

POUNCE *sleep* PET
FUN *FETCH* CHASE
catch RUN
INNOVATION
DESIGN *r2p pet* PAWS
value CARE
PLAY CHEW
JUMP LOVE BARK
purr





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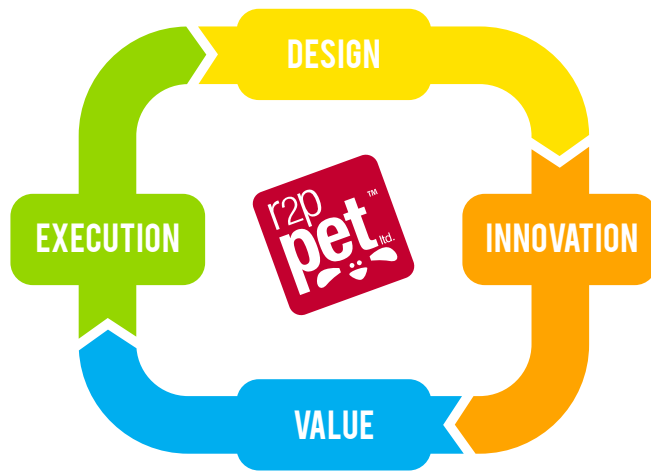


Agenda

- **Who Is R2P Pet**
- **Industry Trends and Insights-Dog**
- **New Dog Toys**
- **Industry Trends and Insights-Cat**
- **New Cat Toys**
- **Dog Feeding**
- **Conclusion**



About Us



R2P Pet (the “Company”) is a leading developer and marketer of pet products. With a global footprint and forward thinking approach, R2P Pet has established itself as a preeminent supplier of dog and cat toys, beds, and accessories. The Company’s products are developed with a focus on innovation, design, and value and are sold in major Pet Specialty retailers throughout the world.

As a true leader in product design and development, the Company is focused on developing innovative products designed to match the individual styles of the evolving pet parent and deliver a compelling value in terms of both retail price and quality. Built around a proprietary, collaborative development process and implemented by an experienced product design and development team, the Company delivers tailored product assortments to all retail partners across nearly every channel. Further differentiation is achieved through a 3-tier brand approach that includes (1) National brand, (2) Private label, and (3) Licensed Brand. By incorporating feedback from customers, retailers, suppliers, experts, and loyal product testers, the iterative, collaborative, development process sets the Company apart from many competitors that outsource product development and lack a true internal development engine.

The Company also owes much of its success to a robust and proven global supply chain. Built on a direct import business model, the global supply chain works with retailers around the world to ship millions of units annually and achieve excellent performance metrics in every facet of operational execution from on-time shipments to order accuracy. With this sophisticated infrastructure in place, the Company is positioned to leverage its’ sourcing capabilities to grow existing business and expand into a variety of adjacent categories.

Since the Company’s founding, collaborative customer relationships have been the top priority. Commitment to a category Management sales approach has helped R2P Pet design and deliver retailer specific assortments that consistently outperform the competition. The benefits of the Company’s leadership skills and position are obvious at key retailers where length of relationship and track record of success are apparent. Led by an experienced and proven Management team, the Company is focused on long-term growth.



Industry Trends

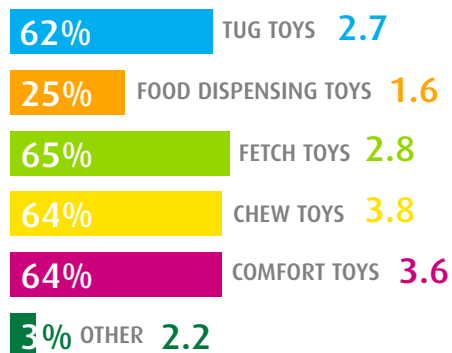
The pet toy market continues to be one of the largest and most competitive categories in pet accessories. During 2016, dog and cat toys in the U.S. racked up retail sales of approximately \$1 billion, up from \$849 million in 2011, reflecting a compound annual growth rate (CAGR) of 4%. Strong pet toy sales are projected to continue to advance through 2020, with a forecasted 3% CAGR. Toys are the most frequently purchased type of durable pet care product.

A wide range of product types, styles, and materials provide consumers with new ways to keep their pets active, stimulated and entertained, while also helping to foster the human/pet bond. The **humanization of pets** has created an essential need for toys that connect consumers with their pets.

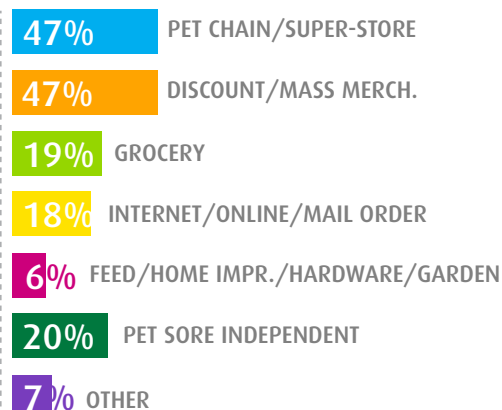
Interactive toys help pet parents create a stronger bond while also providing their four-legged friends with necessary mental and physical stimulation.

The **well-being and health** of pets has become a primary concern for many pet parents. To ensure their pet has sufficient exercise and maintains a healthy weight, pet parents are looking for toys that keep their pets active and spark their pet's **natural instinct to hunt and play**.

TYPES OF TOYS PURCHASED



WHERE DOG TOYS ARE USUALLY PURCHASED



• APPA National Survey

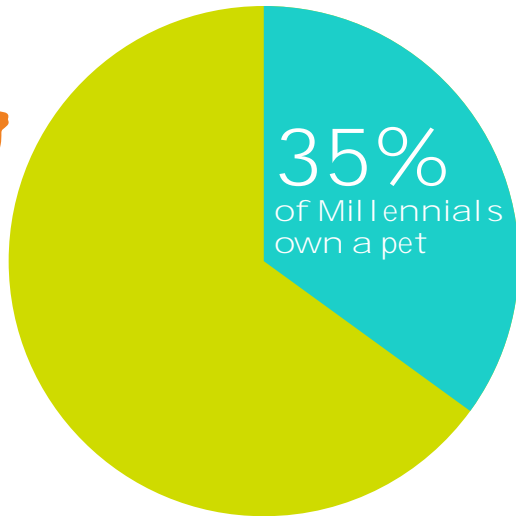


Consumer Insights

MILLENNIALS

(generally ages 18 to 34)

Millennials are now the largest group of pet owners and are the heaviest purchasers of dog toys (80%)

