



Hip + Joint

For Dogs*
90 Soft Chews



***Lasts 45 days for a 50 lb dog**

Gluten-free, no artificial coloring, dyes or harmful preservatives



**Vet Created,
Pet Approved**

Fera's Hip + Joint is a proprietary blend with the highest amounts of active ingredients per soft chew for dogs of all sizes.

Product Benefits:



Promotes Joint Mobility



Eases Joint Stiffness



Supports Joint Health



Promotes Cartilage Development

Eastern & Western Science

Every joint support pet supplement contains the widely known glucosamine, msm & chondroitin. While the common trio is adequate, **Fera goes beyond the ordinary and incorporates Eastern and Holistic ingredients** like Organic Turmeric, Green Lipped Mussel and Yucca Root.

Superior Ingredients Matter. Glucosamine: HCl vs Sulfate

Most people don't go down the ingredients rabbit hole. However, we urge you to look at the type of glucosamine that's in your favorite dog joint supplement. Nearly every joint supplement on the market uses the cheaper HCl version. Clinical trials suggest that the Sulfate version has a much higher efficacy and, you guessed it,

Fera only uses Glucosamine Sulfate to deliver a superior joint supplement!

Milligrams per Soft Chew

Pet owners look to you for quality recommendations. It's important to know what you're selling and sometimes that requires reading the fine print. The majority of joint supplements offer, what looks like, a high amount of active ingredients but you soon realize it may be per 2 or 3 soft chews. **Each one of Fera's joint support soft chews is packed with maximum strength dosing** - meaning more bang for the customer's buck AND more beneficial for their pup.



Hip + Joint

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For **Dogs**
Chicken Liver Flavored
90 Soft Chews

Feeding Guide

Active Ingredients

(per soft chew)

GLUCOSAMINE SULFATE 2KCL (vegen)	500 mg
METHYLSULFONYLMETHANE (MSM)	400 mg
ORGANIC TURMERIC (Curcuma Longa, L)	125 mg
PUREFLEX®CHONDROITIN SULFATE (USA Porcine Source)	50 mg
VITAMIN C (as Ascorbic Acid)	50 mg
GREEN LIPPED MUSSEL (Perna Canaliculus)	50 mg
YUCCA SCHIDIGERA	50 mg
HYALURONIC ACID	10 mg
FISH OIL (STD. TO 18% EPA % 12% DHA)	1.2 mg
BIOPERINE® BLACK PEPPER	1 mg

10-29 lbs
Lasts 3 months



1 Chew

30-59 lbs
Lasts 45 days



2 Chews

60-89 lbs
Lasts 1 month



3 Chews

>90 lbs
Lasts 22 days



4 Chews



Inactive Ingredients: Chicken Liver Powder, Chickpea Powder, Defatted Flaxseed, Flaxseed Oil, Glycerin, Lecithin, Natural Mixed Tocopherols, Tapioca Starch, Water

How Do We Compare?

Fera

Leading Competitor



**Cost
per Serving**

\$0.44

\$1.20

Serving Size

1 soft chew

3 soft chews

**Glucosamine
per chew**

500mg

166mg

**MSM
per chew**

400mg

166mg

Turmeric



X

**3rd-party
Tested**



X

For **Dogs & Cats***
Available **8oz or 16oz**



Omega 3s EPA + DHA
decreases inflammation
supporting the skin, joints
& other organs



Skin + Coat
promotes a shiny &
healthy coat



Musculoskeletal
EPA acts as an anti-inflammatory
in joints & supports conditions
such as arthritis



Immune System
decreases inflammation



Cardiovascular
improves endurance
& heart function



Brain Health
DHA improves cognitive
health, development &
function



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*Lasts 3 months for a 50 lb dog (16 oz) | Lasts 3 months for a 15lb cat (8oz)
Sustainably sourced, soy-free, and grain-free



**Vet Created,
Pet Approved**

Our Fish Oil includes Omega 3s from 5
types of fish: Wild Caught Pollock, Sardines,
Anchovies, Herring and Mackerel.

Product benefits:



700mg EPA + 400mg
DHA (per teaspoon)



Wild Caught Sustainable Fish



Non-GMO Vitamin E
from Sunflowers



Superior Triglyceride Form

Key Features

High Concentration of EPA & DHA

We proudly offer high concentrations of EPA & DHA to help you pet thrive. EPA & DHA omega-3s are essential to develop and function optimally in every stage of a pet's life.

Wild Caught & Sustainable

We strategically opted for wild caught pollock, anchovies, sardines, mackerel and herring for many reasons - they are high in omega-3s and nutrients and low in environmental contaminants. These fish are also known to be more sustainably harvested than other fish, like salmon.

Why Vitamin E?

Fish oil needs vitamin E in order to be processed by the body. It's always important to look for fish oil with vitamin E to avoid any potential deficiency.

Bonus - our vitamin E is non-GMO and derived from sunflowers, not soy!








Fish Oil + Vitamin E

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For Dogs & Cats
Available 8oz or 16oz

Feeding Guide





	<25 lbs Lasts 96 days ———	25-50lbs Lasts 48 days Lasts 96 days	51-75 lbs Lasts 24 days Lasts 48 days	76-100 lbs ——— Lasts 32 days	>100 lbs ——— Lasts 24 days
Active Ingredients (per teaspoon)					
	1/2 Tsp	1 Tsp	2 Tsp	3 Tsp	4 Tsp
TOTAL OMEGA-3s	650 mg	1300 mg	2600 mg	3900 mg	5200 mg
EPA —	350 mg	700 mg	1400 mg	2100 mg	2800 mg
DHA —	200 mg	400 mg	600 mg	800 mg	1000 mg
VITAMIN E	5 IU	10 IU	20 IU	30 IU	40 IU
OMEGA-6	339.5 mg	679 mg	1358 mg	2037 mg	2716 mg
OMEGA-9	239.5 mg	479 mg	958 mg	1437 mg	1916 mg

8oz = 48 teaspoons
16oz = 96 teaspoons



Give 1/2 teaspoon per 25 lbs

*Once opened, product should be refrigerated and used within 3 months.

Inactive Ingredients: None

How Do We Compare?

