

Minerals Made Smarter



**Power Pet Health and
Build Loyalty that Lasts
with **Zinpro® ProPath®**
Performance Minerals**





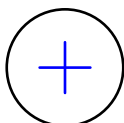
Build a Stronger Foundation for Loyalty that Lasts.

More than half of all new pet food product developments now include proactive health claims as pet parents increasingly seek foods and treats that deliver both functional and enjoyable mealtime experiences. Finding understandable ingredients that deliver what pet parents want in the form that pets need can be a challenge. Zinpro ProPath Performance Minerals are changing mineral nutrition's role in modern pet food formulas. The unique, patented mode of action behind Zinpro ProPath solutions helps transform ordinary trace minerals into strategic functional health ingredients that power pet health.



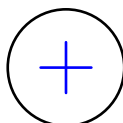
PROPATH®

Zinpro ProPath Performance Minerals are a smart solution to deliver foundational nutrition pets need, and the health benefits pet parents come back for.



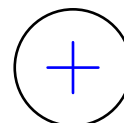
ESSENTIAL + FUNCTIONAL

Performance Minerals fulfill essential nutrition formula requirements while also delivering value-added proactive health benefits.



SCIENCE MEETS SIMPLICITY

Performance Minerals offer research-based efficacy within a category of ingredients consumers understand and trust.

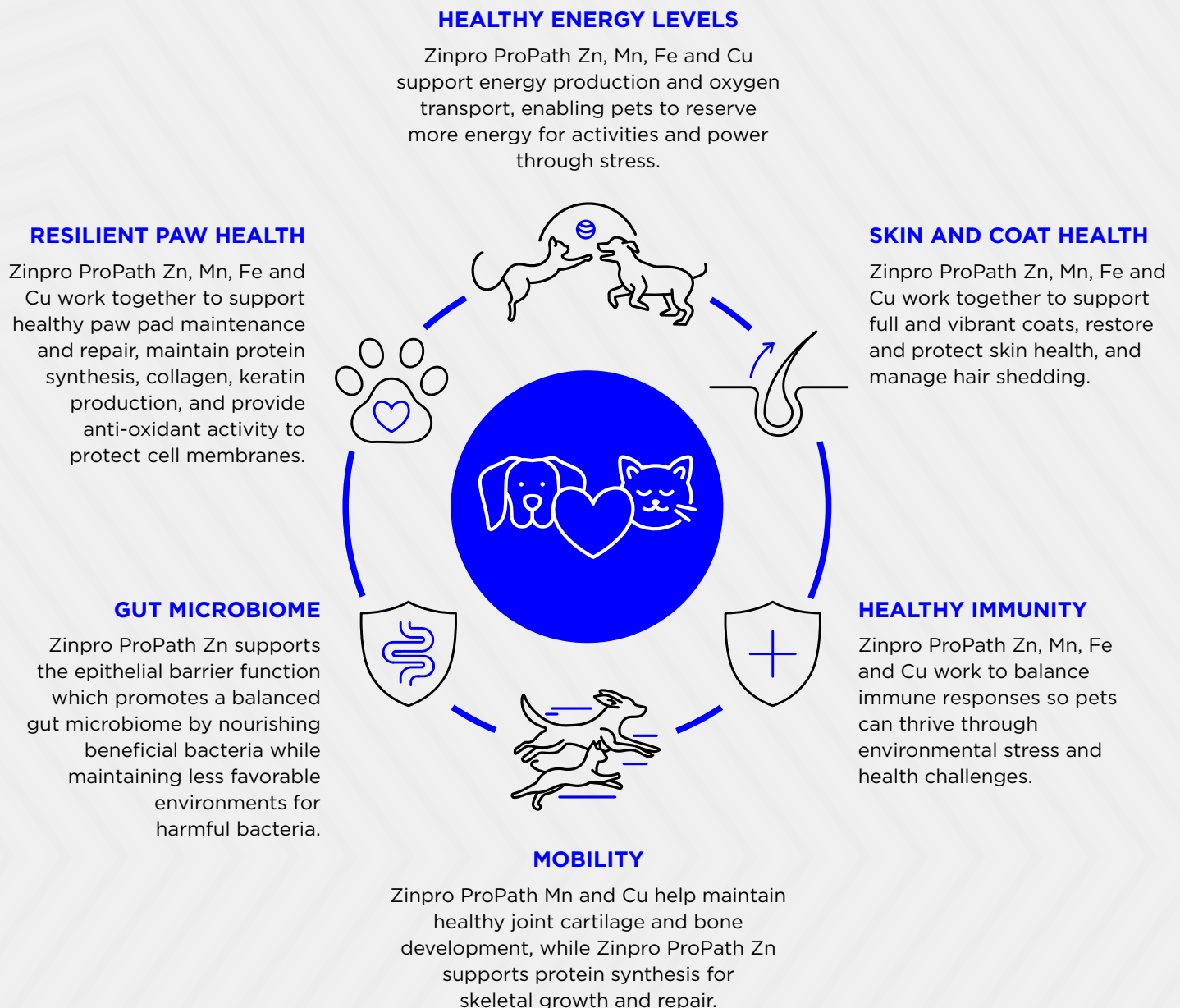


BUILT-IN BENEFITS

Performance Minerals are already part of the nutritional framework, supporting a strong return on investment.

