

Most Effective Ways to Talk About Pet Products by Dr. Jane Bicks

Life's Abundance 2011 Dream Convention



Life's Abundance

Dry Health Foods for Dogs & Cats

- Formulated to help achieve and maintain optimum health
- Best protein sources = egg, chicken, fish, turkey (exotics like lamb, buffalo, not as good)
- Guaranteed amounts of important nutrients - means we are serious
 - Vitamins A, C, E
 - Omega-3's and omega-6's (ratio)
 - Prebiotics and probiotics
- Our current fish tested for pollutants
- Oats selected as carbohydrate source because of its nutrient value
- Brown rice used for fiber source, nutrition and as a carbohydrate
- No vitamin K – one of the first to remove it, if not the first
- Fruits and vegetables selected on their nutrient values
- Fast-cook process helps preserve the nutritional value
- Freshness – no more than 6 weeks old when it arrived at your customer's door



Life's Abundance Canned Health Food for Dogs

- Truly exceptional canned foods
- Adding these canned foods expands the nutrient profile
- Life's Abundance dry + ingredients in canned foods = superior nutrition
- Taurine, L-carnitine, vitamins E and C added
- Breakfast and Dinner compatible with each other and our dry food
- Created a breakfast and Dinner to stress the fact that these are really nutritional meals.
- Small dogs could eat the canned exclusively.
- Dogs need water in canned food for healthy urinary tract + many feed or top off with canned foods that don't offer good nutrition
- Protein sources = chicken, organic chicken, crab, shrimp, eggs, cheese, turkey
- Pomegranate important ingredient – not just antioxidant – contains phytonutrient ellagic acid for healthy cells
- Blueberries and cranberries added
- Broccoli and red bell peppers
- And much more ...



Life's Abundance

Instinctive Choice Premium Cat Food

- Formulated to supply cats with more water and to include the most nutrition possible in a can
- No carbohydrates except small amount of fiber
- Chicken, chicken liver, organic chicken, shrimp, dog grass
- Antioxidants + taurine
- I believe it to be the best canned food available
- If your customers believe in our foods, they should also believe in our other pet products

Life's Abundance Edge

- We have long-relationships with reputable and reliable ingredient suppliers and producers, so we get high-quality ingredients –most of our ingredient suppliers and manufactures are considered friends.
- We have great formulations – takes about two years per product (including up-front research)
- Our products are formulated to compliment the food – to increase the level of nutrition. They serve important function ... to supply pets with various types of nutrients so crucial for a long and healthy life.
- We don't leave any factors that impact safety and quality to chance.
- We exercise control at every stage ... from preparation to packaging to storage.
- Our three warehouses are clean, climate controlled and products are packaged and shipped with care.

When you get an idea of the next product to offer your pet food customer, here are some phrases you can use when selling other non-food products...



Wellness Food Supplement for Dogs

You should be glowing with pride on this one. While we once used supplements formulated with individual vitamins and minerals, we now use foods. You will note the human nutrition has been going that way for a few years. But equally important is the formula; it's made up of carefully selected foods in relatively small amounts. It is similar to homeopathy.



Wellness Food Supplement for Dogs

Features

- Foods – uncooked so get full nutrition
- Variety of foods that are selected for their individual nutrients to support the various parts of the body
- Small doses = hormesis
- Human nutrition moving to whole food – more available or the body
- Tastes great

Benefits

- Dog gets that additional nutrition which is vital for superior health
- Dog gobble them up because they taste so good
- Giving the body different nutrients than food
- Like always – improving the health of dogs



How to Sell It

- Your dog has unique nutritional needs that food alone cannot satisfy
- Kibble can hold only so many ingredients
- Your dog depends on you to take care of him
- This food supplement is an inexpensive way to bridge the gap between average and optimal health for you dog.



