

OPTIMA 365™

When the
5-second rule
doesn't apply



PROVEN skin and coat formulation
significantly reduces pet dander and
shedding.*



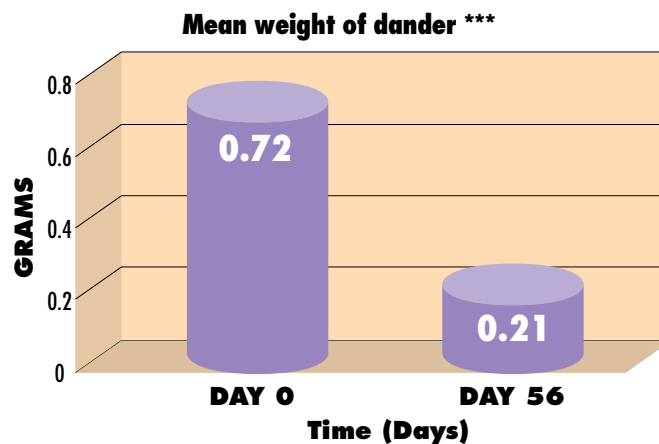
* Data on file.



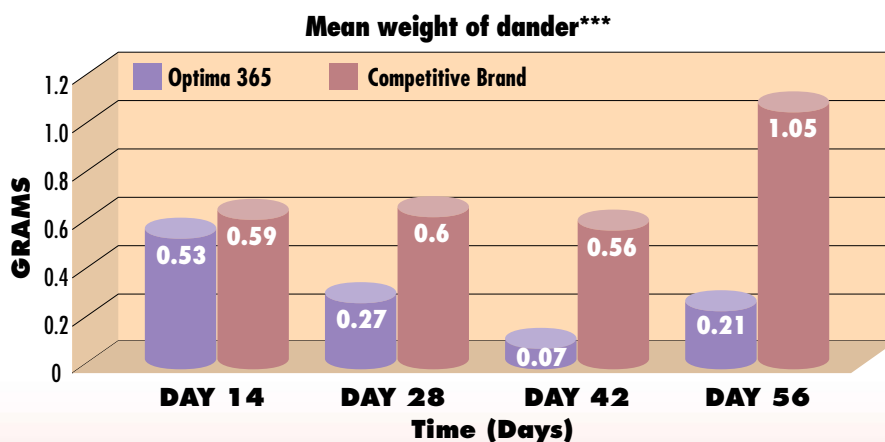
Clinical study proves Optima 365™ reduces shedding in dogs by 71% **

In an independent study, dogs in four different treatment groups were fed different shedding products for a period of 56 days. Data on dander and hair weight, zinc concentration in blood, hair growth rate, weight for each dog, and hair shaft morphology were collected before and during the study.

Optima 365™ Reduced Shedding 71%



Optima 365™ Demonstrates Significantly Less Shedding*



* Data on file. Summary report available on www.vpl.com.

** At each collection day, the dogs given Optima 365™ exhibited fewer grams of dander than dogs given competitive brand.

*** Dander includes dead skin and hair.

Optima 365™ contains an optimal combination of marine and vegetable oils, amino acids, vitamins and minerals proven to enhance skin and coat condition.

Supplement Profile

- Marine and vegetable Omega 3 fatty acids, including DHA, EPA, and ALA
- Antioxidant vitamins A and E
- Biotin to promote skin health and follicle development
- Taurine, the essential free amino acid felines need
- Amino acids serine and proline for collagen production and overall skin and coat health
- Zinc and Copper for proper hair development and shine

SCANNING ELECTRON MICROSCOPY

Hair samples for all treatments in time were collected from the lateral thoracic region of each dog on test days 0, 14, 28 and 56.



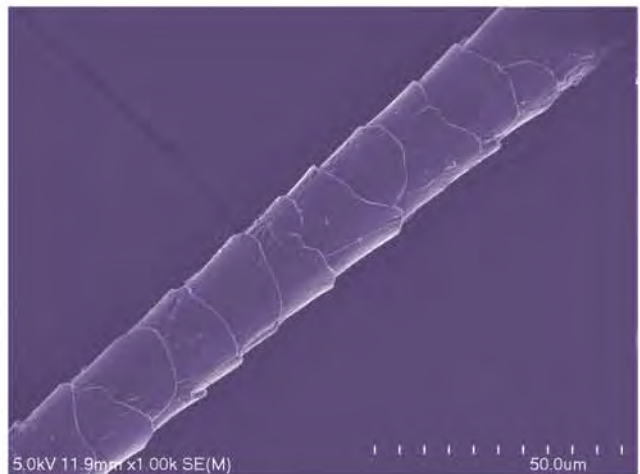
Day 0 - Testing is initiated



Day 14 - 2 weeks



Day 28 - 4 weeks



Day 56 - Completion of study

These micrographs show the improvement of a hair follicle from a dog fed Optima 365™ from start to completion of the study. Note the smooth, healthy appearance of the hair shaft after 56 days of supplementation.



- Stops excessive shedding in 2-3 weeks
- Demonstrates a 7.7:1 Omega 6 to Omega 3 fatty acid ratio, ideal for skin and coat health
- Reduce weight gain worries with 33% fewer calories than other brands
- Preferred palatability over other brands
 - 3:1 by dogs
 - 2:1 by cats
- No drip spout for easy administration



Optima 365™ is available in 16 oz. and gallon dog formulations and a 16 oz. cat formulation.

Visit optima365pet.com for more information and special offers, including a mail-in rebate coupon

For additional information on Optima 365™, or to order, contact your authorized veterinary distributor or VPL at 1-888-241-9545.

For a copy of the summary report, visit www.vpl.com



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