A Difference You Can See and Pets Can Feel.

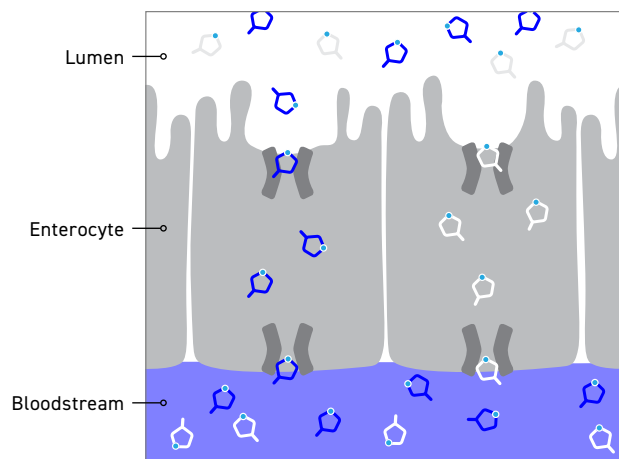
When pets look and feel their best, pet parents feel more confident in their care and nutrition choices and are less likely to change their buying decisions. With Zinpro ProPath Performance Minerals included as part of the base formula, multiple pet studies demonstrate pet health and wellness differences.



Zinpro® Performance Minerals® Work Smarter to Help Your Formulas Work Harder.

When it comes to consistently delivering absorbable minerals to pet's target tissues, conventional organic trace mineral and inorganic trace mineral sources can often miss the mark. Zinpro ProPath Performance Minerals have a unique mode of action that enables trace minerals to be more readily absorbed and deliver their full intended health benefits.

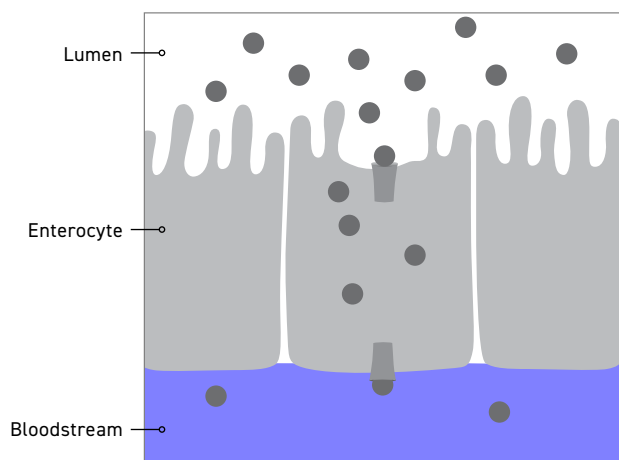
THE PATHWAY TO SUCCESS Best Mineral Absorption for Superior Performance



ZINPRO PERFORMANCE MINERALS

Consistent, Stable, Unique Design for Advanced Nutrition

Zinpro Performance Minerals are the only minerals that utilize an amino acid transport system for unique mineral absorption and metabolism. The result is a trace mineral that is more effectively absorbed into the enterocyte and released into the bloodstream, improving mineral efficacy and helping pets live their best day every day.

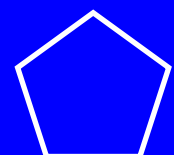


CONVENTIONAL ORGANIC TRACE MINERALS

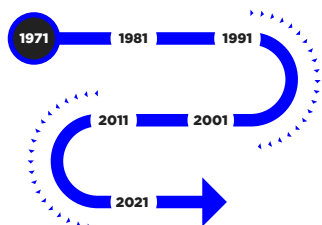
Limited, Variable Absorption with Inconsistent Results

Most conventional organic trace minerals deliver inorganic metals to the enterocyte. They are no different to the animal than sulfate, oxide, chloride and hydroxy chloride. All of these use the inorganic transport system and are negatively affected by nutritional antagonists that hinder mineral efficacy.

By incorporating the industry's most advanced performance minerals in your formulas, you help power lifetime pet health and wellness. Zinpro Performance Minerals are retained within the pet, allowing time for the tissues and cells to extract their full benefits.



