

NUTRI FUSION®



ADDING NATURAL NUTRITION FOR THE PETS YOU LOVE!

About Our Products



**Creating an extraordinary path to
make pet food healthier...**

NutriFusion® has an advanced proprietary, patented and patent pending method allowing the vitamins and phytonutrients contained in fruits and vegetables to be “naturally stabilized,” in powder form, for inclusion into almost any pet food, pet drink or pet supplement.

**A small amount of GrandFusion® can
provide a high nutritional impact to
the health of pets.**

NutriFusion® Science



NutriFusion®

Our products are made from unique blends of fruits and vegetables that are processed through our patented system to preserve the nutrients in a condensed, all natural format.



Our patented method stabilizes the nutrients and vitamins in fruits and vegetables. Our products are shelf stable for at least 2 years. The NutriFusion® advantage over other manufacturers is our product is processing stable meaning it can withstand heat or cold with none to minimal degradation.

Real Food! Real Nutrition!



Is 100% from fruits and/or vegetables



Can provide the nutrient-rich benefits of fruits & vegetables in everyday pet food products



Is easily understood – little consumer education needed



Offers high bio-absorption... the phytonutrients are readily absorbed unlike many synthetic vitamins and minerals

NutriFusion® Advantages for the Edible Pet Industry

Better For You (Functional) Foods are growing rapidly as the consumer, retailer, and food processor demand improved nutrition

NutriFusion® allows for substantiated claims for natural nutrients (with all their advantage over synthetic vitamins) to improve processed foods

Nutritionally dense NutriFusion® supports (1) product claims (front panel marketing claims) with (2) an improved nutritional panel and (3) a clean ingredient statement



Imagine... an all-natural, nutritional ingredient that...

Never before could you offer bioactive plant sourced nutrition from vegetables or fruits!

PET NUTRITION 101

Vitamins & Minerals

Vitamin A & E

Important antioxidants for vision, growth, immune function, trans membrane protein transfer, and defense against oxidative damage.

1

Phosphorus and Zinc

Important for skeletal structure; DNA and RNA structure; energy metabolism; skin and hair quality

2

Vitamin C

Boost the immune system to promote healing and fight illness

3

Chlorine and Potassium

Essential for acid-base balance; nerve impulse transmission; and transport functions

