



June 24, 2020

To our Earth Animal Friends & Community,

This past Tuesday, June 16, we reached out to let you know about a post made on Susan Thixton's blog, *Truth About Pet Food* headlined: **New Study finds some Rawhide-Free Treats are actually Rawhide**. As a result of this post, and the allegations that Earth Animal's No-Hide® Chew was included in the headlined study and therefore, mis-labeled; we reshared the facts and provided the governmental review and conclusions that prove otherwise.

We take these allegations very seriously and, as promised, we have since purchased the study and reviewed its content in full. Our review was conducted with our own internal Animal Science team, as well as with Dr. Tim Bowser, a Professor from a major University in Oklahoma, who advises Earth Animal on our digestibility testing protocols.

After this review we have concluded, among other things, that Ms. Martin and her co-author incorrectly assert that histology - the study of cellular structures under a microscope- is a scientifically acceptable method to verify or dispute labeling claims. This limited viewpoint and methodology does not and cannot provide enough information or data to support the claim made in the report that our product "does not appear consistent with labeling."

In the study, the conclusion made was that the product identified as No-Hide® was 'histologically similar' to some products containing rawhide. The study also stated, however, that "due to the processing involved it was not unexpected that there would be lack of cellular detail that would hinder the ability to definitively identify the origin of some of the components observed."

Thus, by the study's own admission, the study was unable, through the use of histology alone, to accurately identify the ingredients in the products. As previously stated, our process has been audited in a much more thorough manner than this study by both state and federal regulators, who have validated that our ingredient label accurately represents the product.

Additionally, we take great care and pride in sourcing ingredients that align with our mission and consistently hold our partner suppliers accountable to meeting those high expectations. Further, quality and food safety are our top priorities. The process of hand rolling our No-Hide® Chews includes a cooking step that has been proven to eradicate harmful bacteria. We continually validate this process through third party testing of every batch to verify that our products are safe for your pets and ours.

We at Earth Animal applaud all genuine efforts to increase the levels of transparency and truth in our industry and agree it is needed. Therefore, we ask *Truth About Pet Food* to consider 2 things:



1. Laurie Martin, one of the co-authors of this study, has been trying and failing to undermine Earth Animal for many years. She has already been served a Cease and Desist Letter by Earth Animal threatening to institute legal proceedings seeking damages for her false statements and accusations. We therefore respectfully ask that, in the future, to ensure while in pursuit of the truth which *The Truth About Pet Food* seeks, that the editors conduct thorough due diligence on the authors and reporters to which it provides air space; and
2. In the light of the response outlined above, *The Truth About Pet Food* consider the disconnect between the headline - **New Study finds some Rawhide-Free Treats are actually Rawhide**, and content of your article and what the report (even if it is bona fide) actually says and make any appropriate adjustments and retractions to ensure the contents are neither untrue nor misleading.

We feel that actions speak louder than words therefore will remain open and transparent about our company and the way in which we operate, source, manufacture, and test our products. As fellow pet parents, we share your belief that we all should know and understand the ingredients that make up the products we are giving our animals. And rest assured, our No-Hide[®] Chews are made with only 7 ingredients, do not include rawhide, and provide healthy goodness to your animal.

As always, if you have any additional questions or concerns, we encourage you to reach out to us any time at customerservice@earthanimal.com.

We thank you and are ever grateful for everyone's continued support and believing in our company and products.