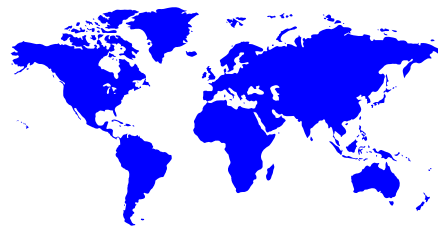
Formulate with Confidence When You Partner with the Leader.



50+
YEARS
in Business



500+
PATENTS
Across the Globe



70+
COUNTRIES
Where Products are Sold



More than 50% of the peer reviewed articles on organic trace minerals ever published are related to Zinpro®.

Zinpro Performance Minerals are Backed by Industry-leading Quality Standards

Trace mineral contaminants can be produced both naturally and via manufacturing processes. To ensure exceptional nutrition, quality and safety in every bite, all Zinpro Performance Minerals must pass a rigorous Positive Release Testing protocol before shipment.

Each Final Product is Tested for:

- ✓ No Dioxins & PCBs
- ✓ No Heavy Metals
- ✓ Target Mineral, Ash, Moisture, Amino Acid Content



Helping Pets Shine, Inside and Out. That's the Zinpro® Effect.

Feel Good. Look Even Better.

When included as part of a complete and balanced canine diet, research shows that Zinpro ProPath Performance Minerals support:

- Quick hair re-growth
- Strong hair cuticle and shaft structure
- Vibrantly colored coats
- Skin protection



SEE THE DATA



38%

Faster Hair Growth

+40%

Hair Length

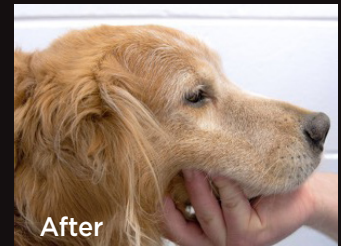
A DIFFERENCE YOU CAN SEE: Improved Pet Skin and Coat Health



Shown at left: Hershey is a 9-year-old Chocolate Labrador Retriever that has a history of dermatosis & poor hair coat color. After 12 weeks of supplementation, Hershey showed significant improvement in skin and coat health.



Before



After

Shown above: Honey, a 12-year-old golden retriever, had developed a faded lighter coat color around her face and nose. After 12 weeks of supplementation, Honey showed improvement in coat color and skin health.

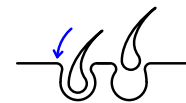
Healthy Skin. Happy Cats.

When included as part of a complete and balanced feline diet, research shows that Zinpro ProPath Performance Minerals support:

- Less shedding
- Less observed dander
- Hair cuticle and shaft integrity
- Skin protection



SEE THE DATA



35% Less
Dander

37% Less
Shed Hair

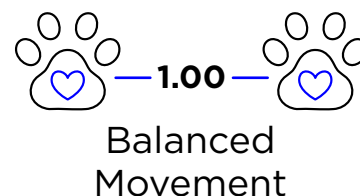
Keep Them Active and Moving.

With Zinpro ProPath Performance Minerals in the diet, you can help dogs bounce back from exercise with ease and keep up with pet parents' busy lives. Research demonstrates that with Zinpro ProPath in the diet, adult and senior dogs experienced:

- Healthy activity levels
- Balanced movement
- Paw pad resilience
- Exercise recovery and response



+35 Minutes
of Daily Activity



Paw Pad Resilience in 12 Weeks

Senior dogs fed Zinpro ProPath Performance Minerals have shown improvements in paw pad integrity and pad thickness after 12 weeks.

Zinpro ProPath Performance Minerals Recommended Rates for Complete and Balanced Diets



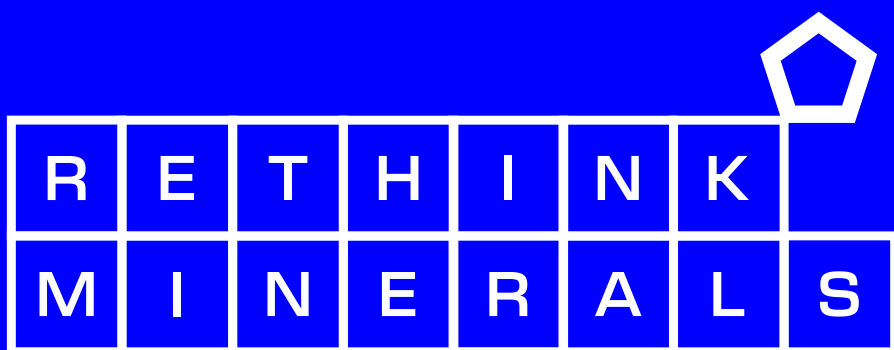
CANINE

Zn	Mn	Fe	Cu
100 ppm	25 ppm	45 ppm	7 ppm



FELINE

Zn	Mn	Fe	Cu
100 ppm	15 ppm	80 ppm	12 ppm



Make Zinpro ProPath Performance Minerals
the smartest ingredients in your formula.
zinpropet.com

