GENERATION PET

Cool Off With GP Frozen Products!

July/August Specials

Specials

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RETAILER_____DATE:_____ORDERED BY:_____

BRAVO! BALANCE BURGERS!

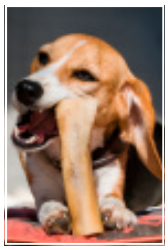
Buy 5- 3 lb Balance Burgers, Get the 6th One Free

Must purchase a full case to qualify for one free.

Description	UOM	Special	QTY
Turkey Balance Burgers, 4oz	Cs6-3lb box	**1- 3lb box, FREE**	
Beef Balance Burgers, 4oz	Cs6-3lb box	**1- 3lb box, FREE**	
Chicken Balance Burgers, 4oz	Cs6-3lb box	**1- 3lb box, FREE**	
Mixed Case Balance Burgers, 4oz	Cs6-3lb box	**1- 3lb box, FREE**	
Variety Pack Balance Burgers, 4oz	Cs6-3lb box	**1- 3lb box, FREE**	

Purity and simplicity count so Bravo Balance® is made with human-grade antibiotic-free poultry, hormone-free, grass-fed red meats, organ meats and bones combined with Grade A vegetables and fortified vitamins and minerals, Bravo Balance® meets the AAFCO standard for 100% complete and balanced nutrition for all life stages.

BRAVO! BONES!



Buy 4 Bone Packs Receive 25% Off-Mix and Match

Description	UOM	Special	List	Sale	QTY
Beef Knuckle (2 pack)	1	**25% Off**	4.95	3.71	
Beef Marrow (2 pack)	1	**25% Off**	4.42	3.31	
Buffalo Knuckle (3 pack)	1	**25% Off**	6.50	4.87	
Buffalo Marrow (3 pack)	5	**25% Off**	5.25	3.93	

Aside from just being fun, bones help improve dental health, they provide stimulating activity for your dog, and bones satisfy your dog's innate urge to chew. Remember to educate your customers about bones. Choose a bone that matches their dog's chewing rate and chewing habits!

To Order Call: 1 888-365-7387, Fax: 410-796-8228

RETAILER_____DATE:_____ORDERED BY:_____

Mr. Barksmiths

Description	UOM	Special	List	Sale	QTY
Peanut Butter	16 (2 packs)	**10% Off**	56.00	50.40	
Fruit Punch	16 (6 packs)	**10% Off**	56.00	50.40	

The Honest Kitchen Ice Pups

Description	UOM	Special	List	QTY
Ice Pups	1 ea	**Buy 3 Get One Free**	8.00	

Ice Pups are one the most unique treats available for dogs and cats! Here's a cocoa-tin, filled with a mouth-watering powdery mix that you combine with warm water to offer a homemade 'liquid' treat to your pup or kitty!

Ice pups can be served three ways - during the winter months, offer a warm, nourishing broth that tastes divine. Ideal after playing in the snow! In summer, serve Ice Pups as a chilled refreshing beverage, or freeze the liquid in ice cube trays to make a healthy, puppy-sorbet!

Ice Pups are also highly sought-after for dogs and cats with kidney problems who benefit from increased fluid intake, as well as those with lowered appetite, post-operative recovery and as a tasty, natural 'gravy' for increased palatability in helping the transition to a new diet.

Yoghund

Description	UOM	Special	List	Sale	QTY
Papaya and Peanut Butter	6 (4 packs)	**10% Off**	17.25	15.50	
Apple and Cheddar	6 (4 packs)	**10% Off**	17.25	15.50	
Peanut Butter and Banana	6 (4 packs)	**10% Off**	21.50	19.35	
Blueberry and Vanilla	6 (4 packs)	**10% Off**	21.50	19.35	

To Order Call: 1 888-365-7387, Fax: 410-796-8228

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Northwest Naturals!