Wellness Food Supplement for Cats

Features

- A blend of proteins not in the food – herring, chicken liver, salmon, pork, liver meal
- Provides an optimized balance of health-promoting amino acids
- Alfalfa sprouts – dog grass - both grasses and pomegranate in all our foods
- Chicken cartilage = glucosamine + chondroitin sulfate – 90% of older cats have arthritis
- The taste is similar to LA, so most cats love these supplements.



Wellness Food Supplement for Cats

Benefits

- Daily supplement important to add nutrients to the cats diet.
- We have a combined blend of ingredients to help keep cats in peak health. Studies show in humans, that people on a daily supplement feel better. Cats are no different.
- Regarding the nutrients in whole foods, the body takes what it needs and discards the rest .. this is called selective absorption.
- Whole foods have nutritional benefits you cannot find in a pill.
- Whole foods are complex, meaning they contain a variety of nutrients.



How to Sell It

- No cat is the same. They are unique creatures that require different nutrients for optimum health.
- Your cat needs variety in her diet. One way to get it is by supplementing and the other is feeding treats.
- Do you give treats to your cat? The supplements taste so good they can be called treats.



Antioxidant Health Bars for Dogs

Features

- Developed after health bars for people
- Baked by a real baker
- Antioxidants are crucial for our pets to fight off toxins, bacteria, UV light, etc.
- Antioxidants in the form of fruits and vegetables – apples, broccoli, parsley, carrots, thyme, peas, pomegranate.
- Added antioxidants, Vitamin E and C.
- Peanut butter – tastes great.
- Easy to break off pieces – can put in pocket and it does not crumble.

Antioxidant Health Bars for Dogs

Benefits

- Increases your dog's overall nutrient intake
- Ensures that your dog gets more antioxidants, which are so important for good health
- Dogs love them



How to Sell Them

- Giving treats to your dog is an expression of love.
- There's no reason to give your dog "junk" treats.
- Often these treats are high in calories and low on healthy nutrients.
- Why not feed a treat that is delicious and nutritious.
- Chances are you have snacked on a health bar yourself ... well your dog needs healthy snacks, too.



Gourmet Dental Treats for Dogs

- Features
- The ingredients support oral health.
 - Calcium
 - L-Ascorbyl-2-Polyphosphate
 - Parsley
 - Probiotics
 - Grains
 - Honey and peanut butter



Gourmet Dental Treats for Dogs

Benefits

- Helps keep breath fresh
- Helps improve the health of a dog's teeth and gums



How to Sell Them

- Did you know that healthy teeth and gums are an important consideration for your dog's overall health?
- Poor dental hygiene can result in health consequences throughout the whole body, not just the mouth.
- I'm glad you're feeding Life's Abundance, but there are additional nutrients that can help support healthy teeth and bones.
- I know brushing your dog's teeth on a regular basis is not always possible.
- Gourmet Dental Treats for are a delicious snack with can provide help.



Wholesome Hearts Low-Fat Treats for Dogs

Features

- Delicious, healthy snacks
- Fortified with L-Carnitine to help the body utilize fat
- Multi-grains
- Fruits
- Vegetables
- Rich spices and a heavenly aroma



Wholesome Hearts for Dogs

Benefits

- Adds an enormous amount of healthy nutrients – Includes healthy grains, fruits like cranberries and spices like ginger
- Dogs love them
- Perfect treat for dogs watching their weight



How to Sell Them

- You don't have to give your dog high fiber, empty calorie treats just because he is a little overweight.
- Wholesome Hearts are healthy treats that will satisfy your dog's desire for a delicious snack but won't add extra fat to his diet.



Cat Treats

Features

- Probiotics, glycerin and natural fiber support the digestive system.
- Proteins, flaxseed meal, omega-3 fatty acids and vitamins E and C all contribute to skin and coat health.
- Savory nuggets are feline-friendly, and they feature a deliciously appetizing flavor that the most finicky cats love.