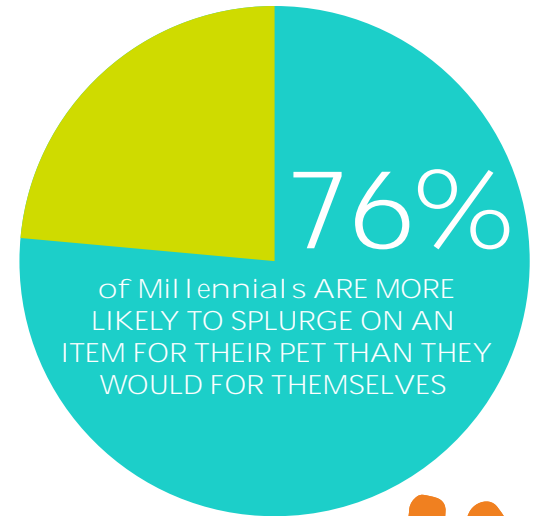


35%
of Millennials
own a pet



90% of Millennials are on social media and 55% of Millennials with social media follow at least one pet on social media.

17% have separate social media accounts for their pets.



76%
of Millennials ARE MORE
LIKELY TO SPLURGE ON AN
ITEM FOR THEIR PET THAN THEY
WOULD FOR THEMSELVES

A line graph with an orange line showing an upward trend from 2007 to 2015. A silhouette of a woman in an orange dress stands to the left of the graph.

Millennials are responsible for 43% of pet owner growth between 2007 and 2015

43%

Millennials are opting for pets instead of starting families



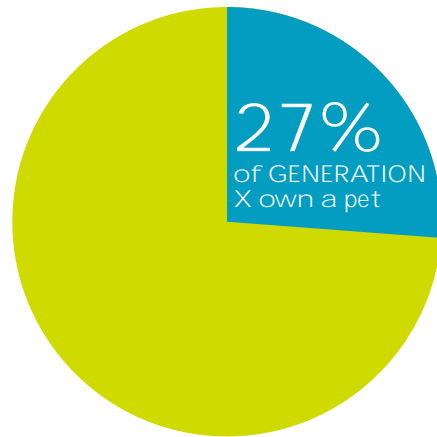
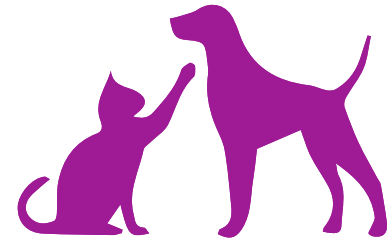
• APPA 2017-2018 National Survey, Wakefield Research, The Harris Poll



Consumer Insights

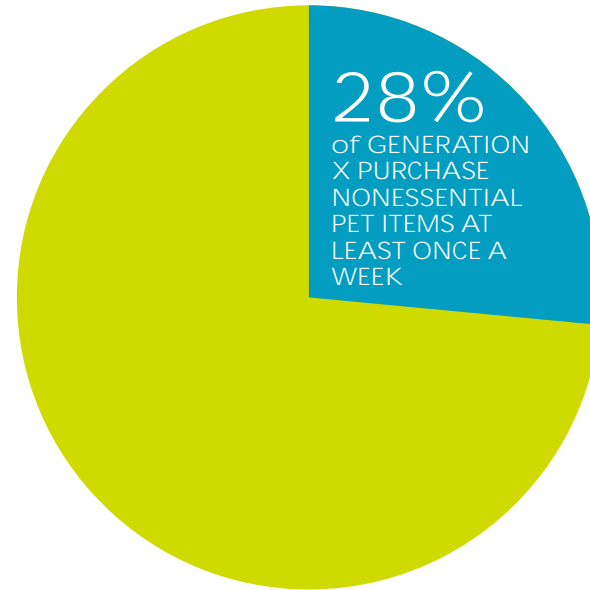
GENERATION X (generally ages 35 to 50)

APPROXIMATELY 20 MILLION GENERATION X HOUSEHOLDS OWN A DOG OR CAT



76% of Gen X
Purchase Dog Toys

19% OF GENERATION X PET OWNERS
DRESS THEIR PETS IN CLOTHING

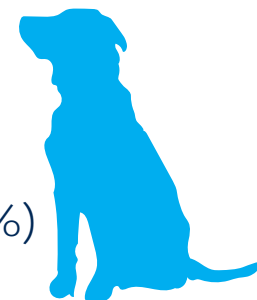


GENERATION X HAS
SLIGHTLY STRONGER
BRAND LOYALTY

• APPA 2017-2018 National Survey, Wakefield Research, The Harris Poll

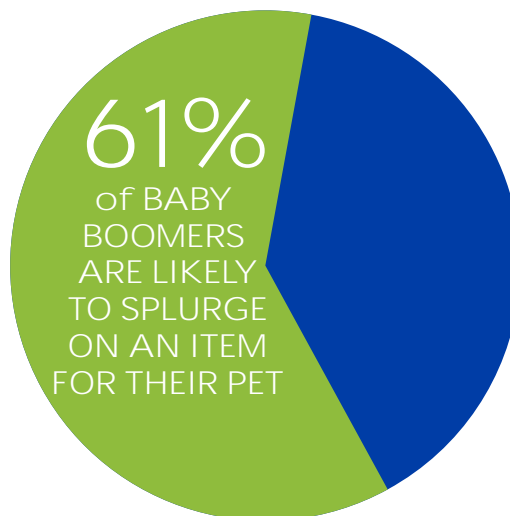
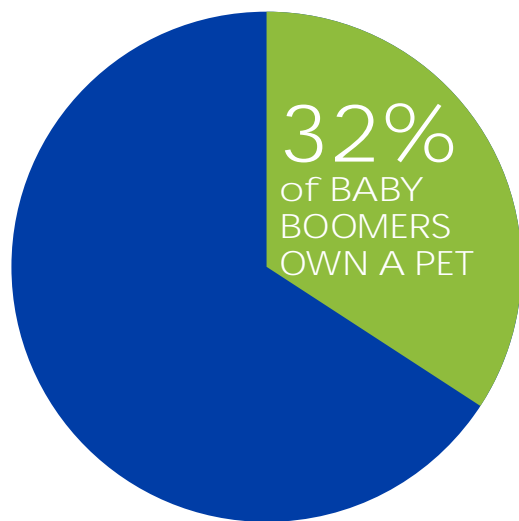


Consumer Insights



BABY BOOMERS (generally ages 51 to 69)