4

Vitamin B6 and B12

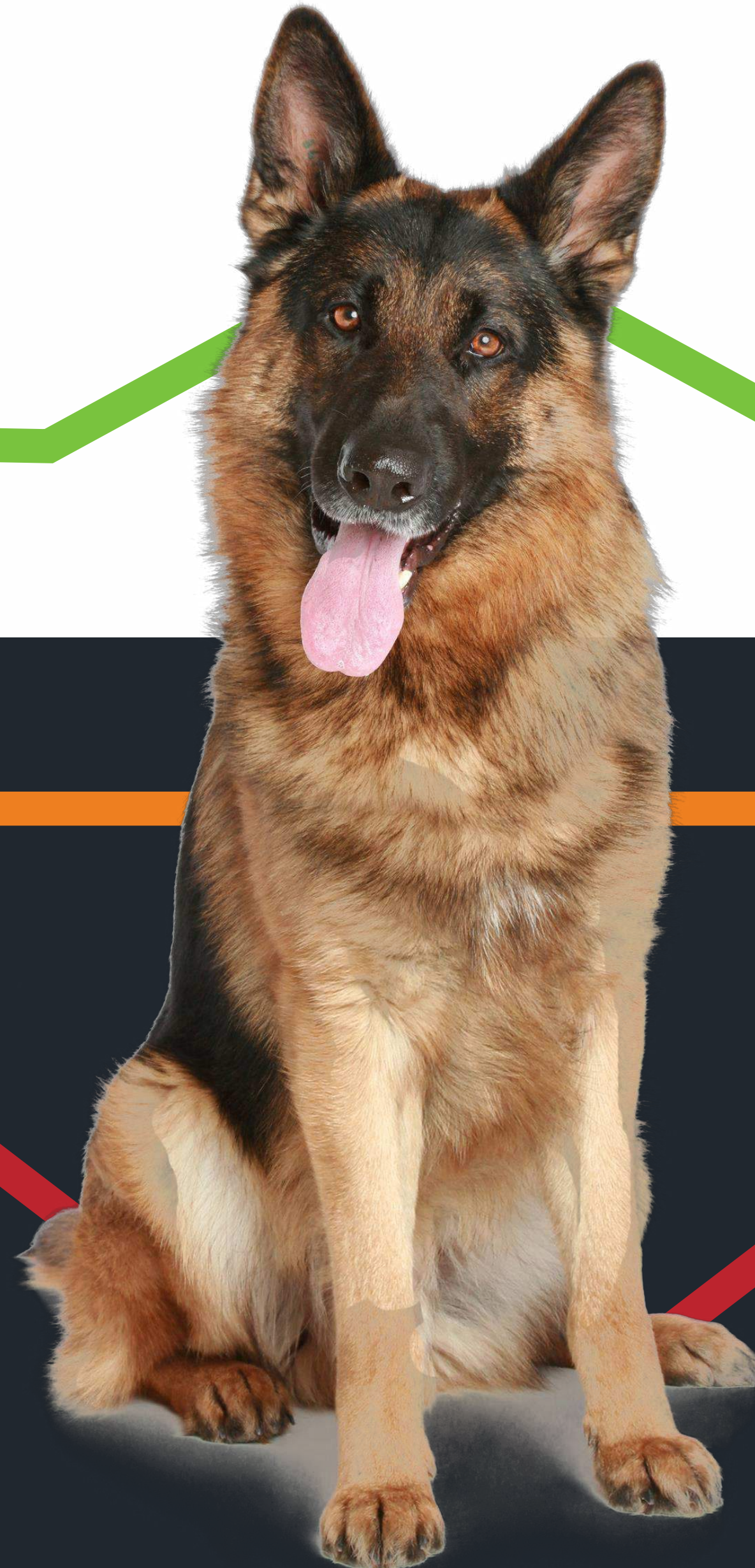
Important for cell growth/development; nervous system function; hormone regulation; and red blood cell function

5

Selenium and Iodine

Essential for defense against oxidative damage, thyroid hormone synthesis and regulation of metabolic rate

6



Consumers Run The Show

Pet brands need to provide relevance, meaning, purpose, and emotion for consumer purchases!

“Better for You” sells to today’s pet consumers. Nothing is more important to our health and our pets health than nutrients from fresh fruits and veggies.

As pets increasingly assume the role of "family members" in households, owners are looking to confer the benefits of their own wellness routines; especially functional ingredients.

Make Powerful Nutritional Claims

All Natural Ingredients!	Organic Produce!	Highly Bioactive
Antioxidant Rich!	Non GMO!	Readily Bioavailable
Synthetic Free!	Gluten Free!	Highly Bioabsorbable
Highly Proven!	Research Supported!	Nutritionally Dense!

Clean Labels – Why We Care

What we mean by clean labels



Easy to understand and pronounceable ingredients

- Ones that consumers eat themselves
- Ingredients that provide clear, easy to understand benefits



Clean, simple packaging that conveys clearly the benefits of a product

Why we care...



Ties in with CPG trend of “simplicity”

- “Inherent Goodness” of ingredients a major trend in all CPG; consumers translate that to pet food as well



In the wake of recent pet food contamination issues, consumers are more focused than ever on what’s in the products they buy



Clean labels are becoming as important to pet food as they are for human food.



NutriFusion® is:

- In human food, we have seen organic and natural grow fairly consistently over time
- Although there are significant differences between “organic” and “all natural,” many consumers, especially in the US market, do not entirely understand those differences
- Organic and natural continue to grow, and continue to be a significant pair of claims



All Natural



Organic



Non-GMO



Gluten Free

Use Specific Ingredients

Vegetables, Grains, & Proteins



This is the area with the most activity that ties in with the concept of clean labels.



The focus is on ingredients that can be easily understood by consumers, and that provide significant nutrition as well.

Ingredients That Consumers Understand



While it may not always be practical in pet food...

- It reassures consumers, as they understand at least some of the ingredients



Tie the inclusion of these ingredients with their benefits for pets

- It helps consumers feel they are giving their pets the very best possible



Fruits & vegetables present powerful health benefits for pet foods.

