

PET HUMANISATION & THE SHIFT IN PET OWNERSHIP TRENDS

Over the past decade we have seen pet humanisation continue to grow in popularity and now, more than ever before, our pets are becoming integral members of our family units. However, while we want the absolute best for our pets, the reality is that we don't know the nuances of their health needs like we do our own.

Pets age faster than us, they start to feel the wear on their joints earlier than we expect them to, and whilst they are a part of our lives, we are their whole lives. For this reason, they feel even more anxiety when we are apart.

PAW by Blackmores have developed a marketing & innovation plan for 2025 to best support the changing needs and pain points of both pets & pet parents. We look forward to partnering with you throughout this next exciting phase in natural pet health care.

HOUSEHOLD PENETRATION OF DOGS & CATS:



IMPROVING USER EXPERIENCE

Choose PAW Chews to support the health & wellbeing of your dog!

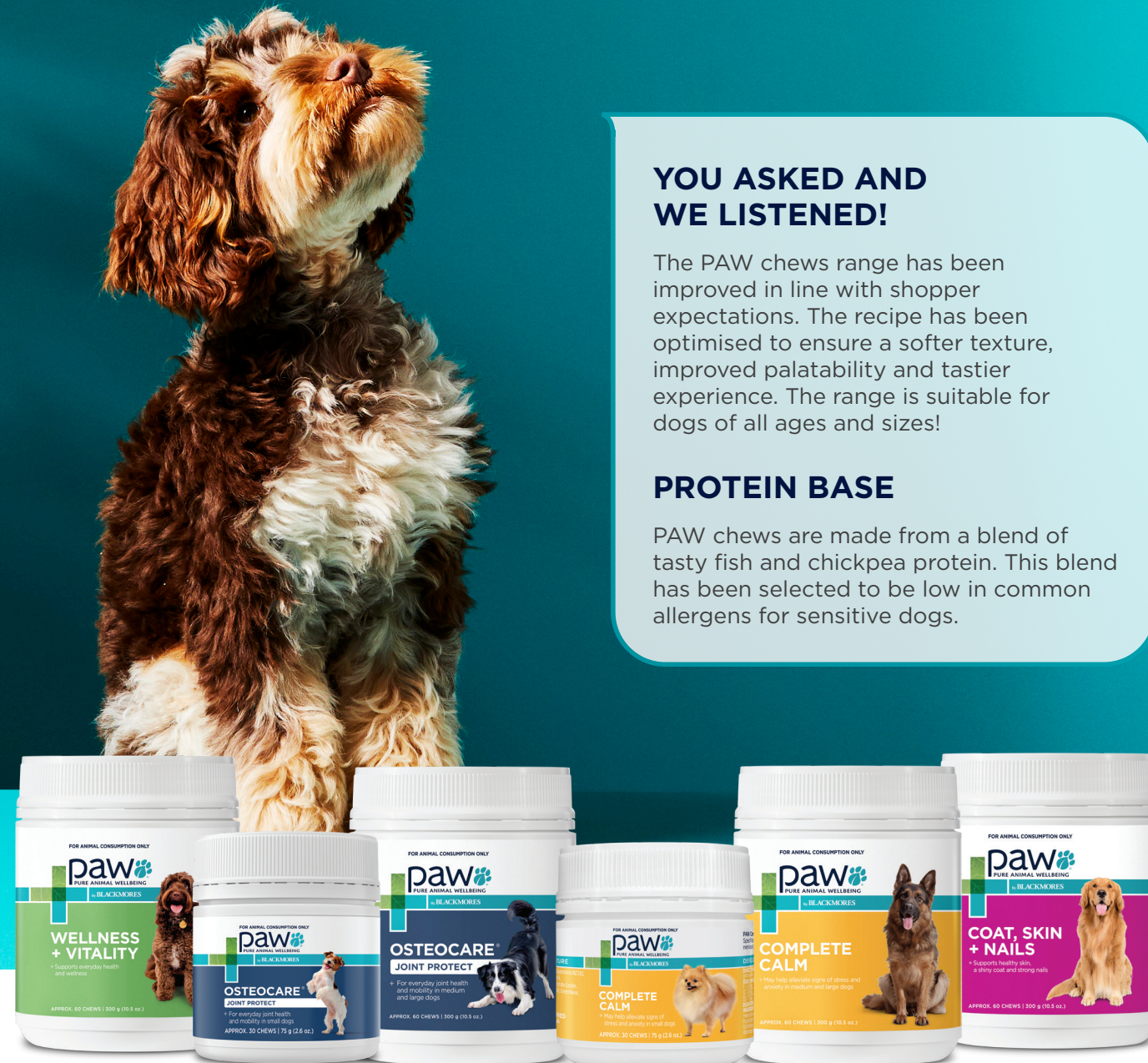
NEW & IMPROVED RECIPE

YOU ASKED AND WE LISTENED!

The PAW chews range has been improved in line with shopper expectations. The recipe has been optimised to ensure a softer texture, improved palatability and tastier experience. The range is suitable for dogs of all ages and sizes!

PROTEIN BASE

PAW chews are made from a blend of tasty fish and chickpea protein. This blend has been selected to be low in common allergens for sensitive dogs.



