



INCREDIBLE
PRODUCTS

— for —

**Fifty years
of veterinary
experience, right
at home**

PET FOODS + TREATS

FARM FEEDS

CAT LITTER

GROOMING + PET CARE

FIRST AID

PET ACCESSORIES + TOYS

WILD BIRD

FAN FAVORITES

DR. POL INTERNATIONAL



Dr. Pol

A LIFETIME OF CARING
FOR ANIMALS

A true country veterinarian, Dr. Pol has spent more than five decades treating animals of every kind, from cats and dogs to horses, pigs, cows, sheep, alpacas, goats, chickens, and even the occasional reindeer.

Watched Around the World

- » The Incredible Dr. Pol has aired more than 250 episodes and is now syndicated globally, reaching audiences in 180+ countries.
- » The long-running series continues to attract viewers through broadcast syndication and streaming platforms worldwide.
- » The Dr. Pol brand reaches a growing digital audience through original content on the Dr. Pol Presents YouTube channel.
- » 2.8 million+ fans follow Dr. Pol across social media.
- » Dr. Pol is the author of a New York Times best-selling book, published in multiple languages.
- » European TV limited-series, *In de Voetsporen van Dr. Pol* (In Dr. Pol's Footsteps), was wildly popular with its Dutch audience.



The Dr. Pol Difference™

OUR PRODUCTS ARE BUILT ON
REAL VETERINARY EXPERIENCE AND
PRACTICAL SOLUTIONS THAT HELP YOU
CARE FOR YOUR PETS AND LIVESTOCK
WITH CONFIDENCE.



Animals make us better humans.

Dr. Jan Pol

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Dr. PolTM International

SELECT PRODUCTS AVAILABLE IN INTERNATIONAL MARKETS



Limited Ingredient Healthy Balance For Dogs

Salmon • Chicken • High Energy Chicken



High Protein Grain-Free Chicken Recipe for Cats

For Cats + 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.



Limited Ingredient Healthy Balance Meat Paté

Chicken • Lamb • Salmon



100% Meat Training Treats

Chicken • Lamb • Salmon

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



EggcellentTM Chicken Feed

Layer Mix • Layer Feed • Health Mix



A young Jan Pol in the Netherlands, already surrounded by animals.



INTRODUCING



NEW PRODUCT Supplements

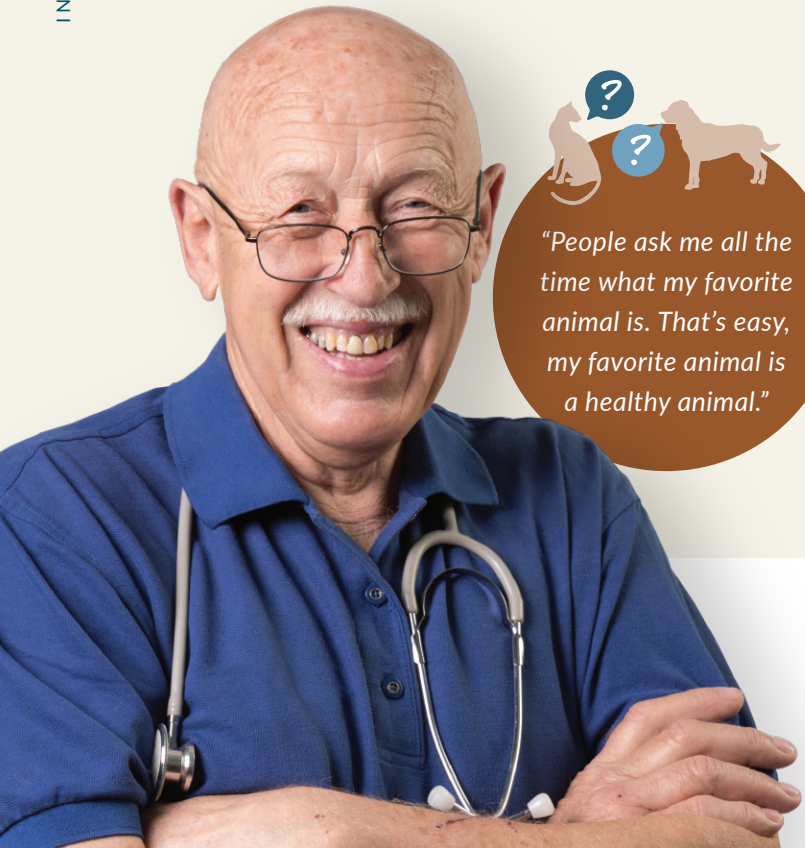
Veterinarian-developed supplements with no unnecessary additives or artificial ingredients. Highly bioavailable amino acid nutrition for vitality and recovery. Daily nutritional support for dogs and cats at every life stage.

