feature #1: appetitie motivator with a wide variety of uses
benefit #1: churu works great as an anxiety reducer and exam distractor, to deliver medication and for post-surgery recovery when cats won’t eat or drink.

feature #2: all-natural ingredients
benefit #2: veterinarians can trust that the all-natural ingredients, no artificial preservatives or colorings and high moisture content make churu veterinarian formula a safe product to use in clinic or to send home.

feature #3: available in two calorie options and two proteins
benefit #3: veterinarians can decide between churu nourish (12 kcals) or churu diet (4 kcals), each available in tuna and chicken formulas, tailoring to the needs of every cat.
SURGERY RECOVERY & ANXIETY REDUCER

With the specially designed and formulated appetite motivating purée, the palatable Churu guarantees to put cats at ease during the recovery period. Stress and inappetence are considered to be two of the biggest concerns during pet hospitalization, but with timely feeding of Churu Nourish and/or Churu Diet, your feline patients will be at ease.

OTHER POTENTIAL USES

<table>
<thead>
<tr>
<th>Exam Distraction</th>
<th>Hydration</th>
<th>Nail Trimming</th>
</tr>
</thead>
<tbody>
<tr>
<td>Medication Delivery</td>
<td>Urinary Health</td>
<td>Oncology</td>
</tr>
<tr>
<td>Dental Exams</td>
<td>Venipuncture</td>
<td>Cat Carrier Training</td>
</tr>
<tr>
<td>Inappetence</td>
<td>Socialization</td>
<td>Weight Check</td>
</tr>
</tbody>
</table>

TWO DIFFERENT OPTIONS FOR IMMEDIATE FELINE NEEDS

![Churu Nourish](image1.png) ![Churu Diet](image2.png)

- **12 kcal per tube • 88% moisture content**
  - 50-count jars: a combination of tuna and chicken flavors in 0.5 oz/14 g tubes

- **4 kcal per tube • 93% moisture content**
  - 50-count jars: a combination of tuna and chicken flavors in 0.5 oz/14 g tubes

We use only high-quality human grade ingredients including natural wild tuna and farm-raised chicken.

Our products are low in calories, grain free, and packed with the moisture that cats need to be healthy.

**Sound Byte**

CHECK-OFF & ECHO NOTES

CONFIDENCE

Churu will be your new favorite all-natural appetite motivator for cats that need caloric intake.

INVITATION (neutral)

Let’s take a look at some creative ways to use Churu as an appetite motivator in your practice for exam distraction, medication delivery, surgery recovery and more.

CUSTOMER’S DECISION

...so you can decide whether Churu Veterinarian Formula will be your go-to solution for recovering cats in your care.

First, identify if a representative has been in contact recently:

**Doctor, are you familiar with Churu Veterinarian Formula and the great benefits it provides to cats in your care?**

If **YES**, confirm and discuss benefits.

If **NO**, engage/detail the customer as the primary contact.