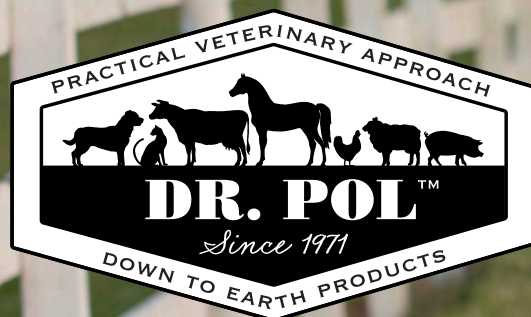


INCREDIBLE
PRODUCTS

for

*Incredible
Pets*



Pet Food + Treats • Farm Feeds • Wellness Products • Cat Litter + Animal Bedding • Pet Accessories + Toys • Fan Favorites



Dr. Pol
AMERICA'S FAVORITE
VETERINARIAN

A true country veterinarian, Dr. Pol treats all animals from cats and dogs to horses, pigs, cows, sheep, alpacas, goats, chickens, and even an occasional reindeer.

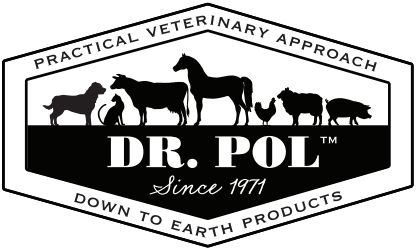
He believes every child should grow up with a furry friend, and that pet ownership makes children responsible adults.

THE DR. POL *Difference*

Helping animals and their humans is at the heart of Dr. Jan Pol's mission. With a down-to-earth, practical approach to veterinary medicine, Dr. Pol grew his rural Michigan practice from a humble start to one with over 25,000 clients - and is recognized around the world through his #1 hit TV series, *The Incredible Dr. Pol*.

Holy Moses! How Incredible Is This?

- » 2 million+ fans on social media
- » Best-selling book, published in multiple languages
- » 20,000+ subscribers on Dr. Pol's YouTube Channel
- » 500K Views on TikTok
- » #1 television series on Nat Geo WILD for 20 consecutive seasons
- » 750,000+ viewers each week
- » 200th episode kicked off the 21st season in July 2022
- » All previous seasons of *The Incredible Dr. Pol* stream worldwide on Disney+



2021 MARKED
DR. POL'S 50TH YEAR
in
VETERINARY MEDICINE!

INSIDE

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WHOLESOME INGREDIENTS,
OUTSTANDING NUTRITION AT AN

Affordable Price



GIVE US A *Woof*
TO GET STARTED

Keith Rees

National Sales and
Marketing Director

keith.rees@consumers-supply.com

712.255.6927 x 204

Dr. Pol® Incredi-Pol™ Favorites Line Features:

- » Meat-first recipes satisfy a pet's need for lean protein
- » Wholesome ingredients
- » 100% Nutritionally complete & balanced
- » Added prebiotics and probiotics to support gut health
- » For all life stages & breeds
- » Healthy and affordable



Dr. Pol® Incredi-Pol™ Favorites Cat Food

RECIPE OPTIONS

Chicken and Brown Rice Indoor Cat Food

Chicken and Brown Rice
Weight and Hairball Support Cat Food

Dr. Pol® Incredi-Pol™ Favorites Treats

FLAVOR OPTIONS

Chicken Parmesan Flavor Dog Treats

Bacon Cheeseburger Flavor Dog Treats

Soft & Chewy Chicken Flavor Dog Treats

Crunchy & Creamy Chicken Flavor Cat Treats

Dr. Pol® Incredi-Pol™ Favorites Dog Food

RECIPE OPTIONS

Chicken and Brown Rice Dog Food

Beef and Brown Rice Dog Food

Lamb and Brown Rice Dog Food



"People ask me all the time what my favorite animal is.
That's easy, my favorite animal is a healthy animal."