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DEVELOPED BY VETS
 INSPIRED BY NATURE

PAW2063

paw
 PURE ANIMAL WELLBEING
 By BLACKMORES

CHEWS RANGE



NEW & IMPROVED RECIPE

NOW SOFTER & TASTIER

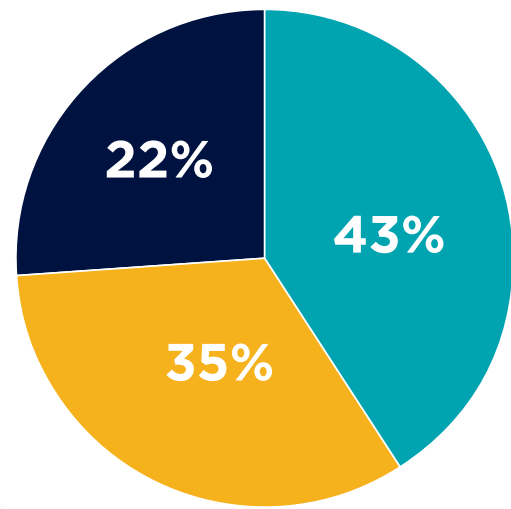
THE PAW CHEWS RANGE



DID YOU KNOW?

SMALL DOG BREEDS ARE GROWING IN POPULARITY:

- **Small Dogs** (0-10kg)
- **Medium Dogs** (10-24kg)
- **Large Dogs** (25kg+)



23% OF dogs suffer from **PRIMARY SKIN CONDITIONS** (e.g. atopic dermatitis)



21% OF ADULT DOGS suffer from **OSTEOARTHRITIS**



32% OF Australian dog owners observe behaviours connected to **STRESS & MENTAL WELLBEING** issues



The number of **MICRO-ORGANISMS** in a pet's **DIGESTIVE SYSTEM** is **10 x MORE** than that of cells in their body



PROTECTING JOINT HEALTH

With up to 21% of adult dogs suffering from osteoarthritis, it's crucial to provide nutritional support for cartilage health from an early age in predisposed dogs.

PAW OsteoCare® Joint Protect Chews



- ✔ Contains glucosamine sulphate, chondroitin sulphate, manganese and ascorbic acid to effectively support optimal joint cartilage health.
- ✔ Glucosamine and chondroitin protect against joint damage and improve mobility.
- ✔ Formulated for dogs predisposed to joint problems, such as highly active dogs, large breeds, overweight dogs, or any dog over 5 years old.
- ✔ Tailored chews based on the size of the dog.
- ✔ Available in: 75g (small chews), 300g and 500g tubs.