	Fera  8oz 16oz	Leading Competitor 
NON GMO	✓	✗
EPA/DHA per teaspoon	700mg EPA 400mg DHA	600mg EPA 460mg DHA
Sustainably - sourced Fish	✓ Sardines Anchovies Herring Mackerel Pollock	✗ Salmon
Vitamin E	✓	✗
3rd-party Tested eurofins	✓	✗



Organic Probiotics + Prebiotics

For Dogs & Cats*
Flavorless Powder (60 Scoops)



Digestion
5 billion CFUs
per scoop



Immunity
12 powerful strains of
of GOOD bacteria



Energy
Increases gut flora
for energy boost



Gut Health
promotes healthy
intestinal tract, digestion,
and normal stools



Skin + Coat
improves immune
response and decrease
skin allergies



*Lasts 2 months for a 50 lb dog | Lasts 4 months for a 15 lb cat
Vegan, soy-free, dairy-free, grain-free and gluten-free



Vet Created,
Pet Approved

Fera's USDA Organic Probiotics + Prebiotics is a vet-formulated blend of powerhouse ingredients to support a healthy intestinal tract.

12 Strains of Good Bacteria
(5 Billion CFUs per scoop)

L. acidophilus B. infantis E. faecium
L. casei L. bulgaricus L. brevis
S. boulardii B. bifidum L. rhamnosus
L. plantarum B. longum S. thermophilus

Organic Prebiotics

- FOS
- Organic Acacia
- Organic Inulin

Key Features

Enough CFUs to Actually Make a Difference

Most dog or cat probiotics contain 1-4 billion CFUs but Fera Pet Organics ensures 5 billion CFUs per scoop. We are BIG on creating an EFFECTIVE product.

How Important is Strain Identification?

There are many strains of bacteria and each does something different. We've all heard the term "good bacteria" but Dr. Dulake custom-picked 12 strains that work well together and specifically benefit our pet's digestive health and immune system.

How Are We Different?

Fera Probiotics with Prebiotics is the only USDA organic certified probiotics for dogs and cats. As a flavorless powder with zero fillers, even the pickiest of eaters will reap the benefits!



Organic Probiotics + Prebiotics



For Dogs & Cats
Flavorless Powder (60 Scoops)

Feeding Guide



Active Ingredients

(per 1.2g scoop = 1/2 teaspoon)

TOTAL CFUs
PREBIOTIC

5-15 lbs
Lasts 4 months



1/2 Scoop

2.5 Billion CFU
1.165 g

15-60 lbs
Lasts 2 months



1 Scoop

5 Billion CFU
2.33 g

>60 lbs
Lasts 1 month



2 Scoops

10 Billion CFU
4.66 g

12 Strains of Good Bacteria:

L. acidophilus, L. casei, S. boulardii, L. plantarum, B. infantis, L. bulgaricus, B. bifidum, B. longum, E. faecium, L. brevis, L. rhamnosus, S. thermophilus

Organic Prebiotics:

Organic Gum Arabic (Acacia), Organic Inulin (Agave),
FOS (Fructooligosaccharides)

Inactive Ingredients: None



How Do We Compare?

	Fera	Leading Competitor
	✓	✗
CFUs per serving	5 billion	1.1 billion
No Fillers	✓ Powder	✗ Soft Chew
Strains of Living Good Bacteria	12 strains	2 strains
Prebiotics	✓	✗
Cost per Serving	\$0.42	\$0.54

For **Dogs & Cats***
Powder (120 Scoops)



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*Lasts 2 months for a 50 lb dog | Lasts 4 months for a 15 lb cat
No mycelium, additives, fillers, preservatives, wheat, corn, soy, gluten, and dairy



Vet Created,
Pet Approved

Fera's Organic Mushrooms from 100% fruiting bodies contains the highest levels of Beta glucans - the active polysaccharides that support a healthy immune system.

10 Organic Mushrooms

Highest quality mushrooms packed in a single scoop of finely blended powder.

Lion's Mane	Maitake	Oyster
Red Reishi	Turkey's Tail	Poria
Shiitake	Chaga	Tremella
Cordyceps		

What are beta-d-glucans?

They're the most important component found in mushrooms!

Research shows beta glucans effectively stimulate an increased immune response and may even fight cancer. But not all mushrooms contain enough beta glucan levels. At Fera, we test our mushrooms to measure beta glucan levels to guarantee effectiveness and quality.

Fruiting Bodies > Mycelium

We always choose the best of the best. Each one of our 10 organic mushrooms is 100% fruiting body. The majority of mushroom supplements contain mycelium which are grown on grains, lowering the mushroom's active compounds. The "real mushroom" which is the above ground fruiting body, offers a more potent and higher quality product than mycelium extracts.

All the good stuff, None of the bad stuff

0% fillers
0% mycelium
0% grain
0% starch
100% goodness



Organic Mushrooms

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For Dogs & Cats
Powder (120 Scoops)

Feeding Guide



Active Ingredients

(per 0.5g scoop = ¼ teaspoon)

Mushroom Blend

ORGANIC LION'S MANE
ORGANIC RED REISHI
ORGANIC SHIITAKE
ORGANIC CORDYCEPS
ORGANIC MAITAKE

ORGANIC TURKEY TAIL
ORGANIC CHAGA
ORGANIC OYSTER
ORGANIC PORIA
ORGANIC TREMELLA

Inactive Ingredients: None



0-25 lbs Lasts 4 months	26-50 lbs Lasts 2 months	51-75 lbs Lasts 40 days	>76 lbs Lasts 1 month
1 Scoop	2 Scoops	3 Scoops	4 Scoops
500 mg	1000 mg	1500 mg	2000 mg

How Do We Compare?

	Fera	Leading Competitor
	✓	✗
100% Fruiting Bodies	✓	✗
Highest Level of Beta Glucans	✓	✗
No Fillers	✓	✗
 Certified	✓	✗

For **Dogs & Cats***
Capsules (60 ct or 120 ct)



*Lasts 2 months for a 50 lb dog | Lasts 4 months for a 15 lb cat (120 ct)
No dairy, soy, artificial colors, dyes or preservatives



Vet Created, Pet Approved

Fera's Cardiac Support is a natural formula that supports the cardiac muscle and promotes normal blood circulation, blood pressure and heartbeat.

What is Taurine?



Taurine is an amino acid that are building blocks for protein all throughout our body.



Dogs can make taurine in their body, but big dogs make taurine at a much slower rate than small dogs.



For Cats, taurine is an essential amino acid, meaning cats cannot make taurine in their body and need to obtain this nutrient through their diet.

Key Features

Prevent Taurine Deficiency!

