

Healthy

Holistic



# NATURAL

— *Veterinary Diet*® —

The Natural Alternative  
in Nutritional Therapy™



**HF** Hydrolyzed for Food Intolerance



Love them like family. Feed them like family.  
No chicken/poultry by-product meals • No corn, wheat or soy  
No artificial preservatives • No artificial flavors

Healthy Holistic  
**BLUE**  
NATURAL  
—Veterinary Diet—



**HF** Hydrolyzed for Food Intolerance  
Hydrolyzed Salmon  
A easily digestible protein source that helps minimize the chance of adverse reactions in food  
Omega 3 Fatty Acids  
Fish oil and flaxseed provide fatty acids that support healthy skin, coat and nail  
Key Antioxidants  
Antioxidant-rich superfoods help support a healthy immune system  
Grain Free  
Made without the grains that cause gluten, which some pet proteins derive from  
Delicious Taste  
A delicious, natural diet that has both medical nutrition and a love for life

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*"Our original recipes were created with the help and support of a wonderful veterinarian friend. That's why I'm so pleased to provide exclusive natural offerings for your practice. Our Vision, Mission and Operating Philosophy define who we are and how we behave. BLUE is committed to being a great partner in furthering our relationship with the veterinary community."*

**Bill Bishop,  
Founder & Chairman**



## Who is Blue?

Blue Buffalo® was founded by the Bishop family when their dog, Blue, was diagnosed with cancer. Working with animal nutritionists and a great veterinarian, they developed a high-quality, meat-first food named BLUE™ in honor of the family member who inspired its creation.



### VISION

To be the healthiest brand of dog food, cat food and treats



### MISSION

To provide the health benefits and nutritional advances most valued by pet parents



### OPERATING PHILOSOPHY

To be a loyal and responsible partner with our employees, customers and suppliers

## By meeting pet owner wants, natural pet foods have changed the landscape

BLUE has been successful by listening to pet owners, giving them what they want, and leaving out what they don't want. Thanks to pet parents, BLUE has become the #1-purchased pet specialty food brand.

**Attributes most important to pet parents when selecting a pet food:<sup>1</sup>**

### Pet Specialty & Veterinary Retail Sales

(\$ in Millions)

**NATURAL**

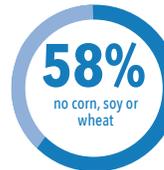
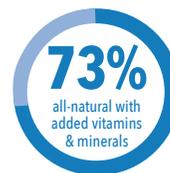
**\$4,136**

**NON-NATURAL**

**\$3,504**

*Natural pet food is the fastest growing segment in pet food, now larger than non-natural.*

Source: GfK Scan Data, 2011-2015; \*Pet Specialty only for 2015



## BLUE Natural Veterinary Diet HF Hydrolyzed for Food Intolerance, indicated for dogs and cats with adverse food reactions

With HF Hydrolyzed for Food Intolerance, the difference is in the formulation

- High-quality novel protein from salmon hydrolysate is the first ingredient
- Omega-3 fatty acids from canola oil, fish oil and flaxseed for skin and coat health
- Added vitamins and minerals
- NO chicken (or poultry) by-product meals
- NO artificial colors, flavors or preservatives
- NO grains as preferred by many pet owners
- Our exclusive antioxidant-rich LifeSource Bits®, plus wholesome fruits like blueberries and cranberries

**LifeSource Bit®**



*The same wholesome ingredients pet owners prefer make up our new veterinary-exclusive diets – developed by veterinarians and animal nutritionists to nutritionally manage pets' specific medical conditions.*

## BLUE Natural Veterinary Diet HF Hydrolyzed for Food Intolerance for Pets is recommended for:

- Food Allergies/Intolerance
- Inflammatory Bowel Disease
- Pruritic Dermatitis
- Chronic Otitis Externa
- Chronic Gastroenteritis
- Intestinal bacteria overgrowth

### Research shows hydrolyzed proteins benefit pets with food intolerance

- BLUE Natural Veterinary Diet HF **features salmon hydrolysate** (a novel protein with a mean **molecular weight of 2,000 daltons**). Hydrolyzing proteins into smaller peptides/amino acids reduces the molecular weight of the original protein so it's less likely to create an immune reaction.<sup>3</sup>
- 50% to 80% of dogs allergic to intact proteins have clinically improved when fed foods with protein hydrolysates.<sup>3,4</sup>
- 15% to 50% of pets with food allergies have gastrointestinal symptoms as well as a skin disease. Clinical gastrointestinal symptoms improved when pets with food allergies were fed hydrolyzed proteins.<sup>4</sup>
- Dogs suffering from inflammatory bowel disease responded positively when fed a hydrolysate protein.<sup>3</sup>
- Protein hydrolysates have been used successfully to treat cats with psychogenic alopecia and chronic gastrointestinal disorders.<sup>3</sup>
- Dogs fed BLUE Natural Veterinary Diet HF Hydrolyzed for Food Intolerance had ideal fecal consistency scores when tested by a third-party lab.<sup>2</sup>