BABY BOOMERS GRAVITATE TOWARDS PET OWNERSHIP
AS THEY ENTER THE EMPTY NESTER PERIOD (67%)



67% of Baby Boomers
Purchase Dog Toys

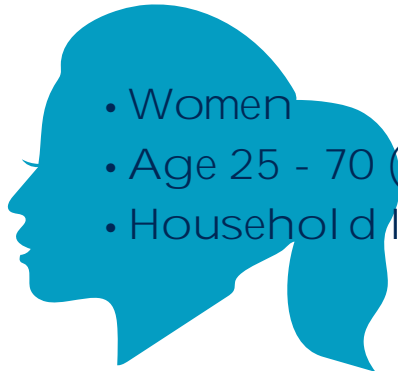
8% OF BABY BOOMERS PURCHASE NONESSENTIAL
PET ITEMS AT LEAST ONCE PER WEEK

• APPA 2017-2018 National Survey, Wakefield Research, The Harris Poll



Consumer Insights

WHO SHE IS



- Women
- Age 25 - 70 (Avg Age 52)
- Household Income \$45K - \$75K +

Primary Shopper

Family Household - 81%

Caucasian - 90%

Own Home - 77%

Married - 64%

Employed - 51%

TYPES OF TOYS

Fetch Toys

Her most common purchased toy, although chew and comfort toys are a very close second

Chew Toys

Durable toys that curb destructive behavior and provide potential health benefits, such as cleaning teeth

Comfort Toys

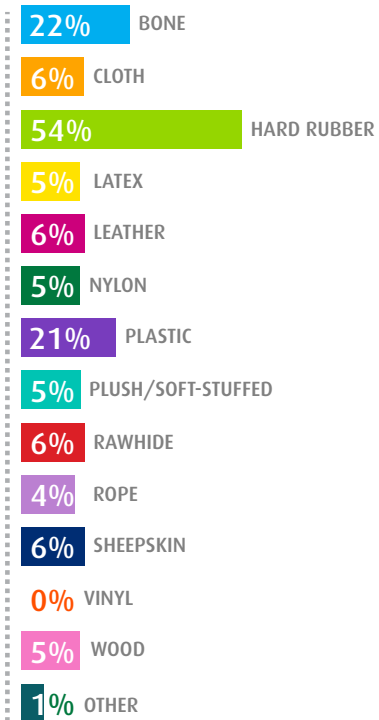
Primarily plush toys that can be used for cuddling, fetching. Also, mimic a dog's natural instinct to shake and "kill" prey

• APPA National Survey

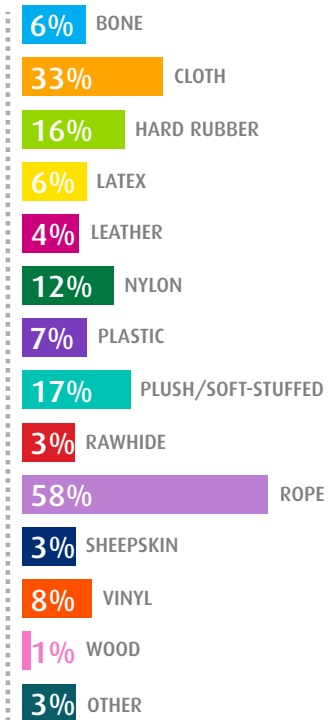


Materials of Toys Purchased

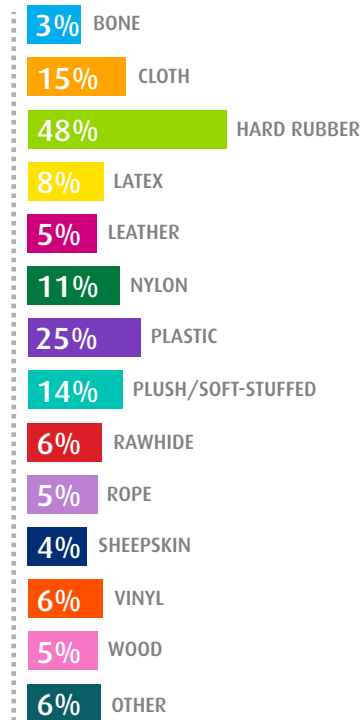
FOOD DISPENSING TOYS (TREAT FILLED)



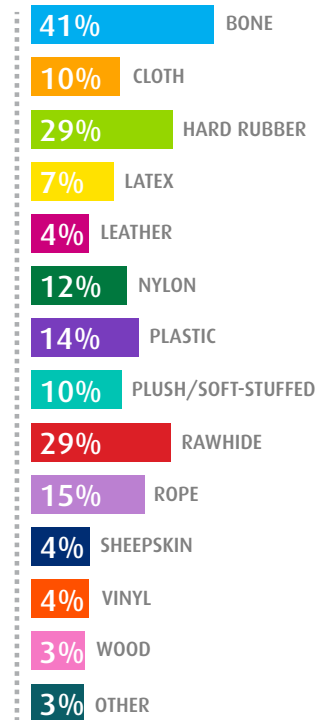
TUG TOYS



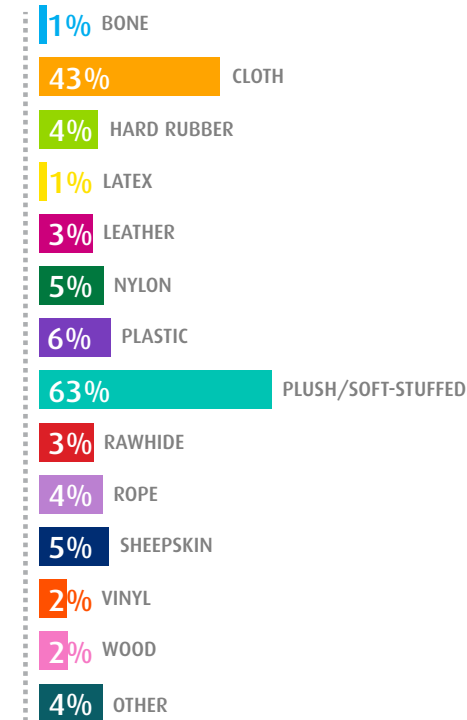
FETCH TOYS



CHEW TOYS



COMFORT



• APPA National Survey

Dog Toys



NEW MATERIALS DURABLE INTERACTIVE
ON/OFF SQUEAKERS TEXTURE OUTDOOR PLAY
UNIQUE SMALL DOG CHEW



Hush Plush

Situation:

- Pet Parents list squeaker noise as the 2nd highest plush toy complaint behind lack of durability
- There are a couple of companies who have launched a squeakerless plush toy. The key reasons for their limited success are “does it really work/how do I know if its still working” and “it’s difficult to use”

Idea:

- Introduce an innovative, patented problem-solution dog toy that allows the pet parent to control the squeaker noise!
- Design a dog toy that is cute and colorful with on-trend characters
- Protect the squeaker so it lasts longer than a regular or durable plush toy

Details:

- Offering 8 cute and colorful on-trend characters in small and large sizes
- Very competitive suggested retails of \$9.99 and \$12.99
- The squeaker is inside a durable, TPR material
- Our squeaker’s on-off mechanism easy to use

Benefits:

- Hush Plush is perfect for Pet Specialty account...innovative and problem solving toy
- Available for Pet Specialty accounts only
- Expand the “No Squeaker Noise” POG section with new alternative



TO SQUEAK? OR NOT TO SQUEAK?