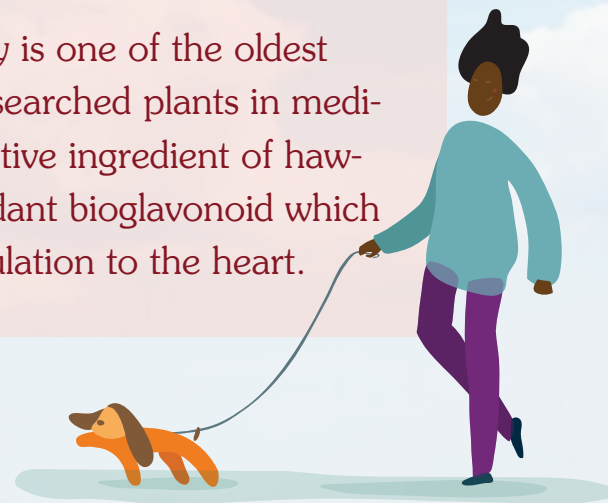
Did you know cats and certain dog breeds are unable to produce enough taurine? Though most diets can improve taurine intake, adding cardiac supplements that contain taurine can ensure they receive enough which can then prevent heart disease like dilated cardiomyopathy (DCM) or feline central retinal degeneration (FCRD). Fera's cardiac support has the correct dose of taurine to improve taurine levels and heart health.

Versatile Format - Capsules

Having multiple ways to administer a supplement is always a plus! Our capsules contain salmon-flavored powder and can be given whole, in a pill pocket, or opened up and sprinkled on the pet's food.

Ingredient Highlight: Organic Hawthorn Berry

Hawthorn Berry is one of the oldest known and best researched plants in medicine. The main active ingredient of hawthorn is an antioxidant bioglavonoid which preserves circulation to the heart.



Cardiac Support







For Dogs & Cats
Capsules (60 ct or 120 ct)

Feeding Guide

Fera's Active Ingredients

(per capsule)				
L-CARNITINE	200 mg	400 mg	600 mg	800 mg
TAURINE	250 mg	500 mg	750 mg	1000 mg
COENZYME Q10	50 mg	100 mg	150 mg	200 mg
ORGANIC HAWTHORN BERRY	50 mg	100 mg	150 mg	200 mg
VITAMIN E	10 IU	20 IU	30 IU	40 IU

60ct
120ct



0-25 lbs	26-50 lbs	51-75 lbs	>76 lbs
Lasts 2 months	Lasts 1 month	—	—
Lasts 4 months	Lasts 2 months	Lasts 40 days	Lasts 1 month
			
1 Capsule	2 Capsules	3 Capsules	4 Capsules

Inactive Ingredients: Salmon Flavor, Silica (from bamboo), Vegan Capsule (Cellulose, Water)



*If giving more than 1 capsule daily, divide between AM and PM.
For pets over 50 lbs, we recommend purchasing the 120 ct bottle.

How Do We Compare?

	Fera	Leading Competitor
		
Taurine per serving	250mg	105mg
L-Carnitine per serving	200mg	53mg
CoQ10 per serving	50mg	5mg
No Artificial Preservatives	✓	✗

For **Dogs & Cats***
Powder (60 Scoops)



Organic Cranberry Extract contains 16mg PACs, the bioactive ingredient to minimize UTIs



D-Mannose helps prevent the bacteria E.coli from attaching to the bladder's body wall



Reduces Inflammation
Organic Astragalus Root reduces irritation and inflammation in the bladder



Balance pH supports normal urine pH



Bladder promotes optimal bladder health & function



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*Lasts 1 month for a 50 lb dog | Lasts 2 months for a 15 lb cat
No colors, dyes or preservatives



**Vet Created,
Pet Approved**

Fera's Bladder Support helps promote a healthy urinary system while minimizing the frequency of urinary tract infections (UTIs).

Why Fera Bladder Support?

Our bladder support powder is made with powerful organic ingredients, such as Organic Cranberry with 16 mg of PACs, to help prevent the adhesion of certain harmful bacteria onto cell walls, preventing and minimizing UTIs.

Key Features

Proanthocyanidins aka PACs

When it comes to urinary support and preventing UTIs, it's important to look for supplements with PACs. PACs flush harmful UTI-causing bacteria, such as E.Coli, out to maintain a healthy urinary tract. Fera's Bladder Support contains 16mg PACs per serving.

Organic Ingredient Powerhouse

The combination of these 5 powerful ingredients work together to support bladder health, muscles, and strength.

Organic cranberries interfere with the bacteria's ability to attach to the bladder wall while D-mannose binds with the bacteria and expels it out. Organic marshmallow root, stinging nettle root and astragalus root have been used for thousands of years in Eastern Medicine and help support the immune system.



Bladder Support

For Dogs & Cats
Powder (60 Scoops)




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Feeding Guide

Fera's Active Ingredients

(per 1g scoop)

ORGANIC CRANBERRY EXTRACT*
D-MANNOSE
ORGANIC MARSHMALLOW ROOT
ORGANIC ASTRAGALUS ROOT
ORGANIC STINGING NETTLE ROOT




0-25 lbs Lasts 2 months	26-75 lbs Lasts 1 month	>75 lbs Lasts 20 days
		
1 Scoop	2 Scoops	3 Scoops
250 mg	500 mg	750 mg
250 mg	500 mg	750 mg
120 mg	240 mg	360 mg
80 mg	160 mg	240 mg
50 mg	100 mg	150 mg

Inactive Ingredients: Chicken Bone Broth,
Silica (from bamboo)


*Contains 16 mg of proanthocyanidins (PACs)
per scoop from cranberry extract





How Do We Compare?

