



Who is Terry?



Terry Lemerond started with his own health food store in Green Bay, Wisconsin, and then began formulating his own line of products. This led to his first company, Enzymatic therapy, and now EuroPharma – the parent company of the Terry Naturally brand

- Over 500 product formulations in his 45 years in the industry
- Many awards, including induction into the Hall of Legends at Natural Products Expo West in 2017
- Terry still leads the company, but he turned it over to the employees in 2017, so we are now **EMPLOYEE OWNED!**

Terry Naturally® Dietary Supplements

- Science-based natural medicines featuring clinically validated ingredients and products
- 100+ awards and counting
- Dedicated to responsible and ethical business practices in support of the independent retailer
- Best-selling products include
 - Curamin® for pain relief†
 - CuraMed® clinically proven curcumin
 - AnxioCalm® for anxiety and stress*^

†Occasional muscle pain due to exercise or overuse

^Relief of occasional anxiety

*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.



2018: Terry Naturally Animal Health

- Why? Consumers already buying our products for their pets
 - with great results!
- Opportunity to create a line specifically for animals
 - Animal dosage recommendations
 - Delivery systems for animals
 - Industry organization now exists to support responsible formulation and marketing of health products for animals



A Proud Member of NASC

- National Animal Supplement Council
- Provides guidance on quality, labeling, and product claims
- Terry Naturally Animal Health has passed review and audit by NASC
- Membership also means working together to make the industry better for everyone
- NASC quality seal appears on products, literature, and website!

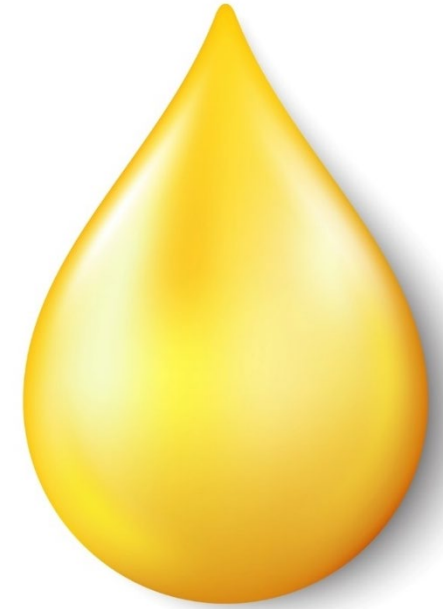


Omegas for the Canine Brain



Fish Oils as a Source of Omega-3

- Processed – unstable
- Produced with use of undesirable solvents
- Triglyceride based
 - Low absorption/inefficient carrier
- No longer in the natural EPA/DHA ratios
 - Manufacturers can order any ratio they wish and vendors can supply it
- Altered molecular form



Phospholipids

Bioidentical EPA and DHA

Bioactive peptides



No other product on the market contains bioidentical EPA/DHA, PLUS phospholipids and bioactive peptides



Power of Phospholipids

- Five types of marine phospholipids
 - phosphatidylcholine, phosphatidylethanolamine, phosphatidylserine, phosphatidylinositol, and sphingomyelin
- Phospholipids have better bioavailability, a better resistance towards oxidation and a higher content of eicosapentaenoic (EPA) and docosahexaenoic acids (DHA) than oily triglycerides (fish oil)
- Health benefits attributed to phospholipids include
 - impact on inflammatory processes
 - immune function
 - blood lipid metabolism
 - neurological development
 - roles in immune and liver function

Bioactive Peptides

- Peptides are short chains of amino acids
- Not found in fish or krill oil
- Health benefits
 - Anxiolytic (calming) properties
 - Neurological system
 - Cardiovascular system
 - Joint support
 - Digestive health



Intelligent Omega (soft chew)



- **2:1 DHA/EPA** omega fatty acids with **phospholipids** and **peptides from salmon**
 - Animal study showing approximately 20% increase in impulse control (delayed reward test)
- Use for: focus, brain health, and the nervous system



King
Dawn
(Purchasing)

PRODUCT FACTS

Active Ingredients per 1 Soft Chew (4 g)

Whole Omega-3 Phospholipid Peptide Complex from Atlantic Salmon (*Salmo salar*)..... 100 mg featuring phospholipids, omega-3 [DHA (docosahexaenoic acid) and EPA (eicosapentaenoic acid)], and bioactive peptides in a balanced ratio as found in salmon; not chemically altered or artificially spiked with DHA/EPA

Inactive Ingredients: Brewer's Yeast, Flavor (flax seed, oregano, and plums), Flax Seed Oil, Glycerin (coconut), Mixed Tocopherols (preservative), Rice Bran, Rice Flour, Salt (sodium chloride), Sunflower Lecithin, Tapioca Starch, Water.

