Feature/Function:
Chewability enables the mechanical removal of plaque as the chew moves up the tooth surface to the gum line.

Benefit:
Unmatched oral care performance. Proven to reduce tartar by 55% within a month.¹

Feature/Function:
Ingredients include:
- Omega-3 fatty acids (for skin/coat and cognitive health)
- Chelated minerals (for metabolic)
- Advanced antioxidants (for immunity)

Benefit:
GREENIESᵀᴹ Veterinary Formula is exclusive to vets and our best dental chew. Provides oral care benefits and contains ingredients that promote skin/coat, immunity, cognitive, and metabolic health.

Feature/Function:
VOHC endorsed. Veterinary Oral Health Council (VOHC) is the leading independent pet dental review board that reviews products for dental efficacy.

Benefit:
Completely Safe and Effective. Formulated to be easily digestible and water soluble.

Contact The Nutro Company customer service (800) 833-5330
Local field representative (Field rosters provided to partners)
GREENIESᵀᴹ Veterinary Formula http://vet.greenies.com

GREENIES™ Veterinary Formula Canine Dental Chews Fact Sheet

Reformulated for maximum dental efficacy
Distributed exclusively through veterinary clinics in the United States and Canada
Exclusive formula keeps revenue in the clinic
Provide dogs with effective daily oral care
Formula contains natural, non-GMO ingredients plus added vitamins, minerals & other nutrients for overall health benefits

Combine five health benefits into one treat:

- **Oral Health**: Chewy texture works with a dog’s natural chewing action to maximize plaque and tartar reduction.
- **Cognitive Health**: Formula contains Omega-3 fatty acids (DHA and EPA) which aid in brain cell communication and receptor function.
- **Immune System Health**: Advanced antioxidants, Vitamin E, Vitamin C and taurine, support healthy cell production and help keep dogs’ immunities strong.
- **Metabolic Health**: Chelated magnesium, zinc, iron and copper help support metabolism.
- **Skin Health**: Microencapsulated fish oil provides Omega-3 fatty acids to support healthy skin and coat.

Exclusive Veterinary Formula
Clinic-friendly packaging: 12 oz. pouches and MINI-ME™ Merchandisers that function as ready-made counter displays.

Check-Off (Qualify)
Identify if a GREENIES™ representative been in recently.

**Doctor, have you been introduced to our new GREENIES™ Veterinary Formula, exclusively available to veterinarians?**

If **YES**, confirm and discuss benefits.
If **NO**, engage/detail the customer as the primary contact.

**Confidence**
I believe GREENIES™ Veterinary Formula is an important component of your patients daily oral care regimen.

**Invitation (neutral)**
Let’s look at the key benefits of GREENIES™ Veterinary Formula in detail…

**It’s the customer’s decision**
… so you can decide if GREENIES™ Veterinary Formula is a solution to many of the oral health problems you see among your canine patients.