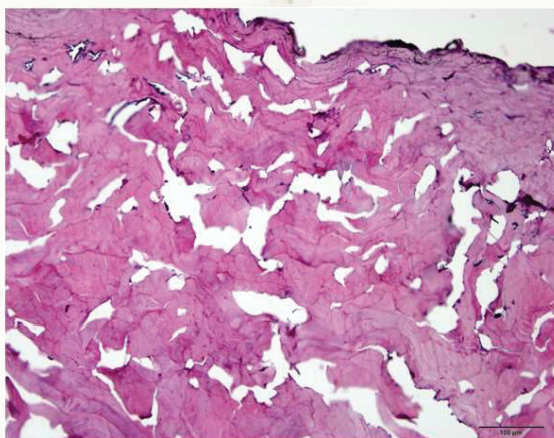




There's no hiding the truth about No-Hide® Wholesome Dog Chews

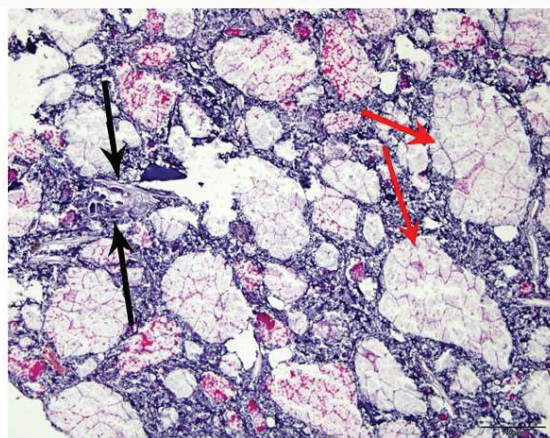
No-Hide® Wholesome Dog Chews do not contain rawhide.

- Multiple 3rd party investigators have visited and analyzed the ingredients used to make No-Hide® Wholesome Dog Chews, the processing methods and the finished No-Hide® and they all concluded that our product does not contain any rawhide:
 - Dr. Ryan Yamka, PhD, MS, MBA, FACN, PAS, Dipl. ACAS (board certified animal and human nutritionist) audited the ingredients, processing and the facility where No-Hide® Wholesome Dog Chews are manufactured. He witnessed the entire product manufacturing of our chews and concluded that No-Hide® Wholesome Dog Chews do not contain rawhide. His report includes the ingredients used and pictures of the process. Post his consultancy project, Dr. Yamka was so connected to the transparency and purpose of Earth Animal that he elected to join the pack in January 2018 as its Chief Scientific Officer. (Dr. Yamka has since left Earth Animal to pursue his dream of starting his own company.)
 - Timothy Bowser, PhD, PE investigated and compared the digestibility of No-Hide® vs. rawhide. His study found that rawhide was low in digestibility. The same study found that No-Hide® is highly digestible. Dr. Bowser's in-vitro study mimics the digestion of a dog's gastrointestinal tract by including acids and enzymes. This is a critical point in evaluating digestibility. Nothing is digestible in water. If something disappears in water (like sugar) it is soluble not digestible.
 - Jerry W. Ritchey, DVM, PhD, Dipl. ACVP (board certified veterinary pathologist) investigated the histological differences between rawhide and No-Hide® Wholesome Dog Chews. Dr. Ritchey found significant histological differences in the components of the two chews. See for yourself!



Rawhide

- Consists of collagen material



No-hide

- Lacy basophilic matrix with numerous, large, multi-lobulated structures (arrows) that resemble adipose tissue or a polyfilament type material (red arrows)
- Plant fiber (black arrows)



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- We have had representatives from **Pet Food Express** and **Pet Food Experts** witness the processing and making of No-Hide® Wholesome Dog Chews. They also confirmed that rawhide is not used in the manufacturing of No-Hide® Wholesome Dog Chews.
- The manufacturing facility provided a signed affidavit to Earth Animal® confirming that rawhide is not used in No-Hide® Wholesome Dog Chews nor does it ever enter the facility.
- No-Hide® Wholesome Dog Chews only contains 7 ingredients: an animal protein source (chicken, pork, beef, salmon or venison), Gelatin, Brown Rice Flour, Eggs, Olive Oil, Banana, Bromelain (Pineapple).
- Gelatin is hydrolyzed collagen. Therefore, collagen-like material should appear under the microscope. Additionally, gelatin is high in protein (95%) because it is predominantly made up of polypeptides and other proteins. Additionally, there are different types of gelatin used in the food industry. Some form rigid structures like No-Hide® Wholesome Dog Chews, while other form wobbly structures like Jello as a result they will have different melting points.
- On January 18th and 19th 2018, the FDA inspected our No-Hide® manufacturing facility to review our production records and procedures for manufacturing all four flavors of our small, medium & large chews. Our manufacturing facility gave the inspector full access to all records and procedures for manufacturing No-Hide® Chews. Additionally, the inspector reviewed and/or collected copies of invoices, letters of guarantees from suppliers, production records and labeling of both ingredients and finished goods. In addition, the FDA Inspector watched the entire No-Hide® production process from beginning to end. The FDA has concluded their investigation with a final result of "no action indicated" which means no objectionable conditions or practices were found during the inspection.
- On December 31st 2018, the Pennsylvania Department of Agriculture completed their review of the manufacturing of our No-Hide® products. Their investigation included multiple site inspections, samples taken from production, product purchased from multiple retailers, nutrient analysis, histological examination and observing the manufacturing process (including ingredients utilized). Similar to the FDA, they found no evidence that No-Hide® products contains rawhide. Lastly, they stated, "During the production and processing of the No-Hides at Pony Express it appears the final product takes on characteristics of rawhide products such as low to no measurable starch, a high crude protein percentage, multiple animal species DNA and in appearance due to the proprietary machine process and hand-rolling."

Thank you for your continued support in debunking the myths and misconceptions and helping us spread the truth about our No-Hide® Wholesome Dog chews!