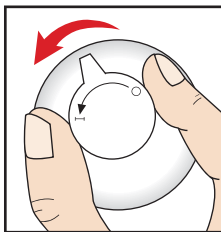


Easy to Use!

1 Shake Well



2 Twist Top to Unlock



3 Pump onto Food



High Quality Nutrients and Unmatched Convenience... Delivered Daily!

True-Dose™ understands the frustration of pet owners and the concerns of veterinarians who recommend supplements for their canine patients. Whether in the form of tablets, powders or liquids, coaxing dogs to take daily supplements can quickly discourage pet owners to use them!

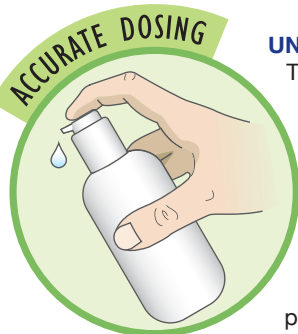
NO MEASURING, NO HASSLE!

55% of current supplement users are looking for a more convenient method to administer their pet's supplement.* True-Dose has a unique patented delivery system that allows for easy, convenient and accurate dosing! The concentrated formulas can be applied directly to pet food while in the dish!

55% of current supplement users are looking for improved convenience.*

UNCOMPROMISED QUALITY!

True-Dose is made in a state-of-the-art pharmaceutical facility, following the same strict testing and quality standards mandated by the FDA for human pharmaceutical products. Our raw ingredients are certified and tested to human standards to ensure your pet gets the high quality you would expect for yourself.



UNMATCHED ACCURACY!

True-Dose makes accurate administration of supplements quick and easy. True-Dose is bottled with a patented delivery mechanism on top, originally designed for the pharmaceutical industry. This unique pump ensures a precise, measured amount of concentrated liquid is dispensed each and every time to provide accurate and consistent dosing!

FAST ABSORPTION!

Unlike non-liquid formulations that have to be broken down in the stomach before being absorbed; True-Dose liquid formulas are more readily available resulting in quicker absorption!

INCREASED PALATABILITY!

Because True-Dose has been formulated for maximum palatability with flavor dogs love, the taste aversion and texture resistance often associated with conventional supplements is eliminated. Your dog eats his food as usual, consuming the entire dose of his supplement. It's that simple!

Only 6% of people currently using supplements are satisfied with their product.*

True-Dose™
truedosepets.com

Compare the Advantages of True-Dose™

	True-Dose	Tablets	Powder	Chews	Liquid
Convenient to Dose	Yes	No	No	?	No
Accurate/Precise Dosing	Yes	No	No	No	No
Specific Weight Range	Yes	No	No	No	No
Human Grade - Testing	Yes	?	?	?	?
Hands Remain Clean	Yes	No	?	No	?
Lower Risk of Aversion	Yes	No	No	?	No
Great Tasting Flavor	Yes	No	No	Yes	No
Highest Quality Ingredients	Yes	?	?	?	?
Pharmaceutical Technology	Yes	No	No	No	No

92% of pet owners believe pet supplements should be of the same quality as those designed for humans.*



JOINT CARE Promotes Joint Mobility & Flexibility

True-Dose Joint-Care offers glucosamine, chondroitin and MSM to promote joint mobility and flexibility. Joint conditions are one of the most common health issues encountered by dogs of all ages and all breeds often resulting in swelling, stiffness, decreased activity, and degeneration of joint cartilage.

SKIN & COAT Promotes Healthy Skin & a Shiny Coat

True-Dose Skin & Coat is designed to provide essential nutrients to support healthy skin and a shiny coat. It can help prevent and control: shedding, scratching, dull/dry coat, hot spots, dermatitis, and skin allergies.

WELLNESS For Vitality and a Strengthened Immune System

True-Dose Wellness provides essential antioxidants to help fight the effects of aging and maintain an active, long, and healthy lifestyle. True-Dose Wellness offers a balanced and comprehensive formula that helps maintain optimum health in well dogs or puppies.