THAT IS THE QUESTION.



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HUSH PLUSH™ dog toys are designed with a unique “ON/OFF switch” that gives pets more ways to play! Switch the squeaker ON for loud, raucous fun or OFF for gentle, quiet play. The choice is yours!



PATENT PENDING

ITEM#	SIZE	DESCRIPTION	UPC#	CASE PACK	ITEM#	SIZE	DESCRIPTION	UPC#	CASE PACK
6701	SMALL	SHARK	847388067016	Inner 4 Master 24	6717	LARGE	SHARK	847388067177	Inner 4 Master 12
6705	SMALL	BUMBLE BEE	847388067054	Inner 4 Master 24	6718	LARGE	BUMBLE BEE	847388067184	Inner 4 Master 12
6703	SMALL	CROCODILE	847388067030	Inner 4 Master 24	6720	LARGE	CROCODILE	847388067207	Inner 4 Master 12
6700	SMALL	FLAMINGO	847388067009	Inner 4 Master 24	6715	LARGE	FLAMINGO	847388067153	Inner 4 Master 12
6711	SMALL	UNICORN	847388067115	Inner 4 Master 24	6713	LARGE	UNICORN	847388067139	Inner 4 Master 12
6712	SMALL	WALRUS	847388067122	Inner 4 Master 24	6716	LARGE	WALRUS	847388067160	Inner 4 Master 12
6707	SMALL	DRAGON	847388067078	Inner 4 Master 24	6714	LARGE	DRAGON	847388067146	Inner 4 Master 12
6708	SMALL	CLOWN FISH	847388067085	Inner 4 Master 24	6719	LARGE	CLOWN FISH	847388067191	Inner 4 Master 12

For more information contact us at:
sales@r2ppet.com



Hush Plush Assortment & Pricing

DESCRIPTION	R2P SKU #	R2P UPC #	SUGGESTED RETAIL	CASE PACK	INNER PACK
FLAMINGO LARGE	6715	847388067153	\$12.99	12	4
FLAMINGO SMALL	6700	847388067009	\$9.99	24	4
UNICORN LARGE	6713	847388067139	\$12.99	12	4
UNICORN SMALL	6711	847388067115	\$9.99	24	4
BUMBLE BEE LARGE	6718	847388067184	\$12.99	12	4
BUMBLE BEE SMALL	6705	847388067054	\$9.99	24	4
CLOWN FISH LARGE	6719	847388067191	\$12.99	12	4
CLOWN FISH SMALL	6708	847388067085	\$9.99	24	4
DRAGON LARGE	6714	847388067146	\$12.99	12	4
DRAGON SMALL	6707	847388067078	\$9.99	24	4
SHARK LARGE	6717	847388067177	\$12.99	12	4
SHARK SMALL	6701	847388067016	\$9.99	24	4
CROCODILE LARGE	6720	847388067207	\$12.99	12	4
CROCODILE SMALL	6703	847388067030	\$9.99	24	4
WALRUS LARGE	6716	847388067160	\$12.99	12	4
WALRUS SMALL	6712	847388067122	\$9.99	24	4



Chew Shoes

Situation:

- Combined, dog plush and durable chew toys make up the largest section of the dog toy POG
- Mixed material toys are extremely popular because they provide more play options
- Pet Parents like to buy cute plush toys

Idea:

- Introduce a new, mixed material dog toy in a shape of a well-known human product
- Cater to the pet parent who wants cute plush characters and a toy that lasts longer than a typical plush toy

Details:

- They are the irresistible, chew worthy toys designed with the classic sneaker in mind
- Playtime will never get old with the combination of cute, soft plush characters, ballistic nylon and textured rubber
- Chew Shoes' unique combination of fun Plush and Rubber is great for cuddlers and strong chewers
- Suggested POG location is between rubber and plush toys

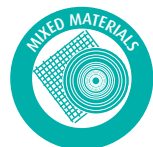
Benefits:

- Offer a new subcategory of mixed material toys to your POG assortment
- Our small size Chew Shoes are a perfect size for the average small dog's jaw
- Chew Shoes verticle packagaing is easy to POG
- Excellent retails price points: \$9.99 and \$14.99



SOFT PLUSH ON ONE SIDE TEXTURED RUBBER ON THE OTHER!

Here's something to chew on... Chew Shoes™ are the irresistible, chew-worthy toy designed with the classic sneaker in mind. Playtime will never get old with the combination of super soft plush, ballistic nylon and textured rubber.



LARGE PIG



LARGE CHICKEN



LARGE UNICORN



LARGE DRAGON



LARGE TIGER



LARGE PANDA



LARGE KOALA



LARGE BEAR



SMALL PIG



SMALL CHICKEN



SMALL UNICORN



SMALL DRAGON



SMALL TIGER



SMALL PANDA



SMALL KOALA



SMALL BEAR



ITEM#	SIZE	DESCRIPTION	UPC#	CASE PACK	ITEM#	SIZE	DESCRIPTION	UPC#	CASE PACK
3789	LARGE	PIG	847388037897	Inner 4 Master 12	3801	SMALL	PIG	847388038016	Inner 4 Master 24
3795	LARGE	UNICORN	847388037958	Inner 4 Master 12	3805	SMALL	UNICORN	847388038054	Inner 4 Master 24
3790	LARGE	CHICKEN	847388037903	Inner 4 Master 12	3800	SMALL	CHICKEN	847388038009	Inner 4 Master 24
3796	LARGE	DRAGON	847388037965	Inner 4 Master 12	3806	SMALL	DRAGON	847388038061	Inner 4 Master 24
3797	LARGE	TIGER	847388037972	Inner 4 Master 12	3807	SMALL	TIGER	847388038078	Inner 4 Master 24
3785	LARGE	PANDA	847388037859	Inner 4 Master 12	3802	SMALL	PANDA	847388038023	Inner 4 Master 24
3784	LARGE	KOALA	847388037842	Inner 4 Master 12	3804	SMALL	KOALA BEAR	847388038047	Inner 4 Master 24
3783	LARGE	BEAR	847388037835	Inner 4 Master 12	3803	SMALL	BEAR	847388038030	Inner 4 Master 24