Buy Any 25 lb case of NWN Dinner Bars-Receive 30% Off

Description	UOM	Special	List	Sale	QTY
Chicken 1lb	cs25	**30%Off**	49.95	34.97	
Chicken/Salmon 1lb	cs25	**30% Off**	56.02	39.22	
Bison 1lb	cs25	**30% Off**	63.11	44.18	
Beef 1 lb	cs25	**30% Off**	53.32	37.33	
Turkey 1lb	cs25	**30% Off**	49.95	34.97	
CAT					
Chicken/Salmon Nuggets	cs6	**30% Off**	28.80	20.16	

Compare Competing Products -Retail Price Per Pound

Manufacturer	**Natures Variety**	**Primal**	**North West Naturals**
Protein	Chicken/Turkey (Patties)	Chicken (Patties)	Chicken (Dinner Bars)
Retail Price Per Pound	**4.34**	**4.79**	**2.99**

Dinner Bars

Northwest Naturals™ Dinner Bars are scored in approximately 1/4 lb sections which make them easy to break off and serve to your pet with minimal mess and handling. This method of feeding raw dog food is perfect for owners of large breed dogs, breeders, multiple dog owners or anyone looking for a more compact frozen product.

The Individually Wrapped bars are sealed in plastic sleeves, individually labeled and each approximately 1 pound. This packaging is useful for retailers looking for small sized product for customers to try or for a breeder to give as a "going away gift" with each new puppy. The possibilities are as varied as the pet owner.

Northwest Naturals™ Beef

INGREDIENTS: Beef, beef hearts, broccoli, carrots, romaine lettuce, apples, beef kidneys, beef livers, ground beef bone, flaxseed, safflower oil, garlic, dried kelp, inulin, salt,potassium
chloride, fish oil, parsley, apple cider vinegar, ginger,zinc proteinate, iron proteinate, copper proteinate, manganese proteinate, mixed tocopherols (a preservative), rosemary extract, Vitamin E supplement, Vitamin D supplement.

Northwest Naturals™ Chicken

INGREDIENTS: Chicken, broccoli, romaine lettuce, carrots, cantaloupe, chicken liver, chicken gizzard, dicalcium phosphate, flaxseed, garlic, dried kelp, inulin, salt, potassium chloride, fish oil, parsley, apple cider vinegar, ginger, zinc proteinate, iron proteinate, copper proteinate, manganese proteinate, mixed tocopherols (as preservative), rosemary extract, Vitamin E supplement, Vitamin D3 supplement.

Northwest Naturals™ Turkey

INGREDIENTS: Turkey, celery, romaine lettuce, watermelon, turkey heart, turkey liver, flaxseed, dicalcium phosphate, garlic, dried kelp, inulin, salt, potassium chloride, salmon oil, parsley, apple cider vinegar, ginger, zinc proteinate, iron proteinate, copper proteinate, manganese proteinate, mixed tocopherols (as preservative), rosemary extract, Vitamin E supplement, Vitamin D3 supplement.

Northwest Naturals™ Bison

INGREDIENTS: Bison heart, Bison liver, carrots, romaine lettuce, watermelon, broccoli, Bison kidney, ground Bison bone, flaxseed, safflower oil, garlic, dried kelp, inulin, salt, potassium chloride, fish oil, parsley, apple cider vinegar, ginger, zinc proteinate, iron proteinate, copper proteinate, manganese proteinate, mixed tocopherols (as preservative), rosemary extract, Vitamin E supplement, Vitamin D3 supplement.

Northwest Naturals™ Chicken with Salmon For Dogs

INGREDIENTS: Chicken, chicken liver, salmon, ground bone, broccoli, cantaloupe, safflower oil, flaxseed, potassium chloride, dried kelp, inulin, salt, fish oil, zinc proteinate, iron proteinate, copper proteinate, manganese proteinate, mixed tocopherols (as preservative), rosemary extract, Vitamin E supplement, Vitamin D3 supplement

Salmon with Chicken Dinner Nuggets for Cats

INGREDIENTS: Ground chicken, ground chicken bones, chicken liver, salmon, beef liver, ground bone, broccoli, cantaloupe, brewers dried yeast, flaxseed, potassium chloride, dried kelp, inulin, salt,fish oil, choline chloride, taurine, zinc proteinate, iron proteinate, copper proteinate, manganese proteinate, mixed tocopherols (a preservative),
rosemary extract, Vitamin E supplement, Vitamin D supplement.