	Fera	Leading Competitor
		
Cranberry Extract per serving	250mg	25mg
PACs	✓	✗
No Preservatives	✓	✗
 Certified	✓	✗


For **Dogs & Cats***
100% Vegan DHA & EPA

 **Vegan**
Omega 3s made from
natural (non-GMO)
marine algae, flaxseed,
and virgin hemp seed


 **DHA**
supports healthy
vision and retinal
development

 **Sustainably Sourced**
we cut straight to the source and
alleviate the pressure on marine life



 **Omega 3s**
helps support the
immune system to
sustain heart, eye, and
skin health

 **EPA**
promotes a healthy
coat and helps
control excessive
shedding

 **ALA**
promotes healthy
eyes, joints, heart,
and skin



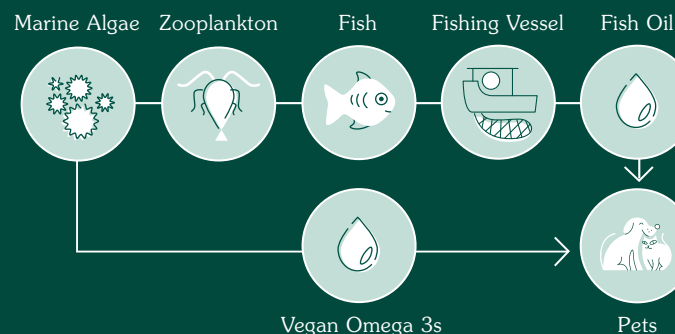
*Lasts 1.5 months for a 40 lb dog | Lasts 3 months for a 15 lb cat
Sustainably sourced, free from dairy, gluten, soy, GMO, animal product, and sugar



Vet Created, Pet Approved

Fera's Vegan Omega 3s Oil is made from a special algal strain of Schizochytrium sp. naturally rich in EPA & DHA Omega-3, being the only one that has both EPA & DHA, delivered in very high concentrations (more than 50%).

Skipping over the food chain



Key Features

Only Plant-based Oil That Has The Highest Concentrations of Both EPA & DHA

The full spectrum Omega profile of 3s, 6s and 9s, supports healthy vision and retinal development, a healthy immune system, heart, joints, and of course, skin and coat.

Sustainability Efforts

At Fera, we are shifting our priorities to focus on sustainability and take little steps where we can to improve our carbon pawprint.

The most common source of Omega-3 EPA and DHA is fish oil, and even though fish oil is here to stay, we are happy to give our pet parents a more sustainable option for their furry family members.

Formulated with the Highest Quality Ingredients

Our Vegan Omega 3, 6, 9s Oil is made from a special algal strain of Schizochytrium sp. Other key ingredients include natural (non-GMO) marine microalgae, organic flaxseed, organic extra virgin hemp seed and vitamin E from sunflowers.











Algae Oil Omega 3-6-9



For Dogs & Cats
100% Vegan DHA & EPA

Feeding Guide

Active Ingredients (per teaspoon)	<15 lbs Lasts 96 days	15-45 lbs Lasts 48 days	45-75 lbs Lasts 24 days	>75 lbs Lasts 16 days
	 1 Tsp	 2 Tsp	 3 Tsp	 4 Tsp
TOTAL OMEGA-3s	41%/1886 mg	41%/3772 mg	41%/5658 mg	41%/7544 mg
ALA —	22% / 971 mg	22% / 1942 mg	22% / 2913 mg	22% / 3884 mg
EPA —	5% / 195 mg	5% / 390 mg	5% / 585 mg	5% / 780 mg
DHA —	14% / 635 mg	14% / 1270 mg	14% / 1905 mg	14% / 2540 mg
VITAMIN E	10 IU	20 IU	30 IU	40 IU
OMEGA-6 FATTY ACIDS	20% / 900 mg	20% / 1800 mg	20% / 2700 mg	20% / 3200 mg
OMEGA-9 FATTY ACIDS	7% / 315 mg	7% / 630 mg	7% / 945 mg	7% / 1260 mg
Inactive Ingredients: None				
   				

How Do We Compare?

	Fera 	Leading Competitor 
Highest Amount of EPA/DHA	✓	✗
Organic Flaxseed	✓	✗
Vitamin E	✓	✗
 Certified	✓	✗

For **Dogs & Cats***
Powder (60 Scoops)



*Lasts 2 months for a 50 lb dog | Lasts 4 months for a 15 lb cat
No colors, dyes or preservatives



**Vet Created,
Pet Approved**

Fera Pets Liver Support is a specially curated formula containing milk thistle, turmeric, BioPerine™ black pepper extract, choline and organic botanicals that help support liver health and normal detoxification.

Why Milk Thistle Extract?

The active component of Milk Thistle, Silymarin, is a flavonolignan with antioxidative, anti-inflammatory, and liver regenerating properties. Our milk thistle extract is standardized to a minimum of 80% Silymarin which helps to support the health and function of the liver.

Key Features

Did you know?

The function of the liver includes the regulation of digestion and metabolism, the synthesis of hormones and proteins, immune response and filtering of toxins from the bloodstream. Because the liver is important for so many processes, maintaining its health is a crucial factor for the overall well-being of your pets!

East Meets West

We believe that a holistic approach works best, that's why we used a combination of Eastern and Western medicine ingredients when formulating Fera's Liver Support. We include antioxidants like Vitamin C, Vitamin E and Zinc important for normal liver function along with botanicals like Milk Thistle, Turmeric, Burdock and Dandelion to support normal detoxification and healthy waste elimination.

Turmeric + BioPerine® Black Pepper Extract

BioPerine® is a standardized extract of black pepper which helps to increase bioavailability and absorption of nutritional compounds. In clinical studies, BioPerine® has been shown to increase the bioavailability of curcuminoids, the active compound in turmeric, by up to 2000%!



Liver Support

For Dogs & Cats
Powder (60 Scoops)

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Feeding Guide

Fera's Active Ingredients

(per 1.2g scoop)

MILK THISTLE EXTRACT	150 mg	300 mg	450 mg
TURMERIC CURCUMIN C3 COMPLEX®	75 mg	150 mg	225 mg
N-ACETYL-L-CYSTEINE	50 mg	100 mg	150 mg
ASCORBIC ACID	25 mg	50 mg	75 mg
CHOLINE	25 mg	50 mg	75 mg
ORGANIC ARTICHOKE LEAF	25 mg	50 mg	75 mg
ORGANIC BURDOCK ROOT	25 mg	50 mg	75 mg
ORGANIC DANDELION ROOT	25 mg	50 mg	75 mg
DIMETHYLGLYCINE (DMG)	25 mg	50 mg	75 mg
VITAMIN E	10 IU	20 IU	30 IU
ZINC	5 mg	10 mg	15 mg
BIOPERINE® BLACK PEPPER EXTRACT	1 mg	2 mg	3 mg

0-25 lbs Lasts 3 months	26-75 lbs Lasts 1 month	>75 lbs Lasts 20 days
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1 Scoop



2 Scoops



3 Scoops


Inactive Ingredients: Chicken Bone Broth, Silica (from Bamboo)





How Do We Compare?