Pet **Nutrition** Products

Whether you are looking to increase the nutritional profile of your animal food products, or add nutrition back that has been lost in the product process, NutriFusion® products are ideal for your business. Our products provide a substantial increase in nutrition without sacrificing or compromising on the flavor. Our products are designed to fuse seamlessly with other supplements for optimized nutritional profile in pet foods.



NUTRIFUSION® PETS
PET PREMIX BLEND



NUTRIFUSION® PETS
FRUIT & VEGETABLE BLEND #8



NUTRIFUSION® PETS
YOUR CUSTOM BLEND



Natural Nutrients
Our blends are all natural blends from whole fruits and vegetables.



High Bio-Availability
Compared to synthetic alternatives, our vitamins and minerals are 10X more absorbed

Sample of Pet Food Blend #8

Nutrients and Nutrient Levels for Pet Food: Blend #8, NF-1983; A blend of:



Vegetables: Beet, Tomato, Broccoli, Carrot, Spinach.



Fruits: Orange, Cherry, Cranberry, Strawberry, Apple, Blueberry, Pumpkin

Vitamin	Units	Min. Spec
VITAMIN A	MIU/kg	9.5
VITAMIN C	mg/kg	100,000
VITAMIN E	IU/kg	40,000
VITAMIN B-12	mg/kg	13.0
BIOTIN (B-7)	mg/kg	80.0
FOLIC ACID (B-9)	mg/kg	1,025
NIACIN (B3)	g/kg	70.0
PANTOTHENIC ACID (B5)	g/kg	10.0
PYRIDOXINE (B6)	g/kg	5.0
RIBOFLAVIN (B2)	g/kg	4.0
THIAMINE (B1)	g/kg	13.0
ZINC	mg/kg	50,000



Sample Nutritional Panel

Real Food Nutrition; with
vitamins from spinach,
broccoli, tomatoes, carrots



Without NutriFusion®

Nutrition Facts			
Serving Size: 2 oz (56g / 2/3 cup) Dry			
Amount Per Serving			
Calories	200	Calories From Fat	10
		% Daily Value*	
Total Fat	1g		2 %
Saturated Fat	0g		0 %
Trans Fat	0g		
Polyunsaturated Fat	0.5g		
Monounsaturated Fat	0g		
Cholesterol	0mg		0 %
Sodium	0mg**		0 %
Total Carbohydrate	41g		14 %
Dietary Fiber	2g		8 %
Sugars	2g		
Protein	7g		
Vitamin A	0%	Vitamin C	0%
Calcium	0%	Iron	10%
Thiamin	30%	Riboflavin	15%
Niacin	20%	Folate	30%
*Percent daily values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:			
		Calories	2,000 2,500
Total Fat	Less Than	65g	80g
Saturated Fat	Less Than	20g	25g
Cholesterol	Less Than	300mg	300mg
Sodium	Less Than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g
Calories per gram: Fat 9 • Carbohydrate 4 • Protein 4			

Very Clean!
No unpronounceable
Ingredients!

INGREDIENTS:
Durum Wheat
Semolina, [enriched
with iron (ferrous
sulfate) and B
vitamins (niacin,
thiamin mononitrate,
riboflavin, folic acid)],
NUTRIENTS FROM
WHOLE FOOD
CONCENTRATE
[SPINACH,
BROCCOLI, CARROT,
TOMATO, BEET] (plus
natural colors)

With NutriFusion®

Nutrition Facts			
Serving Size 2 oz (56 g/ 2/3 cup) Dry			
Servings Per Container 8			
Amount Per Serving			
Calories	200	Calories from Fat	10
		% Daily Value*	
Total Fat	1g		2%
Saturated Fat	0g		0%
Trans Fat	0g		
Polyunsaturated Fat	0.5g		
Monounsaturated Fat	0g		
Cholesterol	0mg		0%
Sodium	0mg		0%
Total Carbohydrate	41g		14%
Dietary Fiber	2g		8%
Sugars	2g		
Protein	7g		
Vitamin A	20%	Vitamin C	25%
Calcium	0%	Iron	10%
Vitamin D	20%	Vitamin E	25%
Thiamin	40%	Riboflavin	15%
Niacin	20%	Vitamin B6	25%
Folate	30%		
*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:			
		Calories	2,000 2,500
Total Fat	Less than	65g	80g
Saturated Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g
Calories per gram: Fat 9 • Carbohydrate 4 • Protein 4			