Dr. Jan Pol

SUPPORT FOR A DOG'S

Overall Vitality

IN A TASTY MEAL TOPPER

Dr. Pol® Vita-Boost Powder for Dogs

Natural ingredients with functional benefits:

- » Added prebiotics & probiotics promotes healthy digestion
- » Natural eggshell membrane supports lifelong joint health, comfort and flexibility
- » Omega-3 and Omega-6 from flaxseed supports healthy coats, joints and brain function
- » Delicious bacon flavor will have tails wagging!
- » Made in the USA; Free of GMO ingredients, synthetic preservatives and artificial colors

Bark!



BOW-WOW-WOW!!!



"Ordered this product for my elderly chihuahua with a poor appetite and a very sensitive stomach... I've tried all kinds of diets along with several different probiotics he wouldn't touch. Tried this one on a whim as I was looking for powder I can mix into his food. He's been on it for approximately 4 weeks now. He loves the taste of it and the number of tummy trouble days has been reduced big time! Can't say enough about this product."

GIVE US A *Woof*
TO GET STARTED

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National Sales and Marketing Director

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LIMITED INGREDIENT FOOD

for
Better Health



Single meat proteins are
the first ingredient.
No by-products or
meat meals are ever used.



No corn, wheat, soy,
GMO ingredients,
synthetic preservatives,
or artificial colors



Natural nutrition
plus added
vitamins & minerals



Ideal for pets
with food intolerances,
allergies or
weight loss needs.

Support a long, healthy and happy life with better nutrition.

VETERINARIAN FORMULATED WITH

Experience, Compassion + Love

FOR ANIMALS BY DR. POL

Limited Ingredient Line Features:

- » Single animal meat as #1 protein source
- » No meat meals or by-products
- » Natural nutrition plus added vitamins & minerals
- » Non-GMO ingredients and gluten free
- » No corn, wheat, soy, synthetic preservatives or artificial colors
- » Added prebiotics and probiotics to support healthy digestion
- » Highly digestible, fantastic nutrition and amazing results



GIVE US A *Woof*
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National Sales and
Marketing Director

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"The #1 factor impacting an animal's health and lifespan is nutrition. My recipes are made from wholesome ingredients that provide excellent nutrition to help dogs and cats live long, healthy lives."

DR. POL



LICK THE BOWL CLEAN
GUARANTEE:
Your pet will LOVE it
or your money back.

DR. POL'S PRACTICAL APPROACH

"My Veterinarian Formulated Diets are based upon the animal nutrition experience I've gained over the course of my 50+ year career. Ultimately learning when it comes to animals, simple is the best way to support a long, happy life. What you'll find in these diets are real animal meats and nutrient rich superfoods that will feed well, nourish your pets from the inside out and have them licking the bowl for more.

You'll be amazed at the results!"

Dr. Pol



High Energy Chicken Recipe

FOR ACTIVE ADULT DOGS
AND GROWING PUPPIES

Everything a puppy needs to develop into a strong adult dog and fuel them through their active adult years.



Healthy Balance Chicken Recipe

FOR ALL BREEDS
AND AGES OF DOGS

Everything an adult dog needs for a balanced diet that helps maintain a healthy weight and fuel their daily adventures.



Healthy Balance Grain-Free Salmon Recipe

FOR ALL DOG BREEDS
AND AGES WITH
GRAIN ALLERGIES

Nourishes all breeds and ages of dogs with grain allergies, and will have them licking the bowl clean!



High Protein Grain-Free Chicken Recipe

FOR CATS AND
GROWING KITTENS

Perfect high protein blend with everything a kitten needs to develop into a strong adult and fuel them through their active adult years.

PET TREATS SUPPORTING
OVERALL HEALTH
AND VITALITY FOR

Happy Pets



Freeze Dried Raw Munchies Product Line Features:

- » Real meat, freeze dried to lock in goodness
- » Healthy, natural treats or snacks
- » Perfect as a training treat, on-the-go snack or meal enhancer
- » Grain free, gluten free, filler free, guilt free. What's not to love!



GIVE US A *Bark*
TO GET STARTED

Keith Rees

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SINGLE SOURCE
PROTEIN THAT IS
IRRESISTIBLY TASTY,
LEAN AND HEALTHY

For Supplemental
Feeding as a
Meal Topper, Snack
or Treat

Freeze-drying captures essential nutrients from raw meat without cooking to provide the benefits of raw without the hassle of fresh meats.