Daily Health • Energy & Recovery • Vital Age • Vital Puppy
• Skin & Coat • Joint & Flex



Incredi-Pol® Favorites

EVERYDAY CARE STARTS WITH GOOD NUTRITION



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

Incredi-Pol® Favorites Cat & Kitten Food Recipes

Indoor Cat & Kitten Chicken & Brown Rice
Weight & Hairball Support Chicken & Brown Rice



Incredi-Pol® Favorites Cat & Kitten Food Recipes

Indoor Complete Chicken • Weight & Hairball Support Chicken

Incredi-Pol® Favorites Dog Food Recipes

Chicken & Brown Rice • Beef & Brown Rice • Lamb & Brown Rice



Incredi-Pol® Favorites Dog Food Recipes

Lamb & Brown Rice • Beef & Brown Rice • Chicken & Brown Rice

DR. POL® INCREDI-POL® FAVORITES FEATURES

- » Meat-first recipes satisfy a pet's need for lean protein
- » Wholesome ingredients
- » 100% Nutritionally complete and balanced
- » Natural nutrition plus added vitamins + minerals
- » Added prebiotics and probiotics to support gut health
- » For all life stages and breeds
- » Healthy and affordable
- » No corn, wheat, soy, artificial colors, or preservatives



Limited Ingredient

SIMPLER RECIPES TO SUPPORT
HEALTHY DIGESTION AND
BALANCED NUTRITION.

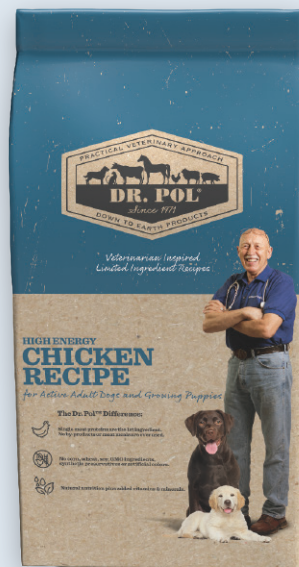
"The #1 factor
impacting an
animal's health and
lifespan is nutrition."



Healthy Balance Chicken Recipe

FOR ALL BREEDS
+ AGES OF DOGS

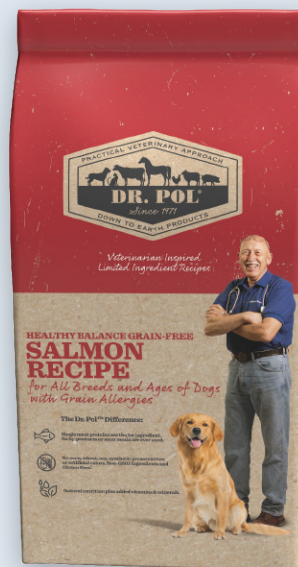
Everything an adult dog
needs for a balanced diet
that helps maintain a healthy
weight and fuel their daily
adventures.



High Energy Chicken Recipe

FOR ACTIVE ADULT DOGS
+ GROWING PUPPIES

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



Healthy Balance Grain- Free Salmon Recipe

FOR ALL DOG BREEDS + 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 + 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.

Limited Ingredient Grain-Free Cat & Kitten Food Recipe

Chicken



Limited Ingredient Grain-Free Dog Food Recipes

Chicken • Beef • Surf-n-Turf

LIMITED INGREDIENT LINE FEATURES

- » Single animal protein as the #1 ingredient
- » No meat meals or byproducts
- » Complete nutrition with added vitamins and minerals
- » Non-GMO ingredients and gluten-free recipes
- » No corn, wheat, soy, artificial colors, or synthetic preservatives
- » Added prebiotics and probiotics to support healthy digestion
- » Highly digestible recipes designed to support healthy digestion



Healthy Treats

PROTEIN-RICH TREATS THAT
SUPPORT HEALTHY, ACTIVE PETS

PRODUCT LINE FEATURES

- » Real meat, freeze-dried to preserve natural nutrients
- » Protein-rich treats made with simple ingredients
- » Ideal for training, rewarding, or adding variety to meals
- » Grain-free recipes with no unnecessary fillers



Dog Munchies

Salmon • Chicken • Rabbit

Cat Munchies

Rabbit • Chicken • Salmon



SINGLE-SOURCE PROTEIN
THAT PROVIDES LEAN,
NUTRITIOUS REWARDS.