CALMING Reduces Stress & Anxiety

True-Dose Calming is recommended for dogs exposed to increased environmental stressors. True-Dose Calming helps maintain normal disposition and contentment during separation, travel, motion sickness, and tension caused by changes in a dog's daily routine. Its natural and botanical ingredients help alleviate anxiety related behavior problems such as fear of thunderstorms, separation anxiety, car or plane travel, and other stressful situations.

* Independent study of 600 pet owners conducted in 2009



Dr. Chuck Keiser

Chuck Keiser DVM has practiced animal health medicine for over 20 years. He has participated in numerous activities as a leader in the veterinary industry to include speaker for veterinary leadership programs, veterinary management clubs and for AAHA student chapters at various veterinary colleges.

Nutritional Supplement topics in this issue that I would like to discuss involve **Compliance** and **Expense**.

Compliance and **Expense** are two important considerations when contemplating which therapy or health agent is going to be the best for your pet and your lifestyle as you strive to provide them with the same care and attention to wellness that you would give to yourself or your children. And with the level of technology and quality of health care products today, it makes sense to keep these two issues in mind when selecting your pets' health care products.

Compliance

- Administering consistent & accurate doses
- Consumption of the products by your pet

Compliance is in reference to two different issues involved when discussing administration of health agents – first is the consistent accurate *administration* by pet parents and second is the actual complete *consumption* by the pet patient.

It is crucial to not only administer doses to pets regularly and accurately but to also select the best method of delivery to ensure that compliance to the dosing guidelines are maintained.

Compliance in the administration sense is related to the pet parents and their commitment and dedication to give the needed ingredients or related health agents on a *regular basis* and in the *correct dose*. Numerous times I have prescribed or recommended therapy only to find out that the pet parents did not follow my prescribed dosing regimen because it was not convenient or too difficult to administer on a regular basis. For example, often tablets have to be broken in two which can be a challenge to get equal parts. If the agent is a liquid or powder, it can be difficult and cumbersome to measure out consistent and accurate doses on a daily basis. I understand and appreciate that these challenges have a big influence on pet parents' as their busy schedules sometimes do not afford them the time they need to take to get the precise dose every time. It is crucial to not only administer doses to pets regularly and accurately but to also select the best method of delivery to ensure that compliance to the dosing guidelines are maintained.

Consumption is the other type of compliance that I would like to discuss related to the health agents we select for our pets. Consumption speaks to the ability or willingness of your pet to actually take and consume the agents that will tend to their health needs. I have heard so many stories and quite honestly if you are reading this article, you probably have an appreciation for the struggles associated with getting your pet to take medicines or ingredients. Especially when it comes to pills or tablets, our furry friends can cleverly eat everything in their dish except the agents we want them to consume. There are some tricks like wrapping the pill/tablet in cheese and acting like it is a treat or hiding the supplement in a piece of hot dog and while these are creative ideas it is not in the best interest of your pet to add these elements to their diets on a daily basis.

With advances in science today, your pet can expect the same level of quality, accuracy, and safety in the products they consume that you enjoy with the products you consume.

Expense

- Cost of not consuming agents
- Daily cost of the therapy

Expense is the second consideration we need to assess when we select the correct products for our pets. Cost in the simplest approach is a daily comparison. Consider the number of tablets in the bottle and then factor the number of tablets required in accordance to your pets' weight for them to hit the dosing goals that your veterinarian or nutrition specialist has recommended. It could be that your pet requires 2½ tablets a day which would mean a 50 count bottle would only last 20 days. So while a low price for the bottle may seem attractive, it may not meet your needs for maintenance or therapy and actually be more expensive than other dosing options.

It is said, and I agree, that the most expensive medicine or health aid is the medicine that does not get used. By this I mean products that are purchased with good intentions but not used. The pet owner was either not compliant in giving the doses because it was too challenging for their pets to take or just not convenient enough for the pet owners to give on a daily basis in correct doses. Medicine can also be wasted if the pet was resistant and did not consume or digest the complete dose.

These two challenges are a key consideration because the health related agents we use to prevent, maintain, or cure our pets' health is only effective when used correctly in the appropriate dose. There is also the relation of *cost* and *quality* which should always be a consideration when selecting health products for your pets. With advances in science today, your pet can expect the same level of quality, accuracy, and safety in the products they consume that you enjoy with the products you consume.

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