RETAILER_____DATE:_____ORDERED BY:_____

Dr. Harveys

Dr. Harvey's

Fine Health Foods for Companion Animals

Purchase All 8 sku's and Receive 10% Off

Description	UOM	Special	List	Sale	QTY
Herbal Shampoo 16 oz	1 ea	**10% Off**	9.97	8.98	
Herbal Ear Wash 4 oz	1 ea	**10% Off**	8.37	7.54	
Herbal Protection Shampoo 16 oz	1 ea	**10% Off**	11.32	10.19	
Herbal Protection Spray 8 oz	1 ea	**10% Off**	9.57	8.62	
Herbal Protection Concentrate .5oz	1 ea	**10% Off**	9.57	8.62	
Veg-to-Bowl for Cats	1 ea	**10% Off**	8.63	7.77	
Barkotti /Small Dogs 16 oz	1 ea	**10% Off**	8.70	7.83	
Barkotti /Large Dogs 16 oz	1 ea	**10% Off**	8.70	7.83	

Herbal Protection Spray for fleas and ticks: A gentle chemical-free spray that is safe and effective in the prevention of flea and tick infestation. May be sprayed before and after the walk and used on collars, leashes and bedding. Avoid the dangers of using chemicals on your companions. Dr. Harvey's Herbal Protection Spray is a breakthrough in herbal essentials for your dog.

Herbal Protection Shampoo for fleas and ticks: Help prevent flea and tick infestation with this totally unique, luxurious and superbly gentle, **sulfate-free** conditioning shampoo. Protection Shampoo is formulated especially for companion animals. Defense Shampoo is perfect for all dogs and specific for animals that suffer with sensitive or allergy-prone skin.

Herbal Shampoo: This extra gentle, sulfate-free conditioning shampoo is formulated especially for companion animals. It is perfect for all dogs. It is wonderful for animals who suffer with sensitive or allergy-prone skin.

Herbal Ear Wash: is a unique blend of soothing and healing herbal extracts in a base of witch hazel. This amazing formula will protect your dogs ears **without the use of chemicals**. The formula is **anti-fungal**, **antibacterial** and **antiviral**.

Introducing Dr. Harvey's Herbal Grooming Essentials

At last. All natural, holistic protection for your companion animal.

To Order Call: 1 888-365-7387, Fax: 410-796-8228

New Product Highlight

The Wholistic Pet Coconut Oil

The Wholistic Pet's Organic Coconut Oil is the richest natural source of Medium Chain Triglycerides (MCTs). 100% Certified Organic, from plantation fresh coconuts. Fed to pets it can have multiple benefits:

- Reduces or eliminates odor and bad breath in dogs
- Clears up skin conditions such as eczema, flea allergies, contact dermatitis, itchy skin, etc
- Makes coats become sleek and glossy
- Helps reduce weight, increases energy, improves digestion
- May help with arthritis or ligament problems
- Contains powerful antibacterial, antiviral and antifungal agents that prevent infection and disease.
- Can also be applied topically to cuts, wounds, infected ears, bites and stings.
- Promotes normal thyroid function.
- Helps prevent hairballs in cats.

Administration for Dogs: Recommendations are to start with 1/4 teaspoon per day for small dogs or puppies and 1 teaspoon for large dogs. Detoxification occurs once you begin, so you must introduce slowly. Gradually work up to 1 teaspoon per 10 pounds of body weight.

Description	UOM	List
The Holistic Pet's Organic Coconut Oil, 8oz	1 ea	9.75
The Holistic Pet's Organic Coconut Oil, 16oz	1 ea	14.30

GENERATION PET
P.O. BOX 430
FULTON, MD 20759