	Fera	Leading Competitor
Synergistic combination of Tumeric + BioPerine® Black Pepper Extract	✓	✗
Contains Zinc and Choline	✓	✗
Format	✓ Powder	✗ Tablet
No Preservatives	✓	✗
Certified	✓	✗

For **Dogs & Cats***
Powder (60 Scoops)


 **L-Theanine**
a non-protein amino acid which may help
to improve mood and promote relaxation


 **GABA**
neurotransmitter known
for its calming effects

 **Organic Ginger**
helps settle nausea and
promotes calming effect

 **Organic Passion Flower**
boosts levels of GABA in the brain
which helps promote relaxation



 **KSM-66® Ashwagandha**
an adaptogenic herb clinically studied for
its ability to reduce stress and anxiety

 **Lactobacillus Paracasei Lpc-37**
a unique probiotic strain that promotes a
balanced mood by supporting the gut-brain axis



*Lasts 2 months for 50 lb dog | Lasts 4 months for a 15 lb cat
No colors, dyes or preservatives



**Vet Created,
Pet Approved**

Fera's Calming supplement is a powerful mix
of neurotransmitters, organic botanicals and
probiotics that promote maximum pet relaxation.

Calming Support for Stressful Events



Fireworks



High Winds



New People or Pets



Thunderstorms



Large Gatherings



Traveling



Separation Anxiety



Loud Noises



Vet or Groomer Visits

Key Features

The Gut Brain Axis

The Gut-Brain Axis is the link between the intestinal tract and brain and is directly related to animal well-being, and the impact of stress. Lactobacillus paracasei Lpc-37® is a clinically studied probiotic strain that works on the gut-brain axis. It has been shown to promote a balanced mood, a relaxed state of mind and support overall mental well being.

Synergistic Combination: L-theanine & GABA

Neurotransmitters are chemical messengers that your body need to function. Their job is to carry chemical signals (or “messages”) from nerve cell to the next target cell. L-Theanine is known to elevate levels of GABA, serotonin and dopamine (neurotransmitters responsible for relaxation), while decreasing levels of glutamate (neurotransmitter responsible for excitement). The combination of L-theanine and GABA helps promote the balance of the excitatory and inhibitory neurotransmitters and promote overall calmness and relaxation.

No Hemp Here!

Many supplement companies out there use hemp powder in their calm products, a marketing trick that associates the ingredient with the calming effects of THC or CBD. The truth is, hemp, on its own, is a food ingredient with protein and essential fatty acids, and doesn't have any significant calming effects. We're all about effectiveness, which is why we don't use hemp seed powder in our formula.

Calming Support




For Dogs & Cats
Powder (60 Scoops)

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Feeding Guide

Fera's Active Ingredients

(per 1.2g scoop)

	0-25 lbs Lasts 3 months	26-75 lbs Lasts 1 month	>75 lbs Lasts 20 days
			
	1 Scoop	2 Scoops	3 Scoops
GABA	100 mg	200 mg	300 mg
L-TYROSINE	50 mg	100 mg	150 mg
L-TRYPTOPHAN	50 mg	100 mg	150 mg
L-THEANINE	50 mg	100 mg	150 mg
THIAMINE	50 mg	100 mg	150 mg
ORGANIC PASSION FLOWER	25 mg	50 mg	75 mg
ORGANIC VALERIAN ROOT	25 mg	50 mg	75 mg
ORGANIC GINGER	25 mg	50 mg	75 mg
KSM-66® ASHWAGANDHA	25 mg	50 mg	75 mg
MAGNESIUM	15 mg	30 IU	45 IU
LACTOBACILLUS PARACASEI LPC-37	3 billion CFUs	6 billion CFUs	9 billion CFUs

Inactive Ingredients: Chicken Bone Broth, Silica (from Bamboo)



How Do We Compare?

Fera

Leading Competitor



For
Cats & Dogs



Calming
Probiotics



No
Preservatives



Contains
Canola Oil



No



Yes

Serving Size

1 scoop

2 soft chews



Organic Flax Seed
high in fiber and omega-3 fatty acids
to help support heart and gut health



Organic Pumpkin
in addition to fiber, high in Vitamin A,
lutein and zeaxanthin help support
eye health



Organic Pumpkin Seed
high in antioxidants which helps protect
the body from the damage from free radicals



Organic Apple Fiber
contains fiber, vitamin C and
antioxidants to support everyday health



Organic Ginger
helps to encourage efficient digestion
and support gastrointestinal health



Organic Coconut Fiber
rich in insoluble fiber, helps
support regularity for healthy poops

Pumpkin Plus

For **Dogs & Cats***
Powder (90 Scoops)



*Lasts 1.5 month for a 50 lb dog | Lasts 2.5 months for a 15 lb cat
No colors, dyes or preservatives



Vet Created,
Pet Approved

Fera's Pumpkin Plus is packed with 7 organic sources of fiber to support regularity and healthy poops. We also include organic ginger to soothe the digestive system and support overall gastrointestinal health.

Soluble vs Insoluble Fiber

There are two types of fiber: soluble and insoluble, and each have their own unique benefits. Soluble fiber gets its name because it dissolves in water, creating a gel-like substance that helps with blood glucose control and toxin elimination. Insoluble fiber does not dissolve in water but attracts water to the digestive system, improving regularity by making stools softer and easier to pass. Both soluble and insoluble fibers are important for overall gut health, which is why we carefully selected a mixture of the two for maximum benefits.

Key Features

Benefits of Fiber

Just like humans, regular fiber intake is essential for the everyday health of your pets too! A diet rich in healthy fiber is associated with improved digestion, healthy poops, blood sugar control, and increased satiation!

Ingredient Highlight: Ginger

Ginger is an ancient herb widely known for its positive effects on the digestive system. It can help soothe an upset stomach, reduce nausea, and improve digestion and absorption of key nutrients. Ginger's antioxidant and anti-inflammatory properties help protect cells from oxidative damage, reduce intestinal irritations and may even help to lower cholesterol and triglyceride levels!

