



Follow the Clues

WHICH CLIENTS NEED A FEEDING INTERVENTION?



TOP 3 FEEDING CHAOS CLUES

Use these clues to help identify clients most in need of and most likely to accept your recommendation for the PortionPro Rx™.

Does Your Client:

1. Have a cat and a dog?
2. Feed the cat on the counter?
3. Feed >2 different kinds of kibble, and ≥ 1 is a special diet?



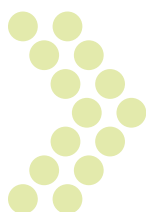
Pet Portraits: Prime Feeding Intervention Candidates

<p>Food-Stealin' Dog/ Countertop Cat</p> <p>Hunter and Rusty</p> <ul style="list-style-type: none"> • Pudgy Hunter eats all/begs, and it shows • Hunter steals Rusty's food • Pet parent forced to feed Rusty on the counter 	<p>Fat/Thin Cat Rx Diet Foodies</p> <p>Tucker and Mimsy</p> <ul style="list-style-type: none"> • Double trouble, high-maintenance • Tubby Tucker steals a lot, needs urinary tract therapeutic diet • Mimsy has allergies; should eat only turkey and potato food 	<p>Early-Risin' Cat/Rx-Diet Cat/Eats-It-All Dog</p> <p>Daisy, Mr. Wrigley, and Toby</p> <ul style="list-style-type: none"> • Perky Daisy wakes pet parent daily for pre-sunrise breakfast • Toby needs y/d® Rx diet • Sneaky Mr. Wrigley steals all • Pet parent is tired and frustrated! 	<p>Big Dog/Little Dog/ Scarfer Cat</p> <p>Polly, Pluto, and Patches</p> <ul style="list-style-type: none"> • Three different foods! • Roly-poly Polly steals from all • Pluto misses meals • Patches scarfs any food, then vomits
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Pet Parent Portraits: At-A-Glance Most Likely Buyer Profile

<p>Has dog(s) and cat(s)</p>	<p>Feeds cat on counter —OR— Faces pet feeding/behavior challenges</p>	<p>Help! Juggles career, children, senior parents, and pets</p>	<p>Feeds >2 kinds of pet kibble total in household, and ≥ 1 may be a special diet</p>	<p>Stressed/frustrated by pet feeding</p>	<p>Male or female</p>
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Top 5 Reasons Stressed Pet Parents Will Want the PortionPro Rx:



1. Reduces mealtime stress—no more separating pets, setting up gates, or guarding food bowls!
2. Relieves the feeding/portion-control burden, making life easier
3. Ensures each pet gets the right amount of the right food at the right time
4. Keeps their pets healthier
5. Helps them be the best pet parent they can be



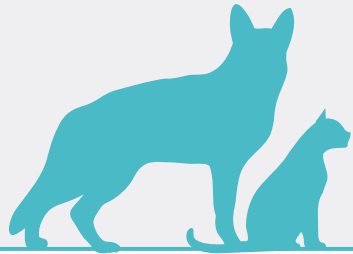
Clue Them In

PORTIONPRO Rx™ CHANGES THE GAME FOR PET PARENTS

Tackling the Tough Talks

Follow the tips below to show clients how the PortionPro Rx can help transform mealtimes and pet health.

SHARE Game-Changin' Phrases About the PortionPro Rx



Improves Pet Health. Convenient.

Super-Easy. Game-Changer. Revolutionary. Problem-Solver. Makes Life Easier. Uncomplicates Mealtime. Prescription Quality. Simple Set-Up. Perfectly-Fed Pets. Eliminates Frustration. Chaos-Free. Banishes Stress.

SUM IT UP

The PortionPro Rx provides an easy, convenient way to feed your pets the diets they need in the right quantity to stay healthy with no chaos, stress, or countertop feeding!

Stops the Stealers! (Access Control)

You pick which pet wears the assigned tag.

- See how the feeder door automatically opens only for the assigned pet...
- And closes to keep out the food stealer(s).
- You won't have to feed Fluffy on the counter anymore!

Feeds Perfectly! (True Portion Control)

- Automatically measures and times meals using your pet's usual dry food...
- So you can cross pet feeding off your to-do list.
- You'll feel a lot better knowing the right pet will get the right amount of the right food at the right time, every time!

Convenient and Easy for You

- Delivered right to you with easy start-up guides
- Simple and quick to set up
- Email address/toll-free number provided just in case



Final Clues: Why It's Worth It



It's All About Health

Easily feed the special diets we prescribe for healthier pets and a happier you

- Perfectly fed pets are healthier.
- Healthier pets are happier and more active.
- Healthier, optimal-weight pets live longer (obesity shortens lives).
- You'll lose the stress and enjoy more smiles with your pets!