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For more information contact us at:
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Chew Shoes Assortment & Pricing

DESCRIPTION	R2P SKU #	R2P UPC #	SUGGESTED RETAIL	CASE PACK	INNER PACK
PIG SMALL	3801	847388038016	\$9.99	24	4
PIG LARGE	3789	847388037897	\$14.99	12	4
CHICKEN SMALL	3800	847388038009	\$9.99	24	4
CHICKEN LARGE	3790	847388037903	\$14.99	12	4
PANDA SMALL	3802	847388038023	\$9.99	24	4
PANDA LARGE	3785	847388037859	\$14.99	12	4
UNICORN SMALL	3805	847388038054	\$9.99	24	4
UNICORN LARGE	3795	847388037958	\$14.99	12	4
DRAGON SMALL	3806	847388038061	\$9.99	24	4
DRAGON LARGE	3796	847388037965	\$14.99	12	4
TIGER SMALL	3807	847388038078	\$9.99	24	4
TIGER LARGE	3797	847388037972	\$14.99	12	4
KOALA SMALL	3804	847388038047	\$9.99	24	4
KOALA LARGE	3784	847388037842	\$14.99	12	4
BEAR SMALL	3803	847388038030	\$9.99	24	4
BEAR LARGE	3783	847388037835	\$14.99	12	4



Mega Chewz

Situation:

- Dogs have a natural instinct to chew. Many are heavy to extreme chewers
- It's important to keep dogs active and discourage them from destructive chewing
- Current options are Nylabone, Kong, Petstages Antlers and BeneBone

Idea:

- Introduce a new, well-know material for heavy to extreme chewing dogs that is a superior alternative to current assortment
- Provide a variety of shapes for solo or interactive play
- Make the product stand-out at point of sale

Details:

- Mega Chewz is made of the same material as in-line skate wheels, polyurethane
- Polyurethane is also used for some of the strongest industrial uses like elevator and escalator wheels
- Polyurethane is stronger than rubber
- Our red and black marble swirl is a unique color unlike others in the durable chew category
- There are four styles and two sizes, great for all dogs

Benefits:

- Mega Chewz does not splinter into sharp edges like Nylabone and Petstages Antlers
- Mega Chewz is ingestible as it breaks apart in small soft flaky pieces
- Mega Chew durability scale is between Nylabone and Petstages Antler



MEGA CHEWZ

ANOTHER AWESOME COLLECTION FROM
THE MEGA MUTT FAMILY



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Mega Mutt® Mega Chewz durable chew toys are made of a high-strength material, that is designed to handle high impact. These tough toys are perfect for gnawing and chewing, and are ideal for even the most determined chewers.



SMALL WISHBONE



SMALL KNOTTED BONE



SMALL ROLLER



SMALL BONE



LARGE WISHBONE



LARGE KNOTTED BONE



LARGE ROLLER



LARGE BONE



ITEM#	SIZE	DESCRIPTION	UPC#	CASE PACK	ITEM#	SIZE	DESCRIPTION	UPC#	CASE PACK
3852	SMALL	WISHBONE	847388038528	Inner 4 Master 24	3851	LARGE	WISHBONE	847388038511	Inner 4 Master 12
3854	SMALL	KNOTTED BONE	847388038542	Inner 4 Master 24	3853	LARGE	KNOTTED BONE	847388038535	Inner 4 Master 12
3856	SMALL	BONE	847388038566	Inner 4 Master 24	3855	LARGE	BONE	847388038559	Inner 4 Master 12
3860	SMALL	ROLLER	847388038603	Inner 4 Master 24	3859	LARGE	ROLLER	847388038597	Inner 4 Master 12

For more information contact us at:
sales@r2ppet.com



Mega Chewz Assortment & Pricing

DESCRIPTION	R2P SKU #	R2P UPC #	SUGGESTED RETAIL	CASE PACK	INNER PACK
WISHBONE LRG	3851	847388038511	\$14.99	12	4
WISHBONE SML	3852	847388038528	\$4.99	24	4
KNOTTED BONE LRG	3853	847388038535	\$19.99	12	4
KNOTTED BONE SML	3854	847388038542	\$6.49	24	4
BONE LARGE	3855	847388038559	\$10.99	12	4
BONE SMALL	3856	847388038566	\$6.99	24	4
ROLLER LARGE	3859	847388038597	\$18.99	12	4
ROLLER SMALL	3860	847388038603	\$9.99	24	4



Cat Toys



**SILVER VINE REALISTIC CRINKLE CATNIP
FEATHERS CORK MIXED MATERIALS STIMULATE
CATNIP BLEND SOUND RATTLE WANDS
INTERACTIVE ON TRENDKICKERS HÜNT**



