

OPTIMA 365™ Liquid and Chewable Tablets contain:

- Optimal combination of marine and vegetable Omega 3 and 6 fatty acids, including DHA, EPA and ALA for healthy skin and coat condition
- Antioxidant vitamins A and E
- Biotin to promote skin health and follicle development
- Taurine, essential free amino acid cats need
- Amino acids serine and proline for collagen production and overall skin and coat health
- Zinc and Copper for proper hair development and shine

Q. Isn't it normal for my pet to shed?

A. Seasonal shedding is normal. That's the natural loss of hair to allow for a new coat to come in. This usually happens when the weather is warmer, when pets shed their heavy coats for a shorter, more comfortable pelt. Chronic shedding is NOT normal. This usually indicates a dietary deficiency. OPTIMA 365™ supplements are specially formulated to eliminate non-seasonal shedding with ingredients that may be lacking in the pet's daily diet. While OPTIMA 365™ supplements control chronic shedding, they do not interfere with normal, seasonal shedding.

Q. How do I use OPTIMA 365™?

A. Administer the liquid or tablets to your pet's food or administer tablet alone. The amount you give depends on your pet's weight. Read the label for the right dose for your pet. OPTIMA 365™ supplements must be given daily to be effective. If you stop giving it, non-seasonal shedding may resume.

Q. Can I feed OPTIMA 365™ with other supplements?

A. OPTIMA 365™ supplements may be used with any other supplements or special diets. They may be given to pets of all ages.

Q. What else can OPTIMA 365™ do for my pet other than stopping unwanted shedding?

A. Since OPTIMA 365™ supplements are enriched with vitamins, minerals, amino acids and essential fatty acids, they will improve the overall condition of your pet's skin and coat and enhance his or her overall health.

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

OPTIMA 365™ supplements are available from your veterinarian.

For additional information on OPTIMA 365™, contact VPL at 1-888-241-9545.



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OPTIMA 365™

NOW
in Chewable
Tablets for Dogs!

When the
5-second rule
doesn't apply



**Improves skin and coat condition
and reduces excessive shedding**

*Palatable liquid for cats and
NOW a tasty choice of liquid or
chewable tablets for dogs*



OPTIMA 365™

*Improves skin and coat condition
and reduces excessive shedding*

Reduces excessive shedding in as little as 2-4 weeks!

Excessive, non-seasonal shedding is not normal. OPTIMA 365™ supplements contain an optimal balance of Omega 3 and Omega 6 fatty acids, antioxidants, amino acids, vitamins and minerals to dramatically reduce excessive shedding in as little as 2-4 weeks.

OPTIMA 365™ Liquid for Dogs and Cats

– Palatable poultry, marine and beef flavors

OPTIMA 365™ Chewable Tablets for Dogs

– Tasty pork liver, bacon and vegetable beef flavors

Reduces weight-gain worries

All anti-shedding products contain fat-based calories, essential for nourishing skin and coat. But some have much more than needed. OPTIMA 365™ supplements provide the minimum calories needed for maximum results.

6.5 Kcal per chewable tablet

76 Kcal per tablespoon of liquid

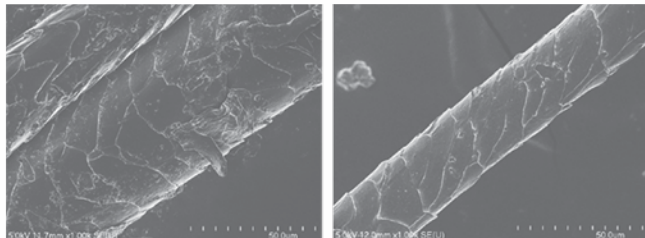


OPTIMA 365™ liquid clinically proven to reduce shedding and dander in dogs by 71%!

In a clinical study, dogs were given different anti-shed products for a period of 56 days. Data on dander weight were collected yielding a reduction in mean weight of 71%.

Improve skin and coat condition

OPTIMA 365™ supplements contain an optimal combination of marine and vegetable oils, amino acids, vitamins and minerals proven to enhance skin & coat condition.



Day 0 - Testing is initiated

Day 56 - Completion of study

These electron micrographs show the improvement of a hair follicle from a dog fed OPTIMA 365™ liquid from start to completion of study. Note the smooth, healthy appearance of the hair shaft after 56 days of supplementation. This could visually be interpreted as a lustrous and healthy coat.*

NOW
in Chewable
Tablets for Dogs!