PROVIDING STRUCTURAL SUPPORT

Glucosamine and chondroitin are essential building blocks of articular cartilage and stimulate important cartilage regenerative processes. This means that they are capable of delaying, stabilising or even repairing osteoarthritic lesions.

ENHANCING MENTAL HEALTH

Mental health concerns can often manifest in signs such as anxiety, aggression, inability to learn, and phobias, which can have a detrimental effect on the quality of life of pets, and their owners.

PAW Complete Calm for Dogs



- ✔ Contains high levels of tryptophan, a serotonin precursor, which may aid in reducing the signs of stress and anxiety, including aggression in dogs.
- ✔ Contains B group vitamins (including B1, B5 and B6) to help support healthy nervous system function.
- ✔ Provides key vitamins and minerals to help maintain a healthy immune system.
- ✔ Contains DHA to support cognitive health.
- ✔ Available in: 75g (small chews) and 300g tubs.



BOOSTING SEROTONIN LEVELS

In the central nervous system (CNS) of humans and animals, serotonin (5-hydroxytryptamine, 5-HT) serves as a neurotransmitter that is responsible for the regulation of many behavioural and neurological processes, including mood, appetite and sleep. L-tryptophan, an essential amino acid found in many protein-based foods, such as meat, dairy, fruits and seeds, is the sole precursor of serotonin. Pets suffering from anxiety, fear, and other compulsive behaviours may benefit from L-tryptophan-containing nutraceuticals, which enhance tryptophan availability in the brain, and therefore boost brain-derived serotonin levels.

Please read the label and follow the directions for use.

THE PAW CHEWS RANGE

SUPPORTING SKIN AND COAT HEALTH

Dermatological issues are amongst the most seen conditions in veterinary clinics within Australia. Canine skin can be impacted by various conditions, including allergies, endocrinopathies, ectoparasites, and immune-mediated conditions. These issues often compromise the integrity of the skin barrier, meaning that supplementation with key nutrients such as essential fatty acids is vital to maintain optimal skin barrier function.

PAW Coat, Skin + Nails Multivitamin Chews



- ✔ Contains chia seeds and flaxseeds (source of omega-3 & 6) for a lustrous, shiny coat.
- ✔ Fortified with essential nutrients such as biotin and zinc to maintain a healthy coat, skin and nails.
- ✔ Additional vitamins and minerals to support everyday health.
- ✔ Formulated for dogs with a dull coat, dry/ flaky skin and brittle nails.
- ✔ Available in a 300g tub.



THE ROLE OF FATTY ACIDS

Systemic administration of essential fatty acids, especially those rich in omega-6, has been shown to improve lipid deficiencies in the skin of dogs and cats with allergic dermatitis, enhancing gloss and coat quality.

MAINTAINING OPTIMAL HEALTH AND VITALITY

Pets require essential nutrients, a balanced diet and regular exercise to stay healthy. Whilst high quality diets can provide most of what pets need on a daily basis, there are certain circumstances and times in a pet's life when they might require additional support.

PAW Wellness and Vitality Multivitamin Chews



- ✔ Includes antioxidants (blueberries and spirulina) to maintain a healthy immune system.
- ✔ Contains magnesium to support strong bones and teeth.
- ✔ Key vitamins and minerals to maintain general health.
- ✔ Recommended for dogs who are fussy, those lacking their usual energy and vitality (e.g. those in recovery), those showing a deficiency in key vitamins and minerals and those needing an immunity boost
- ✔ Available in a 300g tub.



OUR FAVOURITE SUPERFOOD

Spirulina is a blue-green algae that is rich in β -carotene, tocopherols and other nutrients with proven antioxidant properties. Not only can it modulate immune functions, but it also exhibits anti-inflammatory, anti-viral and anti-bacterial properties, making it truly deserving of its 'superfood' status.

Please read the label and follow the directions for use.