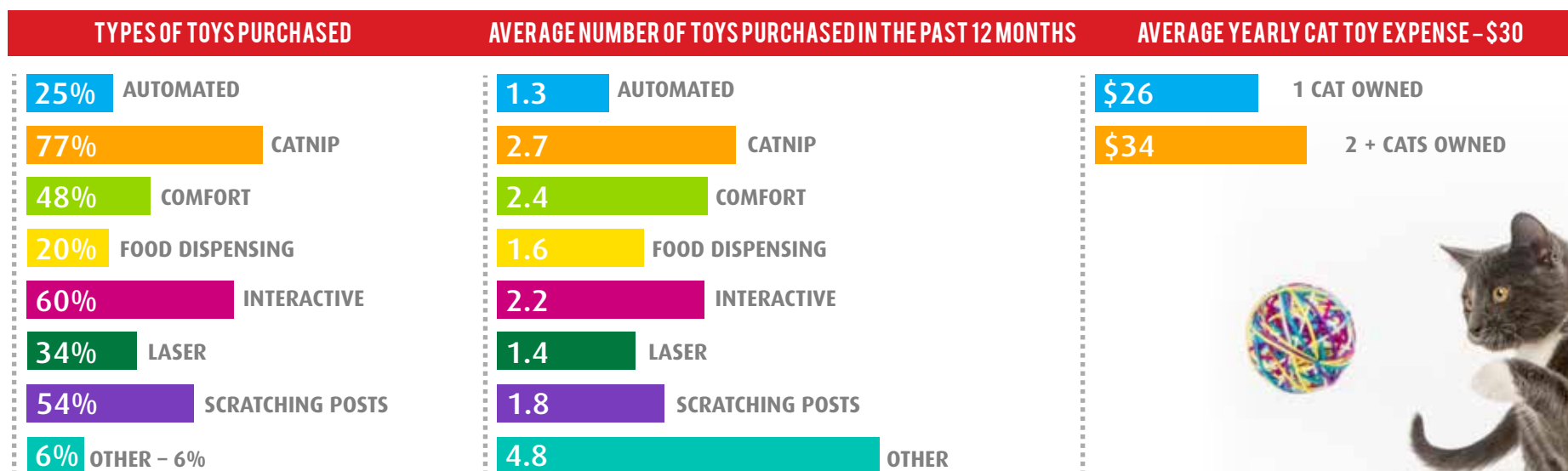
Industry Trends

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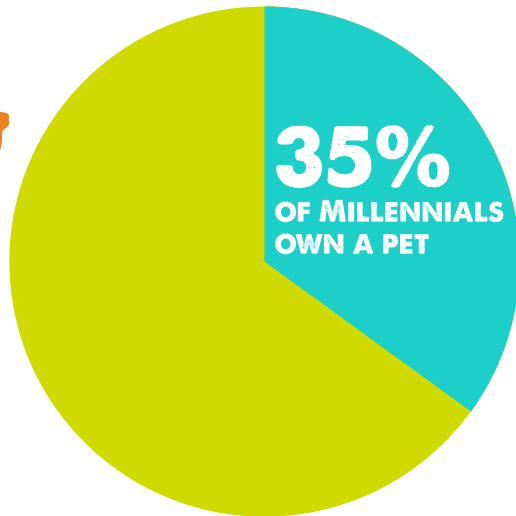
• APPA National Survey

Consumer Insights

MILLENNIALS

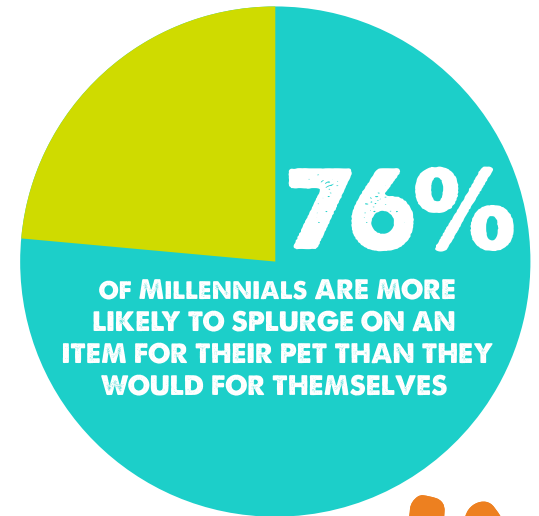
(generally ages 18 to 34)

MILLENNIALS ARE NOW THE LARGEST GROUP OF PET OWNERS AND ARE THE HEAVIEST PURCHASERS OF CAT TOYS (69%)



90% OF MILLENNIALS ARE ON SOCIAL MEDIA
AND 55% OF MILLENNIALS WITH SOCIAL MEDIA FOLLOW AT LEAST ONE PET ON SOCIAL MEDIA.

17% HAVE SEPARATE SOCIAL MEDIA ACCOUNTS FOR THEIR PETS.



MILLENNIALS ARE RESPONSIBLE FOR **43%** OF PET OWNER GROWTH BETWEEN 2007 AND 2015

MILLENNIALS ARE OPTING FOR PETS INSTEAD OF STARTING FAMILIES



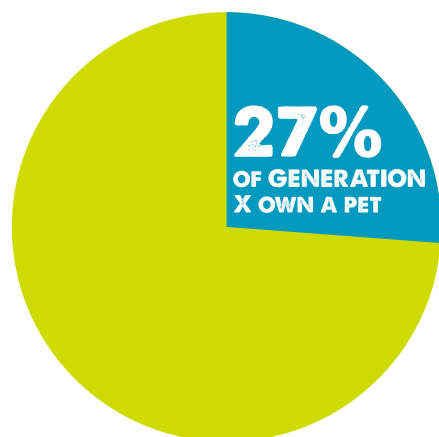
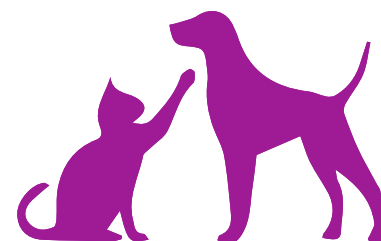
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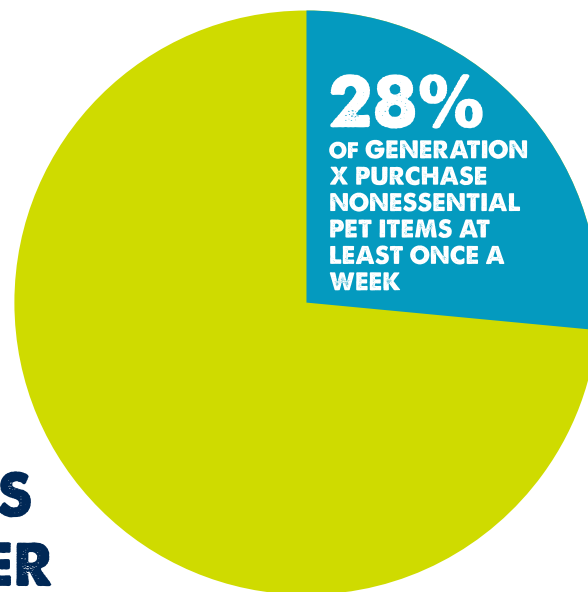
Consumer Insights

GENERATION X
(generally ages 35 to 50)

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HOUSEHOLDS OWN A DOG OR CAT**



**GENERATION X HAS
SLIGHTLY STRONGER
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**19% OF GENERATION X PET OWNERS
DRESS THEIR PETS IN CLOTHING**