Dog Munchies

FLAVOR OPTIONS

Rabbit • Chicken • Salmon • Ahi Tuna

Cat Munchies

FLAVOR OPTIONS

Rabbit • Chicken • Salmon • Ahi Tuna



Small Animal Crunchies

Apple & Banana Flavor

- » Treats for rabbits, guinea pigs, hamsters, gerbils, chinchillas, rats, mice or other small pets
- » Delicious and nutritious snacks perfect for hand feeding and bonding with your pet
- » High fiber formula supports healthy digestion



DR. POL'S PRACTICAL APPROACH

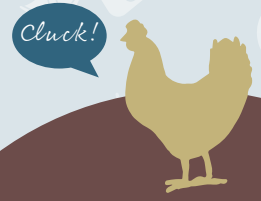
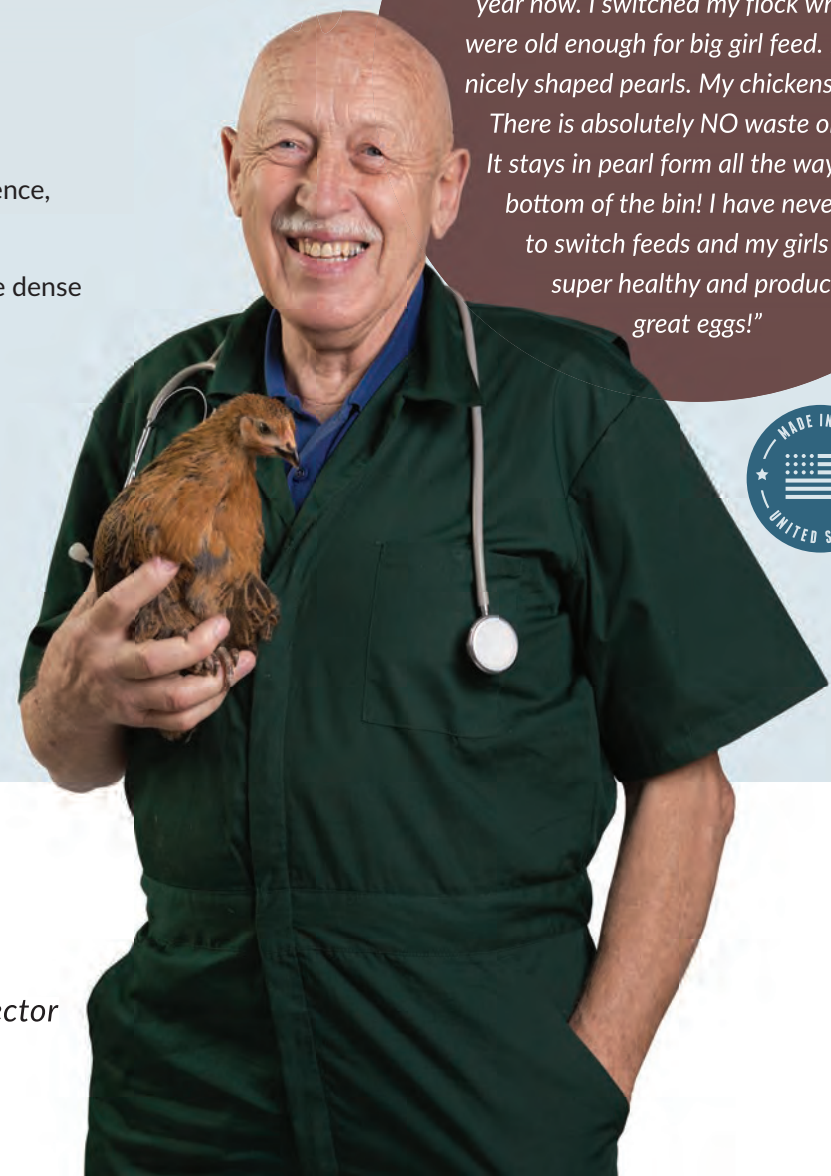
"Based upon the animal nutrition experience I've gained over my 50+ year career, simple is the best way to keep your pet happy and healthy. My freeze dried raw munchies are a fantastic blast of raw flavor to feed their wildest cravings in a healthy way!"