- 1 chew for dogs under 50 lbs; 2 chews for dogs over 50 lbs

VECTOMEGA®

Omega-3 Fatty Acid Complex from Salmon

- **The Smart Choice!**

- Better than fish or krill oil
- Solid dosage = greater stability

- **Bioidentical Omega 3s**

- EPA and DHA in original positions; 2:1 DHA/EPA

- **Chemical-free extraction**

- Bound to phospholipids
- Chemical-free extraction: water and enzymes
- No concerns with toxins or heavy metals

- **Consumers Love It!**

- Just 1 or 2 tablets or capsules per day
- No fish burps or aftertaste

Recommendations: 1 tablet or capsule daily, may increase to 1 tablet or capsule twice daily for additional support.



SUPPLEMENT FACTS

Serving Size: 1 Capsule
Servings Per Container: 60

Amount Per 1 Capsule (Veg): %DV

Omega-3 Phospholipid 214 mg **
Peptide Complex

Featuring Phospholipids, Omega-3 [DHA (docosahexaenoic acid) and EPA (eicosapentaenoic acid)] and bioactive peptides extracted from Atlantic Salmon (*Salmo salar*), in a balanced ratio as found in salmon; not chemically altered or artificially spiked with DHA/EPA

**Daily Value (DV) Not Established



SUPPLEMENT FACTS

Serving Size: 1 Tablet
Servings Per Container: 60

Amount Per 1 Tablet: %DV

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Omegas for the Canine Body





Omega Skincare

- Organic flax, pumpkin, sunflower, and sesame oils plus cod liver oil
- Full range of essential fatty acids for sensitive skin
 - Omega 3, 6, and –9 plus EPA and DHA
- 1 tsp daily
- Refrigerate after opening

Product Facts

Active Ingredients per 1 tsp (5 ml)

Proprietary Blend4.6 g
 Cod (*Gadus morhua*) Liver Oil, Organic Flax (*Linum usitatissimum*) Seed Oil, Organic Pumpkin (*Cucurbita pepo*) Seed Oil, Organic Sesame (*Sesamum indicum*) Seed Oil, Organic Sunflower (*Helianthus annuus*) Seed Oil

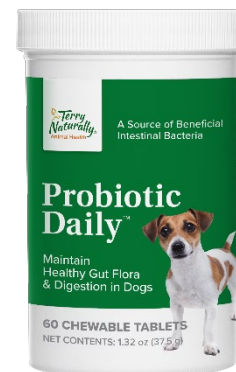
Inactive Ingredients: Rosemary (*Rosmarinus officinalis*) Aerial Extract (preservative)

Cautions: If animal's condition worsens or does not improve, stop product administration and consult your veterinarian. Safe use in pregnant animals or animals intended for breeding has not been proven. An examination from a veterinarian is recommended prior to using this product.

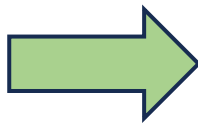
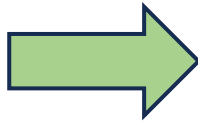
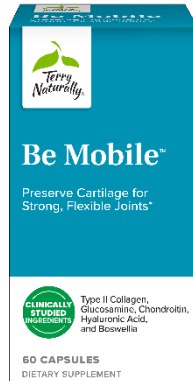
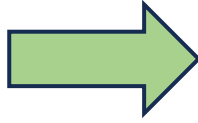
For use in dogs only. Recommended for skin health support.

Directions for use: Shake well. Refrigerate after opening.
 50 pounds and under: 1 teaspoon, once daily.
 Over 50 pounds: 2 teaspoons, once daily.

Skin health starts in the gut:
 pair with Probiotic Daily for additional support!



Archie
 Rebecca
 (Accounting)



Thank you for joining us today!



Roll call and questions

Free for attending today!