• APPA 2017-2018 National Survey, Wakefield Research, The Harris Poll

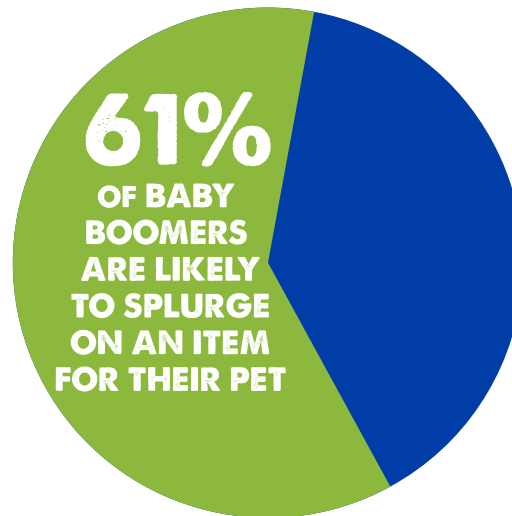
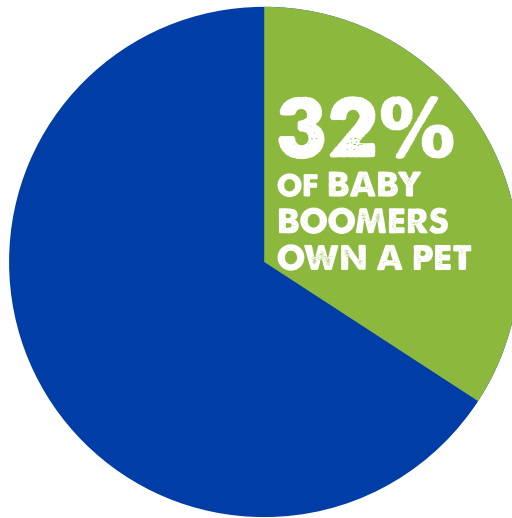


Consumer Insights

BABY BOOMERS

(generally ages 51 to 69)

BABY BOOMERS GRAVITATE TOWARDS PET OWNERSHIP AS THEY ENTER THE EMPTY NESTER PERIOD



8% OF BABY BOOMERS PURCHASE NONESSENTIAL PET ITEMS AT LEAST ONCE PER WEEK

• APPA 2017-2018 National Survey, Wakefield Research, The Harris Poll



Consumer Insights - SHE

WHO SHE IS

- Woman
- Avg Age 47
- HHI \$75K+ – 34%
- Own Home – 69%
- Married – 59%
- Caucasian – 90%
- Employed – 58%

INFLUENCES

- Design – She wants toys that look good and function well
- Material – She wants toys that have unique and durable materials
- Features – She wants multiple features and benefits that provide value
- Innovation – She wants to see new, different, and on trend toys

WHY SHE SHOPS THERE

- Top Three Drivers:
- Price – 60%
- Variety of products – 51%
- Convenience/proximity – 41%

TYPES OF TOYS

- Catnip – Her most common purchased toy
- Interactive – Toys that help her bond with her pet and keep her pet entertained
- Scratching – Toys for her cat's health and promote natural instincts that also keep the rest of her house from getting damaged

CONSIDERATIONS

- Value - She wants value and will spend more on the right toy
- Quality - She wants toys that will last and that are safe
- Pleasing Her Pet- She wants her pet to enjoy the toy

HOW TO WIN

- Offer new toys she can't find anywhere else
- Improve shopability
- Offer irresistible impulse purchases

• APPA National Survey & Nielsen





Mad Cat

Situation:

- Dog plush toys appeal to the pet parents emotional side. They like soft, cute, colorful toys for their pets
- Most cat toys lack the emotional connection dog plush toys provide the pet parent
 - Such as balls, wands, electronics and chasers

Idea:

- Introduce a line of cat toys that appeal to the pet parents emotional side
- Provide superior alternative catnip ingredients and fun accessories
- Make the toys fun and on-trend
- Design unique and colorful packaging that stands out in the POG

Details:

- Mad Cat is a full line of single packs, two packs, kickers and wands
- They are wild and wacky toys that will drive cats crazy
- Adorable on-trend characters pet parents will love and collect!
- Mad Cat toys are filled with a powerful combination of catnip and Silvervine catnip
- Competitively priced from \$3.99 to \$9.99

Benefits:

- Completely different than any another cat toy line in the industry
- They are a proven success in the Pet Specialty channel
- The best selling line of cat toys in over 1,400 retail locations and growing

Mad Cat™

CRAZY FOR CATNIP

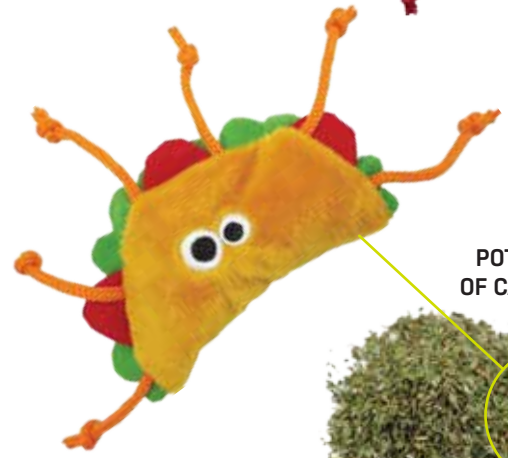
Catnip
+ Silvervine
filled!



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Mad Cat™ wild and wacky cat toys drive cats crazy! Adorable on-trend characters are filled with a powerful combo of catnip and silvervine. Silvervine is ideal for cats that are normally not affected by catnip, because it contains two cat attractants making it super potent!

- CATNIP & SILVERVINE BLEND
- MIXED MATERIALS
- CRINKLE INSIDE
- BATTLE BALL INSIDE
- INTERACTIVE
- KICKER



POTENT CUSTOM BLEND OF CATNIP AND SILVERVINE

ITEM#	DESCRIPTION	UPC#	CASE PACK						
6504	MEOWSTACHE 2 PACK	847388065043	Inner 4	Master 24	6507	SHARK BITER	847388065074	Inner 4	Master 24
6508	STRAWPURRY ICE CREAM	847388065081	Inner 4	Master 24	6506	FLINGIN' FLAMINGO	847388065067	Inner 4	Master 24
6510	COOL CUCUMBER	847388065104	Inner 4	Master 24	6511	BRUNCH BUDDIES 2 PACK	847388065111	Inner 4	Master 24
6515	PEPPURRONI PIZZA	847388065159	Inner 4	Master 24	6505	PURRFECT PINEAPPLE	847388065050	Inner 4	Master 24
6513	CATTY CACTUS	847388065135	Inner 4	Master 24	6509	BABY CARROT	847388065098	Inner 4	Master 24
6500	MAGIC MEOWSHROOM	847388065005	Inner 4	Master 24					
6514	TABBY TACO	847388065142	Inner 4	Master 24					
6501	POUNCIN' PRAWN	847388065012	Inner 4	Master 24					

