™ and medical grade Manuka honey
- + Guaranteed to help soothe pain immediately and end infection within 10 days
- + Proven to start healing in 30 minutes and helps soothe discomfort immediately.
- + The most powerful and convenient OTC ear infection treatment available
- + Easy to follow instructions, demo video and daily checklist
- + The only OTC ear care line with a treat claim on package
- + Significantly less than a typical vet treatment which can run between \$100 - \$350 on average
- + Retail focused box size for easy merchandising

Appeals to a growing consumer market focused on finding natural ingredients that are free from antibiotics.

“ I like the natural ingredients. The Manuka Honey caught my attention right away.

– focus group participant ”

“ I use their Silver Honey hot spot treatment and it works fantastic, so I would use this.

– focus group participant ”

“ I like that it's a time saver, probably a money saver.

– focus group participant ”

We spoke to over 620 people through qualitative and quantitative research and these are the highlights:

6 out of 10 panelists have experienced an ear infection in their dogs for the first time in the past 6 months, while nearly 4 out of 10 had treated multiple ear infections for their pet. Silver Honey ear care products directly appeal to over 2.6 million pets annually.

55% attempted to self-treat in some fashion and 41% took their dog to the vet without trying to self-treat.

6 out of 10 pet parents intend to self-treat their pet's next ear infection, 69% intend to purchase Silver Honey Ear Care products.

Purchase intent for consumers who want to purchase the product at a store and self-treat is extremely high: 67% for the full kit, 66% for the rinse, and 71% for the wipes.

86% would pay \$50-\$60 per kit - substantial savings over vet treatment.

Average panelists spends between \$125-\$275 for vet visits and medications, and are seeking less expensive and more convenient ways to treat their pets.

Panelist liked best: easy to follow instructions, guaranteed to soothe pain immediately and end infection in 10 days or less.

Panelist expect to purchase the Silver Honey Ear Care Treatment at national pet chain stores.

Key purchase drivers: engaged pet owners, prior experience with ear infections, comfort and belief they can self-treat, desire for cost savings quickly get product to stop pet discomfort and, desire for convenience.

SILVER HONEY®

RAPID SKIN RELIEF

Horse owners are all too familiar with skin conditions and wounds. Whether dealing with wet, warm and humid conditions that exacerbate skin issues, having an aging horse whose immune system is not protecting them as well as it used to from skin conditions, or just dealing with ongoing active horse wounds, consumers want products that work reliably and quickly without causing secondary issues.

The medicated shampoo category is dominated by products using outdated technology and harsh ingredients like iodine, chlorhexidine and tea tree oil that can cause drying or sensitivity issues. Silver Honey Medicated Shampoo offers completely new technology that provides more advanced treatment that is gentle on the skin's microbiome and is made with natural, medical grade ingredients that horse owners understand, value, and are excited to try.



Formulated to quickly soothe irritated skin and treat fungal and bacterial skin conditions, this rejuvenating shampoo delivers fast relief that starts working after just one application.

Medicated shampoo cleanses and nourishes the skin to rapidly start treating fungal and bacterial skin conditions and soothe irritated skin. Can be used alone, or as the first step in Silver Honey® wound treatment.

- ✓ Delivers fast relief that starts working after just one application.
- ✓ Anti-fungal and anti-bacterial, no antibiotics and steroid free



16 fl oz
MSRP: \$25.99
IMAP: \$23.99

SILVER HONEY[®]

RAPID SKIN RELIEF



Quickly treats fungal and bacterial skin conditions like rain rot, scratches, ringworm, dermatitis, flaking, scaling and other skin conditions

- + Hydrating relief for itchy, irritated skin
- + Can be used as a wash for cuts and wounds
- + MicroSilver BG[®] delivers extended antimicrobial action
- + No fragrances, parabens, sulfates, or alcohol
- + Antibiotic and steroid-free
- + Safe for horses and all animals

24 panelists from across the country were selected to perform field tests with Silver Honey[®] Medicated Shampoo over a week's time.

“The "silvery" appearance makes me feel like there are therapeutic ingredients.”

- field tester ”

Overall rating:
4.6/5

“This shampoo helped loosen and shed hair; my horse's undercoat is slick and shiny and he isn't itching as bad.”

- field tester ”

“I liked that it didn't have a strong scent; I have one horse who is very sensitive.”

- field tester ”

“I used this on a gelding's nasty legs, worked fabulous!”

- field tester ”

“This worked better than my normal product.”

- field tester ”

Here are the highlights from our panelists:

70% rated Silver Honey Medicated Shampoo better than their current product.

Skin felt moisturized; the shampoo loosened scaly skin with no irritation.

Improvements were noticed after just one application, with continued improvement with each subsequent application.

The shampoo immediately started soothing

Rinsing removed any soap with no leftover residue and left the coat shiny

We are developing a strategic and integrated marketing plan for the introduction of our latest innovative products in the Silver Honey family to set our partners up for success in the coming year.

JAN FEB MARCH APRIL MAY JUNE JULY AUG SEP OCT NOV DEC

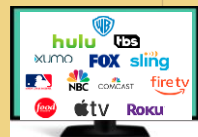
January 1, 2023, product available

MEDIA PLAN SNAPSHOT
 SOCIAL: 200M impressions
 INFLUENCERS: 15M impressions
 NATIONAL CTV: 70 M impressions
 SEM: 150M impressions
 DOI PARTNERSHIP: 17M impressions
 = 452M impressions

Phase 1
 National brand awareness
 CTV, social, influencers
 Duration: 12 months

Phase 2
 Drive foot traffic to retail
 SEM, digital, influencers
 Duration: April - December

Phase 3
 Consumer education
 YouTube, SEM, Social
 Duration: September - December



Product Description	Item #	UPC	Units Per Case	MSRP	iMAP
Silver Honey® Rapid Ear Care Vet Strength Ear Treatment	433030	0 11444 45701 5	6	\$54.99	\$49.49
Silver Honey® Rapid Ear Care Vet Strength Pet Wipes	433001	0 11444 45501 1	12	\$19.99	\$17.99
Silver Honey® Rapid Skin Relief Medicated Shampoo	459001	0 11444 45901 9	6	\$25.99	\$23.39



Silver Honey Current products:

First Aid/Wound & Skin Care

Category Market Opportunity: \$80M



Ear Care

Category Market Opportunity: \$500M



Medicated Grooming

Category Market Opportunity: \$80M



Upcoming innovation

+ EYE CARE

Category Market Opportunity: \$40M

+ BALMS/PAW & NOSE CARE

Category Market Opportunity: \$30M

+ BODY WIPES

Category Market Opportunity: \$50M



SILVER
HONEY®

Thank you!