Nutrient Dense for Health!
Rich in Antioxidants

Brand Example

Beneful Chopped Blends with Chicken



Current Ingredient Deck

Water sufficient for processing, chicken, wheat gluten, carrots, liver, peas, meat by-products, corn starch-modified, wild rice, rice, artificial and natural flavors, calcium phosphate, salt, soy flour, potassium chloride, added color, zinc sulfate, choline chloride, **Vitamin E supplement**, ferrous sulfate, niacin, copper sulfate, thiamine mononitrate, manganese sulfate, calcium pantothenate, pyridoxine hydrochloride, **Vitamin B-12 supplement**, **riboflavin supplement**, **Vitamin A supplement**, potassium iodide, **folic acid**, **Vitamin D-3 supplement**, biotin, sodium selenite.

Important Insights

The complexity of whole food, and the balance and content of micronutrients cannot be matched by isolated extracts of synthetic vitamins.

- **Synthetics: bioabsorbability, 10%**
- **Food (Fruits & Veggies), bioabsorbability, 100%**



Ingredient Deck with NutriFusion®

Water sufficient for processing, chicken, wheat gluten, liver, meat by-products, corn starch-modified, wild rice, rice, artificial and natural flavors, calcium phosphate, salt, soy flour, potassium chloride, added color, zinc sulfate, choline chloride, ferrous sulfate, copper sulfate, thiamine mononitrate, manganese sulfate, calcium pantothenate, pyridoxine hydrochloride, potassium iodide, biotin, sodium selenite.

NUTRIENTS FROM A PROPRIETARY BLEND OF VEGETABLES [SPINACH, BROCCOLI, CARROT, TOMATO, BEET, PUMPKIN].

Medical University of South Carolina



MUSC Study - Oxidative Stress

(Dr Mark Kindy, Ph.D., Research Scientist,
Department of Neurosciences, Medical
University of South Carolina)

NutriFusion® is heavily concentrated. It is this concentration that lends NutriFusion™/GrandFusion™ for research as to the significant health benefits of fruits and vegetables.

Effect of NutriFusion® on the reduction of Oxidative Stress/inflammation.

- 🍎 NutriFusion® was shown to reduce oxidative stress/inflammation.
- 🍎 In write up for publication in scientific journal.

Effect of NutriFusion® to repair/regenerate damaged DNA at the cell level.

- 🍎 NutriFusion® protects from cell death and damage to DNA at the individual cell level.
- 🍎 In write up for publication in scientific journal.

Hypertension Model: to test for the ability of NutriFusion® to delay strokes and reduce the size of the stroke.

- 🍎 Data looks very solid.
- 🍎 In write up for publication in scientific journal.

Brain Study: To determine if NutriFusion® will slow the progression of brain disease (Alzheimer) and reduce plaque buildup in the brain.

- 🍎 In write up for publication in scientific journal.

Stamina/endurance study: To determine if NutriFusion® will improve stamina from physical exercise and reduce recovery time.

- 🍎 Animals perform much better on stamina tests when taking NutriFusion™.

Aging Study: To determine if NutriFusion® will positively contribute to health from aging. (Improve, decline, or maintain health from aging.)

- 🍎 In write up for publication in scientific journal.