For more information contact us at:
sales@r2ppet.com



Mad Cat Assortment & Pricing

DESCRIPTION	R2P SKU #	R2P UPC #	SUGGESTED RETAIL	CASE PACK	INNER PACK
MAGIC MEOWSHROOM	6500	847388065005	\$4.49	24	4
PURRFECT PINEAPPLE	6505	847388065050	\$5.49	24	4
SHARK BITTER	6507	847388065074	\$4.99	24	4
STRAWPURRY ICE CREAM	6508	847388065081	\$4.49	24	4
BABY CARROT	6509	847388065098	\$3.99	24	4
COOL CUCUMBER	6510	847388065104	\$3.99	24	4
CATTY CACTUS	6513	847388065135	\$4.99	24	4
TABBY TACO	6514	847388065142	\$4.49	24	4
PEPPURRONI PIZZA	6515	847388065159	\$3.99	24	4
POUNCIN' PRAWN	6501	847388065012	\$4.49	24	4
FLINGIN' FLAMINGO	6506	847388065067	\$3.99	24	4
MEOWSTACHE 2 PK	6504	847388065043	\$6.99	24	4
BRUNCH BUDDIES	6511	847388065111	\$6.99	24	4



**CLINICALLY PROVEN TO
CLEAN TEETH WHILE DOGS EAT**





CLINICALLY PROVEN TO REDUCE THE FORMATION OF PLAQUE, TARTAR AND GINGIVITIS

DentaDish™ is the only bowl that actually cleans teeth while your dog eats. This no-fuss bowl is clinically proven to reduce the formation of plaque, tartar and gingivitis. Soft bristles gently yet effectively clean teeth, slow down eating and help keep food in the bowl. It's the easiest most efficient way ever to feed your dog while maintaining good oral health.

Available in Two Sizes

- Small - Max capacity: 2 cups of dry food
- Large - Max capacity: 4 cups of dry food



SLOWS EATING

Proprietary design promotes slower, healthier eating habits

CLEANS TEETH

Soft bristles gently clean teeth while dogs eat



LESS MESS

Bristles trap food while the anti-skid base prevents sliding so there is less spill to clean up



DISHWASHER SAFE

Durable materials and co-molded construction make DentaDish safe for dishwashers





CLEANS TEETH

DentaDish is clinically proven to reduce the formation of plaque, calculus and gingivitis. Soft bristles gently clean teeth while dogs eat.



EVERY DAY VETERINARIANS ARE PRESENTED WITH PATIENTS WHOSE ORAL HEALTH STATUS IS TRULY CAUSE FOR ALARM.

6 signs of dental disease are...

EXCESSIVE DROOLING



BLEEDING



LOSS OF APPETITE



DISCOMFORT



DISCOLORED TEETH



TARTAR



8 OUT OF
10 DOGS



SHOWS SIGNS OF ORAL DISEASE BY THE AGE OF 3



UNTREATED DENTAL DISEASE CAN SPREAD TO
A DOG'S VITAL ORGANS

\$1350

is the average cost of
a major dental surgery





SLOWS EATING

DentaDish is designed to slow eating, which helps to reduce excess air intake, improves digestion and prevents bloat.

Soft bristles break up the bowl's surface area, preventing dogs from being able to inhale their food and alleviating the issues associated with fast eating.

DOGS THAT EAT RAPIDLY ARE MORE LIKELY TO EXPERIENCE:

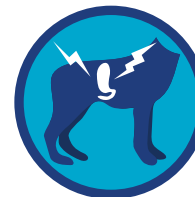
CHOKING



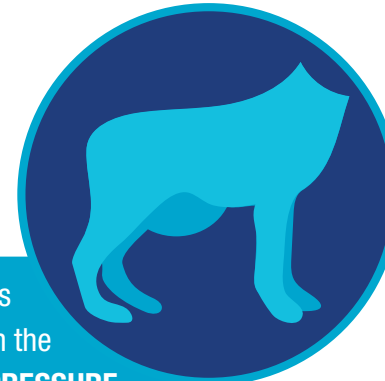
VOMITING



DISCOMFORT



FOOD BLOAT

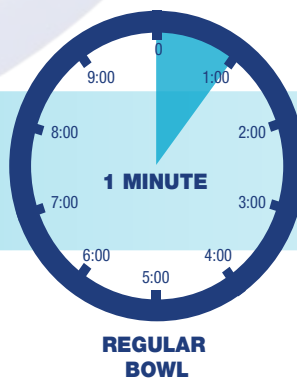


FOOD BLOAT OR TWISTED STOMACH occurs when a dog eats too quickly and gulps down a lot of air. The air turns into gas in the stomach and **CAUSES THE ABDOMEN TO SWELL, PUTTING PRESSURE ON THE HEART, LUNGS AND OTHER ORGANS.**

Dogs who gulp their food might not feel satiated. This can lead to over eating, increased begging and aggression during mealtime.



**DENTADISH INCREASES FEEDING TIME
10X LONGER THAN REGULAR BOWLS**



PRODUCT COMPARISONS OF DENTADISH VERSUS COMPETITORS

					
	R2P Pet DENTADISH	Our Pet's Durapet Slow Feed Bowl	Outward Hound Interactive Dog Feeder	Northmate Interactive Feeder	Aikiou Junior Dog Slow Feeder
MATERIALS	TPR Food-safe plastic	Stainless Steel Rubber-Bonded	Food-safe plastic	Food-safe plastic	Food-safe plastic
SLOW EATING	✓	✓	✓	✓	✓
DISHWASHER SAFE	✓	✓	✓	✓	
LESS MESS	✓				
CLEANS TEETH	✓				



LESS MESS

DISHWASHER SAFE

**BPA AND PHTHALATE FREE
FOOD-SAFE PLASTIC**

ANTI-SKID BOTTOM

**MEASUREMENT LINES
ON INSIDE BOWL**

AVAILABLE IN TWO SIZES

Small - 8.5" x 8.5" x 2.8"

Large - 10.8" x 10.8" x 3.3"



Denta Dish Assortment & Pricing

DESCRIPTION	R2P SKU #	R2P UPC #	SUGGESTED RETAIL	CASE PACK	INNER PACK
LARGE	7001	847388070016	\$22.99	12	2
SMALL	7000	847388070009	\$16.99	12	2



Follow-Up

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