The Inactive Ingredients in the ThorneVet Soft Chew Matrix

ThorneVet dedicated a significant amount of time and committed substantial technical resources to determine which inactive ingredients would best comprise the matrix of our new soft chew delivery format.

ThorneVet believes supply chain transparency is both a corporate obligation and an ethical responsibility that we have to the veterinarians who recommend ThorneVet products to their patients, as well as to the pet parents who give our products to their companion animal family members.

In every ThorneVet soft chew, the entire soft chew matrix is free of wheat/gluten, dairy, artificial sweeteners, tree nuts and tree nut derivatives, shellfish derivatives, and peanuts and peanut derivatives.

In most cases, the inactive ingredients in the soft chew matrix in a ThorneVet soft chew product comprise about two-thirds of the soft chew – with the remaining one-third of the soft chew being the active ingredients.

The following descriptions will inform you of the characteristics of the various inactive ingredients that comprise the soft chew matrix – “the brownie” – in the ThorneVet product line.

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Sweet Potato Powder**	**Sweet Potato Powder** is derived from sweet potatoes that are sourced in Peru and the United States. **Sweet Potato Powder** is used as the primary filler in the soft chew matrix (please see below at **). It is non-GMO. It is not organically grown. It is natural, not synthetic.
Arabic Gum	**Arabic Gum** is derived from gum acacia trees grown in Africa, with the final product being manufactured in France. **Arabic Gum** is used as a binder in the soft chew matrix. It is non-GMO. It is not organically grown. It is natural, not synthetic.
Tapioca Starch	**Tapioca Starch** is derived from cassava root sourced in Thailand. **Tapioca Starch** is used as a binder in the soft chew matrix. It is non-GMO. It is not organically grown. It is natural, not synthetic.
Canola Oil	**Canola Oil** is derived from rapeseed that is sourced in the United States and Canada. **Canola Oil** is used as a binder in the soft chew matrix. It is non-GMO. It is not organically grown. It is natural, not synthetic.
PREVION™ (brand)	**PREVION** is a natural alternative to synthetic preservatives. It is an innovative water-soluble combination of buffered vinegar and citric acid in a powder form. It is sourced from the United States and Brazil. **PREVION** is used as an acidifier and preservative in the soft chew matrix. It is non-GMO. It is designated as "buffered white distilled vinegar" and "citric acid" on the product label.
Guar Gum	**Guar Gum** is derived from the beans of guar gum trees that are grown in the United States. **Guar Gum** is used as a binder in the soft chew matrix. It is non-GMO. It is not organically grown. It is natural, not synthetic.
PALASURANCE® (brand)	**PALASURANCE** is a palatability enhancer. It is a natural alternative to synthetic palatability enhancers. It is not considered to be non-GMO because the poultry it is derived from can consume GMO feed. It contains maltodextrin as a preservative. It is derived from chicken livers and hearts that are sourced in the United States. **PALASURANCE** is used as a flavoring agent in the soft chew matrix. It is designated as "natural poultry flavor" and "maltodextrin" on the product label.
Rosemary Extract	**Rosemary Extract** is derived from rosemary plants that are grown in the United States. **Rosemary Extract** is used as a preservative in the soft chew matrix. It is non-GMO. It is not organically grown. It is natural, not synthetic.
Sunflower Oil	**Sunflower Oil** is derived from sunflower plants that are grown in the United States. **Sunflower Oil** is used as a preservative in the soft chew matrix. It is non-GMO. It is not organically grown. It is natural, not synthetic.
Sunflower Lecithin	**Sunflower Lecithin** is derived from sunflower plants grown in India and The Netherlands. **Sunflower Lecithin** is used as a binder in the soft chew matrix. It is non-GMO. It is not organically grown. It is natural, not synthetic.
Vegetable Glycerin	**Vegetable Glycerin** is derived from coconut trees and palm trees that are grown in Malaysia. **Vegetable Glycerin** is used as a binder in the soft chew matrix. It is non-GMO. It is organically grown. It is natural, not synthetic.

ThorneVet's choice to use **Sweet Potato Powder as the filler was an extremely important decision when the switch was made from capsules to soft chews. The filler in a soft chew matrix is the largest component by weight in the entire matrix. ThorneVet had the option to use brewer's yeast as the filler in the matrix – a filler that is used by many manufacturers of soft chew animal health products. Brewer's yeast costs much less than **Sweet Potato Powder** — in fact, **Sweet Potato Powder** costs five times more per kilogram than does brewer's yeast. However, using brewer's yeast instead of **Sweet Potato Powder** would mean the soft chew matrix could not be declared to be **GLUTEN FREE**. Because ThorneVet believes that maintaining the **GLUTEN FREE** status of the soft chew matrix – and thus the **GLUTEN FREE** status of the entire soft chew – is of paramount importance, ThorneVet chose to use the more expensive **Sweet Potato Powder** ingredient – instead of brewer's yeast – as the filler in our soft chew matrix.

GLUTEN FREE

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