



PK4U
PRODUCT KNOWLEDGE FOR YOU

GENERAL PRODUCT INFORMATION

WHAT: Animal Health Products

- 77801 Soothe 'N Moist Antipruritic Shampoo 8 oz
- 77806 Clean 'N Cool Antipruritic Spray 2 oz
- 77805 Clean 'N Cool Deterrent Antipruritic Spray 2 oz.
- 77804 Clean 'N Dry Medicated Ear Cleanser 6 oz
- 77803 Cool 'N Calm Ear Hydrogel 4 oz
- 77807 Seal 'N Heal Wound Shield 2 oz
- 77802 Seal 'N Heal Deterrent Wound Shield 2 oz.

WHERE: MedPlus Warehouse

Pinnaclelife is the research and development organization behind the number one selling medical skin care line in North America: Remedy™, formulated with Olivamine. In conjunction with leading Veterinary Dermatologists, Pinnaclelife has developed a line of animal skin and wound care products. Current products are for dog and cat. Puppy and equine products are under development.

ATTRIBUTES & ADVANTAGES

- Olivamine 10 ingredient Benefits of the olive tree for proven enhanced healing power. Small molecule blend that works at a cellular level to cleanse and repair cells to promote rapid recovery.
- Pure French lavender oil Clean, soothing scent and natural flea deterrent
- Complete line for dog and cat Provides a full line of skin care products for pets
- Sold by veterinarian offices Enhances revenue opportunity for vet offices

Active ingredients:

- Benzalkonium Chloride Antimicrobial to fight infection and bacteria in wound site
- Hydrocortisone Analgesic
- Witch hazel Provides soothing relief

Deterrent products: wound shield and antipruritic spray

Contain denatonium benzoate Potent bittering agent, non-toxic safe for both humans and animals to prevent biting and self-mutilation behavior.



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USAGE & UTILIZATION

COMPETITORS

GENERAL MARKET:

USA only (not available for sale to Canada at this time). Must be sold to veterinary offices. Ideal for pets with allergies, skin sensitivities, slow healing wounds, also pets with biting or licking issues (products with deterrent).

MARKET POTENTIAL:

Over 63,000 veterinarians in the US. 46% of households in US have a dog and over 30% have a cat. Otitis externa (ear inflammation) is the second most diagnosed treatment in US (per Banfield Animal clinic studies, 2009).

CALL POINT:

Veterinary offices, animal shelters, K9 units. Product must be sold through a veterinarian, not retail to consumer.

PRODUCT INTRODUCTION:

- ◆ Doctor, how are you currently treating pets with skin sensitivities or chronic ear and wound issues?
- ◆ Do you encounter challenges with the ointment not staying in the ear, resulting in lack of compliance by the pet owner? The Pinnacle Cool N Calm Ear Hydrogel remains in the ear absorbed by the tissue for enhanced healing.
- ◆ Do you have pets that lick or bite the wound site? The Seal N Heal wound shield will keep the active ingredients fighting the infection despite licking (tested for up to 5 washes), and it is also available with a deterrent to prevent biting and self-mutilation to allow the wound to heal. The product uses a non-toxic bitrixx to suppress the behavior.

COMPETITION:

Virbac, Dechra, Private Label

THEIR MARKET SHARE:

Other products are 100% of the market. Pinnacle is new to the animal health space.

HOW WE IMPROVE ON COMPETITION: This new offering provides enhanced healing for pets. Incorporating the proven healing power of Olivamine sold in the Remedy skin care line by Medline, the science has been customized with the expertise of leading veterinary dermatologists to develop the Pinnacle Animal Health product line. Olivamine 10 is based upon the proven healing powers of the olive. In addition, the products incorporate pure lavender for calming, soothing effects and a natural flea deterrent.