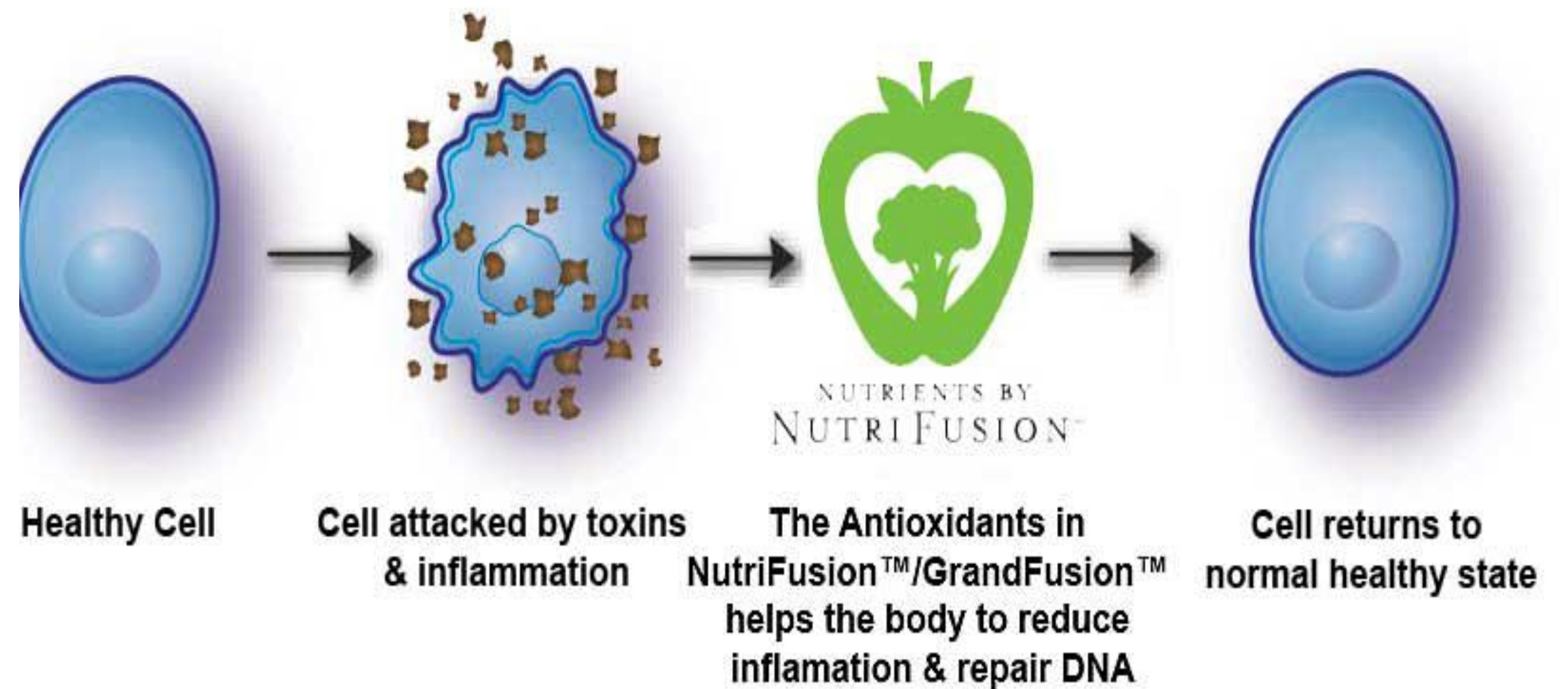
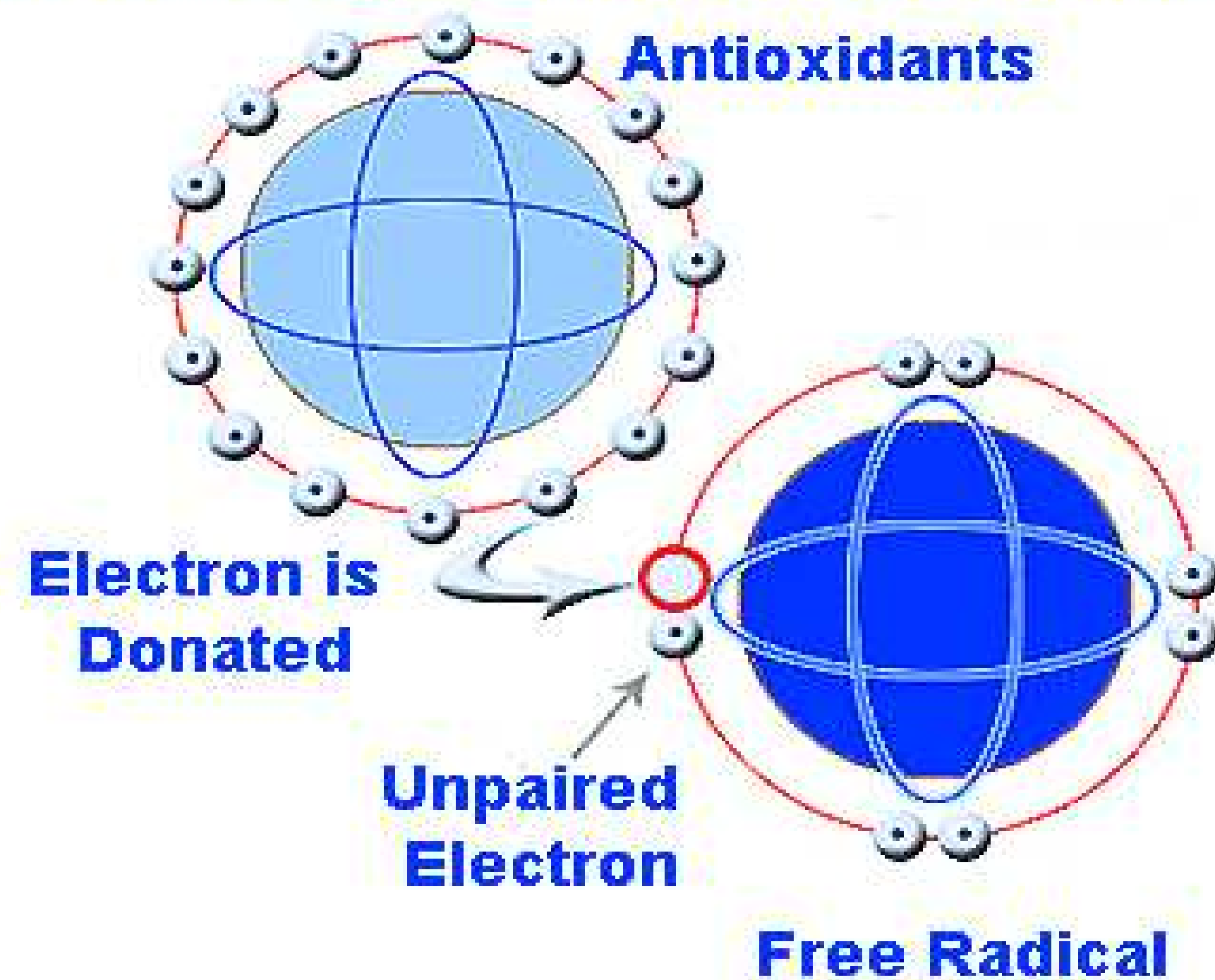
Traumatic Brain Injury (TBI) Study: To determine if the ongoing use of NutriFusion® can help protect or reduce brain injury.