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



Incredi-Pol® Favorites Dog Treats

Chicken Parmesan Flavor • Bacon
Cheeseburger Flavor
Soft & Chewy Chicken Flavor



Incredi-Pol® Favorites Cat Treat

Crunchy & Creamy Chicken Flavor

"My dog is so very fussy
and he loves these
treats. This is my 2nd
order of 3 bags!"

INTRODUCING



NEW FLAVORS Incredi-Pol® Favorites Dog Treats

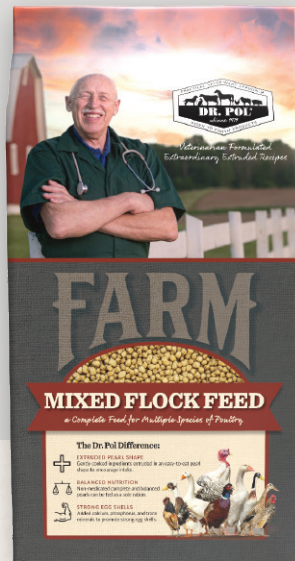
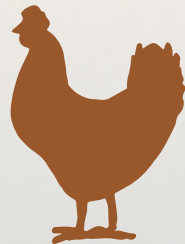
BBQ Beef • BBQ Chicken



Farm Animal Nutrition

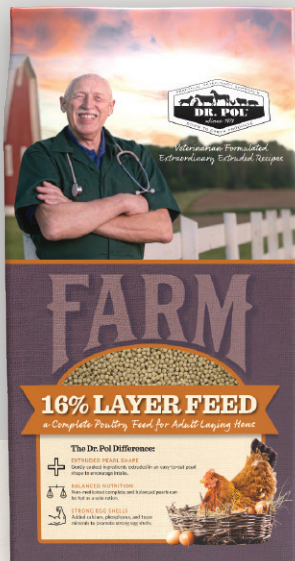
FROM POULTRY TO HORSES,
WE'VE GOT JUST WHAT YOU NEED

Cluck!



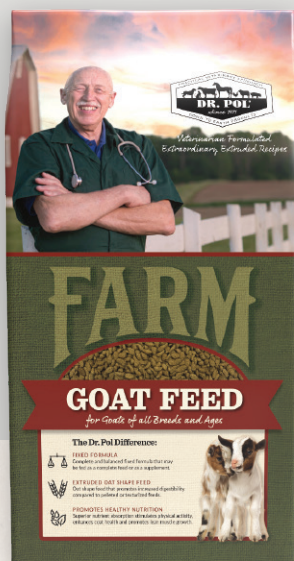
Mixed Flock Feed

A complete feed for multiple species of poultry and game birds.



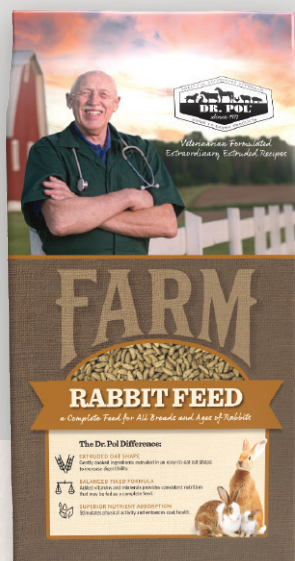
16% Layer Feed

A complete poultry feed for adult laying hens.



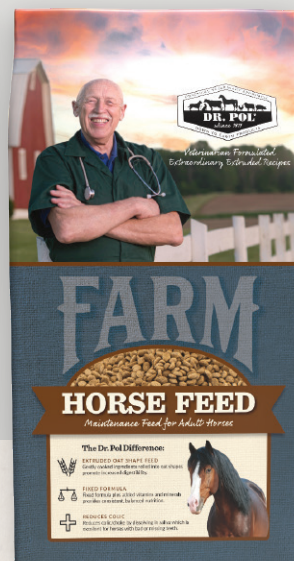
Goat Feed

A complete feed for all breeds and ages of goats.



Rabbit Feed

A complete feed for all breeds and ages of rabbits.



Horse Feed

A maintenance feed for adult horses.

EGGS-TRAORDINARY!



"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!"



Neigh!

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."

FARM FEEDS PRODUCT 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
- » New 30 lb. bags



Natural Pine Litter Cats Love!