Dr. Jan Pol

FROM POULTRY TO HORSES,
WE'VE GOT JUST WHAT
YOU NEED FOR YOUR
Farm Animal Friends

**Farm Feeds Product
Line Features:**

- » Veterinarian formulated with experience, compassion & love for animals
- » Extruded feeds are 20% more calorie dense than pelleted or texturized feeds
- » Dissolves easily to support animals with bad or missing teeth
- » Gently-cooked to aid digestibility in easy to eat shapes
- » Consistent nutrition in every bite with less sorting and waste than traditional feeds



CHICKS DIG IT!



"I've been using this feed for about a year now. I switched my flock when they were old enough for big girl feed. I love the nicely shaped pearls. My chickens LOVE it! There is absolutely NO waste or mess! It stays in pearl form all the way to the bottom of the bin! I have never had to switch feeds and my girls are super healthy and produce great eggs!"



GIVE US A *Neigh*
TO GET STARTED

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National Sales and Marketing Director
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Poultry Feeds

OPTIONS

Dr. Pol® 16% Poultry Pearls Healthy Balance Layer Feed - A Complete Feed for Adult Laying Hens

Dr. Pol® 18% Poultry Pearls Healthy Start Chick Feed: A Complete Starter Feed for Larger Chicks

Dr. Pol® 28% Poultry Pearls High Protein Gamebird Feed: A Complete Feed for Pheasants, Geese, Ducks, Turkeys, Laying Hens, Broilers and other Game Birds



Goat Feed

Dr. Pol® Healthy Goat Alfalfa Recipe for Goats of all Breeds and Ages

Horse Feeds

OPTIONS

Dr. Pol® Healthy Balance Farmland Recipe Horse Feed for Gestating/ Lactating Mares and Growing Foals

Dr. Pol® Healthy Evolution Farmland Recipe Horse Feed for Maturing Adults, Aging and Senior Horses



FROM THE HORSE'S MOUTH



"My 38 year old Arabian loves this food. He was not eating well so I changed his food to Dr. Pol and he licks his bowl like a dog. I love this food."

Rabbit Feed

Dr. Pol® Healthy Balance Alfalfa Recipe Rabbit Feed for Rabbits of all Breeds and Ages

Keep your pet clean, THEIR SKIN HEALTHY + THEIR COAT SMELLING GREAT

Product Line Features:

Whether it's time for a bath with our Aloe & Oatmeal Shampoo or a scented spritz with best-selling Sweet Pea Vanilla Body Spray, Dr. Pol has you covered.

Dr. Pol™ Body Sprays

SCENT OPTIONS

Piña Colada • Cucumber Melon • Sweet Vanilla
Cherry Blossom • Sugar Cookie



GIVE US A *Ruff*
TO GET STARTED

Nicole LaDue
Chief Commercial Officer
nicole@stratfordrx.com
813.466.4415

Pet Shampoo

OPTIONS

Dr. Pol Aloe &
Oatmeal Shampoo

Dr. Pol Tearless Shampoo

Pet Wipes

OPTIONS

Dr. Pol Aloe &
Oatmeal Wipes

Dr. Pol Facial & Tear Wipes

YOUR PET'S EAR-TO-EAR SMILE IS ABOUT TO GET

Even Brighter

Product Line Features:

- » Supports healthy teeth & gums
- » Eliminates bad breath
- » Treats and prevents tartar & plaque
- » 100% natural



Crafted with experience
and compassion for animals,
each product is formulated
to help keep your cat's
or dog's teeth healthy
and sparkling.



ProDen PlaqueOff®

OPTIONS

Dr. Pol ProDen PlaqueOff® Cat & Dog Formula

Dr. Pol ProDen PlaqueOff® Cat Formula

Dr. Pol™ Dental Wipes

BENEFITS FOR CATS + DOGS

Textured wipes, convenient to use
without a pet toothbrush

Formulated with Chlorhexidine and
natural mint oils to help reduce
bacteria and promote fresh breath



Dental Cleanse Water Additive

Simple and easy to use, odorless
and tasteless formula

Helps reduce plaque and tartar

Ditch the Itch

FOR GOOD WITH A
LITTLE HELP FROM
AMERICA'S VET, DR. POL

Product Line Features:

The Dr. Pol™ medicated line offers veterinary grade formulas and easy to use solutions targeted for skin, coat and ear care. Curated and crafted with experience and compassion for animals, the Dr. Pol Anti-Itch Collection makes it easy to help your pet feel good in their skin at home.