- 🍎 Early Stages

Updated: 12/17/13

MUSC Research: Oxidative Stress

Antioxidants from Fruits & Vegetables:
Repair and Defend Cells from Oxidative Stress
(free radicals/inflammation and many major diseases)



Management Team



**William J.H.
Grand**
CEO

Bill Grand has over 35 years experience in corporate management, sales and marketing. Areas of expertise include food retail, distribution, product development, logistics and administration.



**Myra
Mackey**
VP of Business
Development

Mackey's industry experience comes from top food companies including as National Sales Manager for ConAgra Foods, Inc. /Ralcorp, Inc., where she was responsible for sales to U.S. and Canadian retailers including Kroger, Loblaw, Publix Sobeys, Wal-Mart and Wegmans representing approximately \$72 million in sales.



**Stephen
Perry**
Technical & Science
Consultant

Dr. Perry is a highly accomplished research and development scientist who has been in the dietary supplement, functional beverage and cosmetic manufacturing business for over 25 years. Steve's many patents include technologies directly related to advancements in the fields of nutrition, health and food science.



**Andrew
Stewart**
Food Scientist

Andrew Stewart has developed over 100 food and beverage products, some award winning, for major grocery and drug chains in Canada and the United States. Andrew's emphasis has been on functional foods & beverages over the last 20 years.



**Chuck
Messenger**
Business
Development

Chuck Messenger has over thirty years of extensive experience in domestic and international markets. He has developed new products in the specialty food industry. Recently he introduced a prebiotic fiber to the food industry and a breath cleansing powder to the animal care market.

Processing and Equipment



Contact Us

Please feel free to contact us with any questions or concerns you have about this document.
Please contact Myra Mackey directly.

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