Cat Treats

Benefits

- The additional protein, healthy fats and nutrients help keep the skin healthy.
- Healthy skin produces strong, resilient coat.
- Stronger coat means less hair is swallowed.
- Healthy digestive system means any ingested hair moves through the GI tract.
- Cats love the flavor of these treats.



How to Sell Them

- Your cat spends most of her waking hours grooming. It's natural.
- But during the grooming process, it's also natural for your cat to swallow some hair.
- If you want your cat to have healthy skin and a strong, resilient coat, it's important to supplement her diet with additional skin-health nutrients.
- Your cat will not only look good, but she will feel good, too.



Tasty Rewards for Dogs

- A wholesome, high-protein treat for your dog – all natural.
- Made according to trainer recommendations – small pieces and an irresistible aroma dogs go crazy for.
- Contains lamb and chicken from New Zealand.
- Made in small batches only.
- Small pieces make it a great treat for training or for small dogs or puppies.



How to Sell Them

- When you are training your dog, it's important to get his or her attention.
- Instead of feeding empty-calorie, junk treats that just taste good, but aren't good for your dog, try our Tasty Rewards.
- They are the perfect size for training, have an irresistible flavor and contain wholesome ingredients.



Porkhide Bones

Features

- 100% pork skin, high-protein treat.
- Chewing action cleans teeth and gums.
- High digestibility.
- Not fattening.
- Mouth-watering flavor.



Porkhide Bones

Benefits

- Healthy alternative to rawhide.
- Hours and hours of chewing pleasure.
- Keeps dogs and puppies happily occupied.



How to Sell

- What kind of chew treats do you feed?
- If you feed rawhide, I strongly suggest that you try our Porkhide treats.
- They are 100% pork skin and a much healthier alternative to rawhide.



Porky Puffs for Dogs

Features

- Hickory smoked pork treats.
- Naturally high in protein.
- Low fat.
- Easy to digest.



Porky Puffs for Dogs

Benefits

- Safe alternative to rawhide.
- Great for teeth and gums.
- Keeps your dog busy.
- Low-fat means less weight gain.



How to Sell Them

- If you are going to buy a chew toy, why not make it something that is healthy rather than a rope bone?
- Porky Puffs are hickory smoked. They are 100% pork, so you won't have to deal with the worries associated with feeding rawhide treats.
- And the chewing action is great for teeth and gums.

Revitalizing Shampoo & Bath Fresh Mist

Features

- Blend of certified organic herbal extracts
- Pure plant botanicals
- Natural fruit extracts
- Ordonone, patented ingredient neutralizes odors
- Kiwi and mango fragrance
- Every batch tested for mold and bacteria – like shampoo



Revitalizing Shampoo & Bath Fresh Mist

Benefits

- Blend of certified organic herbal extracts
- Pure plant botanicals
- Natural fruit extracts
- Ordenone®, patented ingredient neutralizes odors
- Kiwi and mango fragrance
- Every batch tested for mold and bacteria – like human shampoo



Revitalizing Shampoo & Bath Fresh Mist

Benefits

- Nourishes skin.
- Revitalizes coat for a lustrous shine.
- Eliminates odors.
- Smells clean and fresh.
- Shampoo rinses easily.
- Bath Fresh Mist is a quick way to freshen.



How to Sell

If you are looking for a shampoo that will not only eliminate odors, but will make your pet's coat shine, Revitalizing Shampoo is perfect for you. It is safe, effective and after just one shampoo, your dog will smell absolutely wonderful. It will not only make your pet look great, it will make you feel great because it's not only cleaning your dogs skin and coat, but your nourishing it, too.

Bath Fresh Mist is the perfect product to use in between baths. It has a special ingredient that actually neutralizes odors instead of covering them up. And the organic herbal extracts and other ingredients will help to revitalize the skin and coat, too.



Soothing Mist

- A spray containing Zinc and herbs to soothe the skin.
- Great for areas where your pet is licking excessively.
- Penetrates the skin easily.
- Soothes, especially during allergy season.