Fera's Pumpkin Plus is perfect for:

- Acute or chronic digestive problems
 - Diarrhea or constipation
 - Sensitive stomachs
 - Anal gland issues
- Travel or unfamiliar environments
- Weight management



Pumpkin Plus

For Dogs & Cats
Powder (90 Scoops)

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PETS™

Feeding Guide



Active Ingredients

(per teaspoon)

Pumpkin Plus Blend

0-25 lbs
Lasts 3 months



1 Tsp

2523 mg

26-50 lbs
Lasts 45 days



2 Tsp

5046 mg

51-75 lbs
Lasts 1 month



3 Tsp

7569 mg

>76 lbs
Lasts 22 days



4 Tsp

10092 mg

ORGANIC PUMPKIN

ORGANIC PUMPKIN SEED

ORGANIC ACACIA FIBER

ORGANIC COCONUT FIBER

ORGANIC FLAX SEED

ORGANIC APPLE FIBER

ORGANIC JERUSALEM ARTICHOKE

ORGANIC GINGER

Inactive Ingredients: None



How Do We Compare?

Fera

Leading Competitor



Fiber
Sources

7

3

Omegas from
Organic Flax Seed



X

Organic Ginger
for Indigestion



X



Certified



X

PawBiome™ Pet Balm

fera
PETS™

**FOR DOGS & CATS
FOR TOPICAL USE ONLY**

Floradapt proBio-65® Lactobacillus sakei

A postbiotic clinically studied for its ability to support skin health

Organic Seabuckthorn

Contains omega fatty acids and antioxidants that work together to moisturize and protect the skin barrier



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Vet Created, Pet Approved

Fera's PawBiome™ is a specially formulated, organic balm designed to provide gentle relief and nourishment for skin, nose, elbows and paws.



Organic Calendula

Contains antioxidants, flavonoids, and terpenoids that assist the body's natural inflammatory response

Organic Lavender

May help reduce inflammation and improve wound healing

Organic Neem Oil

Antibacterial, antiviral, and antimicrobial properties help relieve itchiness and prevent irritation



USDA Organic Certified, Because We Care

USDA Organic certification is not just a label; it's a reflection of our profound care for your pets. We strive to offer premium and trustworthy products that go beyond conventional pet care. Every organic element is thoughtfully selected to provide the purest and most beneficial experience for your pets.

Key Features

What is the skin microbiome?

The skin microbiome of pets encompasses a diverse community of microorganisms, including bacteria, fungi, and viruses, coexisting on their skin's surface. This skin microbiome is pivotal for pet skin health by assisting:

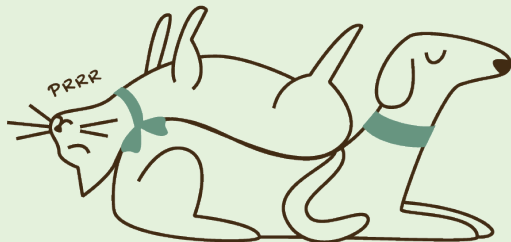
Protective Barrier

Skin Condition

Immune System Regulation

Wound Healing

pH Regulation



Floradapt proBio-65® Lactobacillus sakei

Lactobacillus sakei is a lactic acid bacteria strain isolated from traditional Korean fermented vegetables, kimchi.

A range of bacteria are involved in the kimchi fermentation process, with Lactobacillus being one of the major species. Of the various strains of this bacterium, **Lactobacillus sakei** proBio-65®, exhibited the most potent inhibitory activity against Staphylococcus aureus growth in preliminary experiments. It also induced immunological and clinical improvements in both human and animal studies.

Results from a double-blind, randomized clinical trial suggest that **L. sakei** proBio-65®-containing emollients provide improvements in skin barrier function as well as positive immunological effects against atopic dermatitis.



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Active Ingredients

(1 teaspoon = 2 g)

Organic Virgin Coconut Oil

Organic Olive Oil

Organic Beeswax

Floradapt proBio-65® Lactobacillus sakei

Organic Calendula Oil

Organic Neem Oil

Organic Sea Buckthorn Oil

Organic Lavender



How Do We Compare?

		
For Cats & Dogs	✓	✗
Contains Probiotics	✓	✗
USDA Organic	✓	✗
Veterinarian Formulated	✓	✗

Whole Food Multivitamin

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PETS™

FOR DOGS & CATS
— 60 SERVINGS —



Grass-fed, freeze-dried bovine liver, heart, kidney, and pancreas - designed to promote holistic well-being for your pet.



Micronutrients from organic alfalfa, wheatgrass, barley grass, oat grass and dried kelp



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Vet Created, Pet Approved

Whether you are feeding dry kibble, wet food, fresh or raw food, Fera's Whole Food Multivitamin is a blend of nutrients designed to complement any diet.



Essential vitamins and minerals from organic apple, broccoli, blueberries, carrots, cranberry, pumpkin seed and spinach



Probiotics + Prebiotics to support gut health



Why Organ Meats?

Incorporating organ meats into the meals can help to mimic the natural diet of their wild ancestors who would consume the entire prey, including nutrient-dense organs. Organ meats are rich in vitamins and minerals, contributing to the maintenance of strong muscles, a lustrous coat, and a healthy heart in our pets.

Key Features

Whole Foods for Whole Body Health

BIOAVAILABILITY

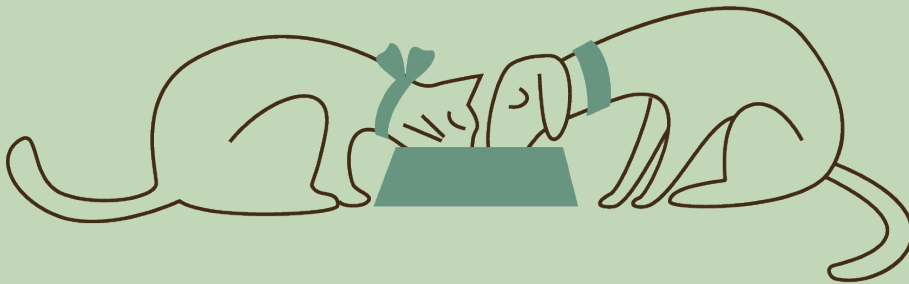
Our carefully selected ingredients undergo minimal processing, preserving their natural form and bioavailability. This allows for easy absorption and utilization of nutrients, ensuring maximum benefits for your pet's health.

NO ARTIFICIAL ADDITIVES

Free from artificial colors, flavors, and preservatives. Our commitment to purity means that your pets receive only the wholesome goodness of real, minimally processed ingredients without any synthetic additives.

VERSATILE APPLICATION

The powder form allows for versatile application. Whether you feed kibble, raw or fresh - this nutrient boost complements your pet's existing diet seamlessly.