ALL-NATURAL PINE LITTER SUPPORTS A
CLEANER, HEALTHIER HOME

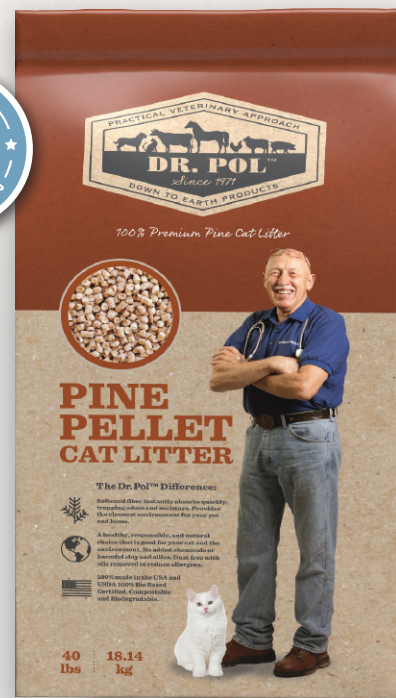


Pine Cobble®

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

WHY DO CATS LOVE IT?

Cats are naturally drawn to the clean scent and soft texture of natural pine litter. It also contains no added chemicals, making it a healthier choice for your cat and your home.



Pine Pellets

Large pine pellets
reduce tracking
outside the litter
box, helping keep
floors cleaner.

LITTER MATTERS

A clean, safe litter is an important part of your cat's daily care. Natural pine litter helps support a healthier environment for both pets and people.

NATURAL PINE LITTER FEATURES

- » 100% all-natural product with no added chemicals
- » Superior health benefits for your cat as compared to 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



Training and Hygiene

PRACTICAL SOLUTIONS
FOR HOUSE-TRAINING AND
EVERYDAY PET CARE.

Dr. Pol™ Disposable Diapers

- » Keeps pets dry & clean
- » Secure, comfortable, and snug
- » Locks in moisture fast
- » Helps reduce unwanted smells



Dr. Pol™ Cleansing Wipes

- » Cleans dirt and discharge
- » Reduces Tear Staining
- » Prevents Irritation

Dr. Pol™ Training Pads

- » Various sizes and counts available
- » Fresh scent
- » Quick drying gel for immediate absorption
- » Built-in attractant and odor control



Playtime Builds Strong Bonds

PET TOYS MADE TO ENJOY
LIFE BETTER, TOGETHER



Dr. Pol™ Barnyard Cat Scratch House



Dr. Pol™ Plaid Duck Toys



Dr. Pol™ Durable Toys



Dr. Pol™ Busy Bowl

WHY DOES
DR. POL LOVE IT?
"Toys help build the
relationship between
you and your pet.
Play often!"



Veterinary Care at Home

INCREDIBLE SOLUTIONS FOR HOME HEALTH CARE AND MAINTENANCE



Incredi-Pol™ Wound Spray

- » Safe for all animals - apply to wounds and skin issues including cuts, abrasions, burns, insect bites, hot spots and more
- » Optimizes wound healing
- » Cleans and aids in preventing wounds from becoming infected



Incredi-Pol™ Wound Gel

- » Use under bandages and wound dressings
- » Provides relieve from pain and irritation
- » Helps prevent infections, dirt and debris from entering wound



Incredi-Pol™ Eye Drops

- » Gently cleans and flushes away irritants and debris
- » Works quickly to sooth and clean, alleviating itching from dust, pollen or minor irritations
- » Easy-to-use dropper bottle



Incredi-Pol™ Ear Solution

- » Cleans and reduces odor
- » Prevents build up and possible infection
- » Safe for all animals and pets

PRODUCT LINE FEATURES

- » Effectively cleans and aids in healing
- » Safe for all animals and pets
- » Formulated with gentle, non-irritating ingredients that won't cause stinging or discomfort
- » Non-toxic and free of harmful chemicals, steroids and antibiotics



Built on real veterinary experience to help you care for your animals with confidence.



Grooming is Healthy too

IT'S NOT JUST FOR
SHOW DOGS



Grooming Clippers

Clippers for a complete range of grooming needs

GROOMING MATTERS

Regular grooming is about more than appearance, it plays an important role in your pet's overall health. Brushing, bathing, and routine care help you notice changes such as skin irritation, lumps, or ear issues early. A well-groomed pet is a healthier pet.