	BLUE HF	BRAND A	BRAND B	BRAND C
1. Salmon hydrolysate is the first ingredient	✓	-	-	-
2. Doesn't contain chicken	✓	-	-	-
3. Contains chelated minerals	✓	-	-	✓
4. Doesn't contain soy	✓	-	-	-
6. Doesn't contain unnamed vegetable oil	✓	✓	✓	-
7. Doesn't contain grains	✓	✓	✓	-

### Pet owners prefer the ingredients in BLUE Natural Veterinary Diet HF 5 to 1 over the ingredients in the leading hydrolyzed protein therapeutic diet<sup>5</sup>

#### Compare the first three ingredients:

BLUE HF Diet for Dog	BRAND A for Dogs	BRAND B for Dogs	BRAND C for Dogs
<ul style="list-style-type: none"> <li>• Salmon Hydrolysate</li> <li>• Pea Starch</li> <li>• Potatoes</li> </ul>	<ul style="list-style-type: none"> <li>• Starch</li> <li>• Hydrolyzed Soy Protein Isolate</li> <li>• Vegetable Oil</li> </ul>	<ul style="list-style-type: none"> <li>• Corn Starch</li> <li>• Hydrolyzed Chicken Liver</li> <li>• Soybean Oil</li> </ul>	<ul style="list-style-type: none"> <li>• Brewers Rice</li> <li>• Hydrolyzed Soy Protein</li> <li>• Chicken Fat</li> </ul>
BLUE HF Diet for Cats	BRAND A for Cats	BRAND B for Cats	BRAND C for Cats
<ul style="list-style-type: none"> <li>• Salmon Hydrolysate</li> <li>• Peas</li> <li>• Potatoes</li> </ul>	<ul style="list-style-type: none"> <li>• Rice Starch</li> <li>• Hydrolyzed Soy Protein Isolate</li> <li>• Partially Hydrogenated Canola Oil Preserved with TBHQ</li> </ul>	<ul style="list-style-type: none"> <li>• Brewers Rice</li> <li>• Hydrolyzed Chicken Liver</li> <li>• Soybean Oil</li> </ul>	<ul style="list-style-type: none"> <li>• Brewers Rice</li> <li>• Hydrolyzed Soy Protein</li> <li>• Chicken Fat</li> </ul>

# HIGHLY

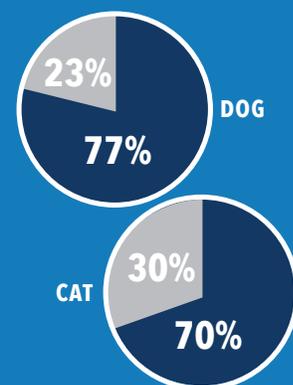
Studies have shown that BLUE Natural Veterinary Diet HF Hydrolyzed for Food Intolerance for dogs is highly digestible<sup>2</sup>

# DIGESTIBLE

Ingredients in BLUE HF are Preferred

# 5 to 1

### Dogs & Cats Prefer BLUE HF Intake vs. Leading Brand



■ BLUE NVD HF Salmon Dog & Cat ■ Leading brand

Palatability studies show **dogs and cats prefer** BLUE Natural Veterinary Diet HF over the leading hydrolyzed therapeutic pet food, which helps improve feeding compliance.<sup>2</sup>

## You can count on the quality and safety of BLUE Natural Veterinary Diet HF

Blue Buffalo® conducts ongoing clinical research and product testing to provide pets with the best possible nutrition.

All formulas are thoroughly tested to ensure **safety and compliance**.



## For greater flexibility, BLUE's manufacturing is a blend of owned and partner manufacturing



- Allows for production of the same diet at multiple locations for redundancy.
- BLUE's expertise of specialized manufacturing and access to new technologies is increased.
- Partnerships support continuous innovation and development of new products.
- The speed to market is increased with immediate facility or equipment availability to launch new products.
- Ongoing manufacturing developments are supported for quality and safety.
- BLUE sources the ingredients used in its formulas to ensure product quality and safety.
- All manufacturing facilities follow BLUE's quality, safety and testing protocols.

<sup>1</sup> Blue Buffalo Co., Ltd., 2014 Pet Parent Key Brand Characteristics Study.

<sup>2</sup> Blue Buffalo Co., Ltd., data on file, 2015.

<sup>3</sup> Roudebush P, et al. 2010. Adverse Reactions to Food. In Small Animal Clinical Nutrition 5th Ed. Mark Morris Institute. Topeka, KS 609-635.

<sup>4</sup> Jackson HA. 2009. Eur J Comp Anim Pract. 19:230-233.

<sup>5</sup> Blue Buffalo Co., Ltd., July 2015 Consumer Study.



Learn more about BLUE Natural Veterinary Diets  
Call 888-323-BLUE or visit [TrueBLUEVets.com](http://TrueBLUEVets.com)