The Anti-Itch product line is formulated with Chlorhexidine and Ketoconazole, recommended for the prevention and treatment of the most common skin conditions.



Anti-Itch

OPTIONS

- Dr. Pol™ Anti-Itch Shampoo
- Dr. Pol™ Anti-Itch Wipes
- Dr. Pol™ Anti-Itch Spray

Ear Care

OPTIONS

- Dr. Pol™ Ultimate Tris Flush
- Dr. Pol™ Ultimate Ear Cleaning Flush

GIVE US A *Ruff*
TO GET STARTED

Nicole LaDue

Chief Commercial Officer
nicole@stratfordrx.com
813.466.4415

Whole-body Health

STARTS FROM WITHIN

Product Line Features:

Whole-body health starts from within, and with the Dr. Pol™ Supplements Collection in your cupboard, you can help your furry friend feel their best—it could be as simple as a chew a day!

IS YOUR DOG
12 WEEKS OR OLDER?
Right now is the best time to start them on a nourishing supplement routine to set them up for a healthy and happy life.



Chews

OPTIONS

- Calming Support Chews
- Mobility Chews
- Joint Support Chews



Probiotics

BENEFITS

Supports digestive health and aids in anti-diarrhea, gut health, and constipation relief.

Multivitamin

BENEFITS

A comprehensive blend of vitamins for dogs – a wholesome blend of nutrients that aids in growth and development.

Omega-3 Liquid

BENEFITS

Supports brain, heart and immune function and joint health. Helps to maintain a healthy skin and coat.

INTRODUCING A PREMIUM,
ALL NATURAL LINE OF CAT LITTER
PRODUCTS WHICH BOTH

You + Your Cat Will Love

Product Line Features:

- >> 100% all natural product with no added chemicals
- >> Superior health benefits for your cat as compared to unnatural and unhealthy clay and silica based products
- >> Fresh pine odor control which is dust free, oil free and easy to clean
- >> Certified by the USDA as 100% biodegradable and compostable
- >> Good for your cat, good for you, and good for the environment



WHY DOES
DR. POL LOVE IT?
*"As a cat parent myself,
I always want the best
for the animal and
the environment."*



GIVE US A *Meow*
TO GET STARTED

Corey Bush

Director - Sales & Marketing
cbush@equustock.com
901.334.7033

Pine Pellets

Prevent "tracking" of materials outside of the litter box, avoiding the need for extra clean-up.

SIZE OPTIONS
14 lbs • 25 lbs • 40 lbs

Pine Cobble®

An inviting texture for kittens and small cats, or cats transitioning from clay and silica litters to all natural pine litter.

SIZE OPTIONS
14 lbs • 25 lbs



**ComforTech Pine Blend
Small Animal Bedding**

This all-natural pine product provides an inviting and comfortable habitat for small animals of all types. Easy to clean and keeps the environment free from odors.



Holy Moses!

PET ACCESSORIES CREATED
TO ENJOY LIFE TOGETHER

Dr. Pol™ Training Pads

- » Available in multiple sizes and counts
- » Quick drying gel provides immediate absorption to prevent tracking and leaking
- » Built in attractant and odor control
- » Fresh scented



"Remember to praise
your dog when they
do the right thing.
That's the whole secret!"

Dr. Jan Pol



Dr. Pol™ Barnyard Cat Scratch House

- » Great for scratching, play, and cozy naps
- » Reversible full floor scratch pad
- » Includes jingle ball and catnip
- » Easily assembled in minutes

GIVE US A *Bark*
TO GET STARTED

Jacob Kassin

VP of Sales

jacobi@bow-wowpet.com

212.779.1140



Dr. Pol™ Pet Beds

- » Soft, cozy and warm
- » Non-skid bottom
- » Available in multiple shapes and sizes
- » Machine washable

Dr. Pol™ Barnyard Coat

- » Designed to easily put on or take off
- » Size range XS-XL
- » Machine washable



WHY DOES
DR. POL LOVE IT?