Active Ingredients

(1 TEASPOON = 1.75 G)

Grass Fed Organ Meats Blend ————— 800 mg

Bovine Liver, Heart, Kidney, Pancreas

Organic Fruit & Vegetable Blend ————— 500 mg

Apple, Blueberry, Carrot, Cranberry, Pumpkin Seed,
Broccoli, Spinach

Organic Greens Blend ————— 300 mg

Alfalfa, Barley Grass, Dried Kelp, Oat Grass, Wheatgrass

Gut Health Blend ————— 100 mg

Inulin (from Chicory Root) and Bacillus coagulans

Feeding Guide

WEIGHT	TSP PER DAY	DAYS OF USE
0-25 lbs	1/2	60
26-50 lbs	1	30
51-75 lbs	1 1/2	20
>75 lbs	2	15

How Do We Compare?

		
For Cats & Dogs		
Organic Fruits and Vegetables		
Contains Synthetic Vitamins		
Serving Size for 25lb animal	1.75 g	6.5 g



Collagen^{plus}

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PETS™

FOR DOGS & CATS
— 60 SERVINGS —

Upcycled Bovine Collagen and Wild Caught Marine Collagen

Provide type I & III collagen peptides that support skin, bones, joints and muscles.

UC-II® Undenatured Chicken Collagen

Helps maintain healthy joint function and mobility by assisting the body's natural immune function.



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Vet Created, Pet Approved

Fera's Collagen Plus contains collagen types I, II, III, V & X for full spectrum support of your pet's active lifestyle.



Eggshell Membrane

Naturally contains types I, V, & X collagen along with collagen-supporting amino acids and hyaluronic acid

Vitamin C

Plays an integral role in collagen synthesis within the body, making it necessary for the maintenance of skin and bone health.

Bamboo Silica

A mineral that supports skin, bone and joint health.

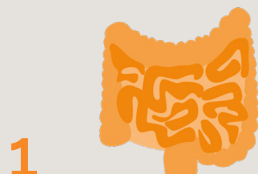


Product Benefits

- Promotes Healthy Joints
- Supports Skin Health
- Helps Maintain Bone and Muscle
- Supports a Healthy Gut

Key Features

How UC-II® Works in the Body



UC II® travels intact to immune cells near the gut (Peyer's Patch)



UC II® activates immune cells (regulatory T cells) to recognize type II collagen.



When regulatory T cells recognize type II collagen in joint cartilage, they release bioactive compounds like TGF-β and IL-10.



In this way, UC-II® signals your body to rebuild and repair joint cartilage.

Collagen Types - What are they and why are they important?

Type I

Makes up 90% of the body's collagen. Type I is densely packed and used to provide structure to skin, bones, tendons and ligaments.

Type II

Found in elastic cartilage, which provides joint support.

Type III

Found in muscles, arteries and organs.

Type IV

Found in the different layers of skin.

Type V

Found in the cornea of eyes, some layers of skin, hair and tissue of the placenta.

Type X

Involved in the growth, mineralization and remodeling of articular cartilage.



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Active Ingredients

(1 TEASPOON = 2 G)

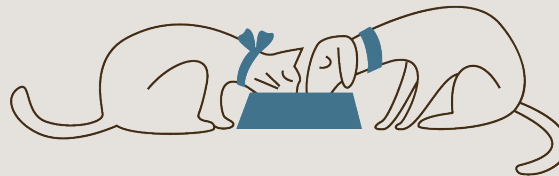
Upcycled Bovine Collagen	1800 mg
Wild Caught Marine Collagen	100 mg
UC-II® undenatured type II collagen	20 mg
Eggshell Membrane	50 mg
Vitamin C	10 mg
Bamboo Extract (70% Silica)	20 mg

Feeding Guide

WEIGHT	TSP PER DAY	DAYS OF USE
0-25 lbs	1/2	60
26-50 lbs	1	30
51-75 lbs	1 1/2	20
>75 lbs	2	15

How Do We Compare?

		
For Cats & Dogs	✓	✗
Sustainably Sourced Ingredients	✓	✗
No Fillers	✓	✗
Total Collagen per Serving	1970 mg	850 mg
Servings size for 25lb animal	½ Teaspoon	1 soft chew



Postbiotic^{plus}

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PETS™

FOR DOGS & CATS

Tynagen™

Is a postbiotic that delivers metabolites from *Lactobacillus acidophilus* directly to the gut

Actigen®

Is a prebiotic that supports digestive tract health and enhances immune modulation

Licorice Root

May help reduce nausea and symptoms of indigestion

Fennel Seed

May provide protective effects on intestinal barrier function



Slippery Elm Bark

May help protect mucous membranes and soothe inflamed tissue

Thyme

Used in traditional medicines to relieve digestive tract ailments

AstraGin®

Supports a healthy intestinal wall environment at the cellular level

Ginger Root

Helps to encourage efficient digestion



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Vet Created, Pet Approved

Fera's Postbiotic Plus provides prebiotics, postbiotics and organic botanicals for gentle and effective gut health and immune support.

Product Benefits



Supports a healthy
intestinal tract



Maintains normal
digestive function



Supports a healthy
inflammatory
response



Enhances immunity

Key Features

Ingredient Spotlight: AstraGin®

AstraGin® is a proprietary blend of *Panax notoginseng* and *Astragalus membranaceus* extracts, specially formulated to provide maximum gut health benefits.

- Increase absorption & bioavailability of nutrients
- Promotes a integrity of the gut living
- Maintains gut homoeostasis
- Supports a healthy immune system



What's the difference between Biotics?

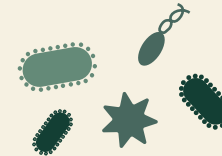
Prebiotics



FOOD for your
beneficial bacteria

To have a healthy microbiome you **MUST** feed your probiotic bacteria well! Probiotic bacteria thrive on non-digestible carbohydrates or non-digestible fiber.

Probiotics



FERMENTATION by your
beneficial bacteria

Live microorganisms that confer a health benefit on the host. Different bacteria produce different metabolites so diversity is very important!

Postbiotics



Production of beneficial POSTBIOTIC compounds

Postbiotics are the key regulators of gastrointestinal health! Probiotic bacteria produce numerous classes of postbiotic compounds.



Feeding Guide







WEIGHT	SCOOPS	DAYS OF USE
0-25 lbs	1	120
26-50 lbs	2	60
51-75 lbs	3	40
>75 lbs	4	30

Active Ingredients

(1 SCOOP=500 MG)

Tynagen® Pet	200 mg
Actigen®	100 mg
Organic Fennel Seed	50 mg
Licorice Root (DGL)	35 mg
Slippery Elm Bark	35 mg
Organic Thyme	25 mg
AstraGin®	15 mg
Organic Ginger Root	15 mg

How Do We Compare?