Shawn MacLaren Director of North American Sales | 262.865.7871



Cordless Nail Grinder

GRIND AND SMOOTH

- » Ultra Light
- » Li-Ion Battery
- » Powerful Rotary Motor

GIVE US A SPRITZ TO GET STARTED

Mark Cunningham President | mark@lab-clean.com | 562.400.4314



Incredi-Pol™ 4-In-1 Pet Shampoo

BABY POWDER OR
LAVENDER

- » Cleanse & Condition
- » Detangle & Deodorize



Incredi-Pol™ 3-In-1 Pet Refresher

FRESH CITRUS OR
LAVENDER

- » Clean Coat Waterlessly
- » Condition & Remove Odor



Incredi-Pol™ Waterless Shampoo

MANGO OR LAVENDER

- » Cleanse & Condition
- » Remove Dirt, Urine, Feces



Incredi-Pol™ Body Mist

BABY POWDER OR
LAVENDER

- » Remove Coat Odor
- » Gentle for Daily Use



Incredi-Pol™ Stain & Odor Remover

FRESH CITRUS

- » Active Enzymes break Down Odors
- » Remove Organic Stains and Smells



Incredi-Pol™ Flea & Tick Spray

- » Plant-Derived Formulation
- » Peppermint Oil Infused
- » Safe for Dogs and Cats, Pet Beds, Pillows and Other Indoor / Outdoor Surfaces



A CLEANER ANIMAL IS A HEALTHIER ANIMAL.

Regular grooming plays an important role in an animal's health. Whether it's a trim or a bath, these products help keep coats clean, skin healthy, and pets comfortable.



Wild Bird

NOURISHES & SUSTAINS
SONGBIRDS YEAR-ROUND



Dr. Pol Healthy Songbird Blend

"Whether it's a few quiet moments in the morning by yourself or a shared time with others, feeding wild birds can be rewarding, educational and enjoyable for people of all ages.

I highly recommend it!" - Dr Pol



Dr. Pol Cedar Gazebo

- » 360 degree viewing and feeding
- » Open window design offers shelter
- » Easy to fill with lift off top
- » Made of readily renewable Eastern Red Cedar
- » Made in the USA



Dr. Pol Meal Worms

- » Attracts many species of birds not drawn to traditional seed blends
- » Provides a high-energy, high-protein food source
- » Preservative and additive-free

WHY DO BIRDS LOVE IT?
Formulated with high-quality seeds and grains, this premium natural blend provides essential energy and attracts a wide variety of wild birds, keeping them coming back for more.



Fan Favorites

OFFICIAL MERCHANDISE FROM
THE DR. POL SHOP

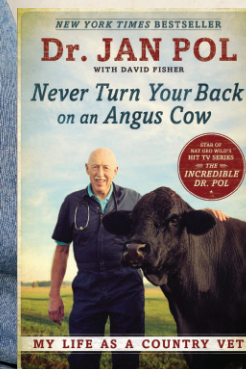
Dr. Pol Since 1971 Knit Hat

This limited-edition knit hat features a farm-inspired design and Dr. Pol branding, keeping fans warm while celebrating the spirit of the show.



Ducktor Pol™ Rubber Ducky

Official Dr. Pol Rubber Duck from CelebriDucks®. A fun collectible for fans of the show.



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

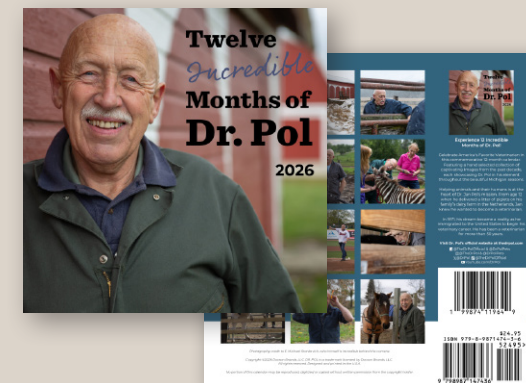
By Dr. Jan Pol, David Fischer

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 2,600-pound horses and everything in between!

JOIN THE HERD!

- @TheDrPolOfficial & @DrPolPets
- @TheDrPol & @DrPolPets
- @x.com/DrPol
- YouTube.com/DrPol
- @thedrpolofficial

Visit www.TheDrPol.com



Dr. Pol™ in Pictures 2026 Limited Edition Calendar

Curated especially for fans featuring beautiful, full-page photos that are as captivating and warm as the Doc we know and love from TV.

Visit TheDrPol.com
for a full offering of
fan-tastic products!



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.**

PAW THROUGH
OUR CATALOG ►