*"Toys help build the
relationship between
you and your pet.
Play often!"*

Dr. Pol™ Durable Toys

- Ultra Tough and Durable
- Toss and Tug Fun
- Promotes Good Dental Hygiene
- Encourages Exercise & Play



Dr. Pol™ Plaid Duck Toys

- Honk squeaker for realistic duck sounds
- Crinkle paper for added excitement
- Tug, Fetch & Play



Dr. Pol™ Busy Bowl

- » Non-slip grips
- » Promotes fun and healthy eating
- » Helps prevent bloat, regurgitation, and canine obesity
- » Dishwasher safe

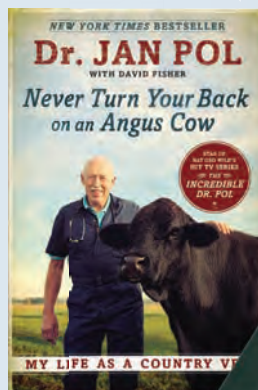
Fan Favorites

& OFFICIAL MERCHANDISE
FROM THE DR. POL SHOP

Never Turn Your Back on an Angus Cow: My Life as a Country Vet

By Dr. Jan Pol, David Fischer

- » Dr. Jan Pol, star of Nat Geo WILD's hit show *The Incredible Dr. Pol*, shares his amusing and often poignant tales as a veterinarian in rural Michigan treating patients that range from white mice to 2600 pound horses and everything in between!



GIVE US A *Meow*
TO GET STARTED

Tater Pol

Our Meow-Mazing
Sales Lead

Sales@TheDrPol.com

TATER TALES

The Pol Veterinary Services clinic cat, Tater, is a three-legged legend with an attitude and more than 50,000 followers on Instagram. Keep up with his antics here:

@tater_pol



Ducktor Pol™ Rubber Ducky

- » Official Dr. Pol rubber duck from CelebriDucks® – Voted one of the top 100 gifts by *Entertainment Weekly*
- » A must-have collectible
- » Fun for all ages!



Dr. Pol™ Candle

- » 12 oz., Hand-poured soy candle
- » Jar measures 4 3/4" tall by 3" wide
- » Clean burning 100% cotton wick
- » Made in the USA
- » Burn time: 80-100 hours



PET DENTAL
HEALTH MONTH

February

NATIONAL DOG DAY

August 26



NATIONAL
CAT DAY
Every Day!

CANDLE
SCENTS

Farm Life

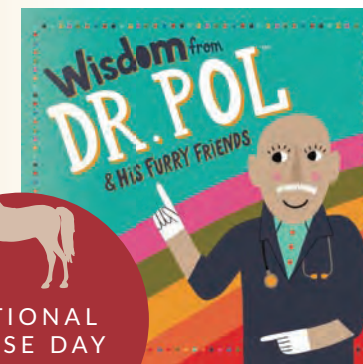
O'Deur Away

- PLUS -

Limited Edition
Seasonal Scents



NATIONAL
HORSE DAY
December 13



Dr. Pol™ 2022 Calendar

LIMITED EDITION

Features unique artwork of Dr. Pol and his furry friends, inspiring phrases, plus a bonus page of photos.

Contains a scannable QR code with exclusive Dr. Pol content.

Join the Herd

@TheDrPolOfficial & @DrPolPets

@TheDrPol & @DrPolPets

@DrPol

YouTube.com/DrPol

Visit www.TheDrPol.com



HELPING ANIMALS
AND THEIR HUMANS
IS AT THE HEART OF
DR. JAN POL'S MISSION

From age 12 when he delivered a litter of piglets on his family's dairy farm in the Netherlands, Jan knew he wanted to become a veterinarian.

In 1971, his dream came true when he immigrated to the United States and began his veterinary career.

Dr. Pol's passion for animal care continues today with his practical veterinary approach and down to earth products.

**Animals make us
better humans.**