		
For Cats & Dogs		
Total Postbiotic + Prebiotic per Serving	300 mg	
Inactive Ingredients	0	
Serving Size for 25lb animal	1 scoop (500 mg)	2 chews (5 g)

#1 INGREDIENT
**GOAT
MILK**
FOR FLAVOR

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PETS™



**ACCREDITED
BUSINESS**
PET SUSTAINABILITY



NO FILLERS!



Did you know?

Goat's milk contains a unique blend of fats, carbohydrates and proteins that make it easily digestible for your furry friends? Not only will your cats and dogs love the taste of our goat milk toppers, they also contain naturally occurring vitamins and minerals that help support your pets' health throughout all the adventures of life!



3rd Party Tested



Effective Dosing



Clean Ingredients



High % of Actives



Traceable

#1 INGREDIENT
**GOAT
MILK**
FOR FLAVOR

NO FILLERS!

fera
PETS™



Calm

For Dogs & Cats

○ GABA

An inhibitory neurotransmitter, which helps to maintain your pet's normal emotional balance.

○ L-Theanine

A non-protein amino acid which works synergistically with GABA to help improve mood and promote relaxation.

○ KSM-66® Ashwagandha

An adaptogenic herb clinically studied for its ability to reduce stress and anxiety.

○ Passion Flower

Boosts levels of GABA in the brain which can help to manage the effects of environmental stress



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*Vet Created,
Pet Approved*

Simple, yet effective. We hand selected 4 gentle calming ingredients for a simple and clean formula you can feel good about giving your pets everyday! No fillers, just the good stuff.

**Did You Know Adaptogens are Plants that
Help the Body Respond to Stress and Anxiety?**

Ashwagandha is one of the most studied of all adaptogens and is known to have positive effects on the endocrine, nervous, immune and cardiovascular systems. Ashwagandha helps promote relaxation by calming how the brain responds to stress.



#1 INGREDIENT
**GOAT
MILK**
FOR FLAVOR

NO FILLERS!

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Hip & Joint

For Dogs & Cats

○ Glucosamine

May stimulate the production of proteoglycans which help maintain the health and resiliency of joints and connective tissue. It also helps maintain the synovial fluid that keeps joints lubricated.

○ MSM

A natural analgesic that may block the transfer of pain impulses through nerve fibers. MSM may also enhance the activity of cortisol, a natural anti-inflammatory hormone produced by the body.

○ Green Lipped Mussel

A natural source of glucosamine, chondroitin and hyaluronic acid. They have been clinically researched for their ability to reduce osteoarthritis induced pain in dogs.



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*Vet Created,
Pet Approved*

Simple, yet effective. We hand selected three of the best joint support ingredients for a simple and clean formula you can feel good about giving your pets everyday! No fillers, just the good stuff.

Did You Know that 1 in 4 Dogs Are at Risk for Developing Arthritis in their Lifetime?

Arthritis can present itself in any of your pet's joints, including the knees, shoulders, elbows, and hips and can happen as early as 2 years of age! Taking a joint supplement can help pets of any age, breed and size. Perfect to help with mild inflammation from normal wear and tear, and especially useful for pets predisposed to hip dysplasia, spinal disc injuries, and/or osteoarthritis.



#1 INGREDIENT
**GOAT
MILK**
FOR FLAVOR

NO FILLERS!

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Immune

For Dogs & Cats

○ Colostrum

Rich in lactoferrin and immunoglobulins, both help support the body's ability to fight off harmful bacteria and may relieve allergy symptoms caused by an overactive immune system.

○ Turkey Tail Mushrooms

Filled with beta-glucan polysaccharides known for their immune enhancing effects. They also contain antioxidants which protect the body against damage caused by free radicals.

○ LifeinU™ Bacillus Subtilis CU1

A unique, patented probiotic clinically proven to boost immune health and function.



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Vet Created,
Pet Approved

Simple, yet effective. We hand selected three effective, immune-boosting ingredients for a simple and clean formula you can feel good about giving your pets everyday! No fillers, just the good stuff.

Did You Know that Gut Health is Directly Related to the Immune System?

Your pet's gastrointestinal tract contains about 70% of their immune system, putting it on the front line for preventing pathogens from accessing the rest of the body. By normalizing the conditions in the digestive system, probiotics allow the immune system to function properly. Our formula includes three key ingredients known for enhancing the immune system while simultaneously strengthening the gut microbiota to keep your pet strong and healthy!



#1 INGREDIENT
**GOAT
MILK**
FOR FLAVOR

NO FILLERS!

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PETS™



Multivitamin

For Dogs & Cats

○ Essential Vitamins and Minerals

Contains a full profile of essential vitamins and minerals to keep your pet active, happy and healthy.

○ Lactospore®

A probiotic containing lactic acid produces microbes from *Bacillus coagulans*. This species thrives in the acidic environment of the stomach, producing lactic acid that effectively prevents the growth of pathogens in the digestive tract.



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*Vet Created,
Pet Approved*

Simple, yet effective. We hand selected a full profile of vitamins, minerals and probiotics for a simple and clean formula you can feel good about giving your pets everyday! No fillers, just the good stuff.

Did You Know Goat Milk Has Naturally Occurring Vitamins and Minerals?

Our goat milk powder contains naturally occurring potassium which helps support nerve, muscle and heart health, as well as calcium and phosphorus for strong bones!



#1 INGREDIENT
**GOAT
MILK**
FOR FLAVOR

NO FILLERS!

fera
PETS™



Skin & Coat

For Dogs & Cats

- **Collagen**
Promotes skin hydration and elasticity, as well as coat thickness and shine.
- **Vitamin C**
Plays an active role in collagen synthesis.
- **Biotin**
Plays an important role in protein synthesis and keratin production which help maintain the health of your pet's skin and coat.



**Vet Created,
Pet Approved**

Simple, yet effective. We hand selected three of the best Skin & Coat ingredients for a simple and clean formula you can feel good about giving your pets everyday! No fillers, just the good stuff.

Did You Know Vitamin C is Essential to Collagen Production?

We know collagen is important for maintaining hydrated skin and a shiny coat.

We include collagen peptides AND vitamin C, for a double dose of collagen boosting power!

