

Wellpaws: Science, Taste, and Trust in One Chew

Welcome to the world of Wellpaws, where pet supplements meet exceptional quality and effectiveness. Our chewable supplements represent a new clinical and natural standard in pet care, delivering more active ingredients per chew, superior sourcing, and an advanced formulation philosophy.

In this presentation, we'll explore why Wellpaws outperforms competitors like Zesty Paws, NutriPaw, Yumove, and PetLab Co, and why our chews are the preferred choice for pets and their owners alike.



The Chew Advantage



Superior Palatability

More palatable than powders or tablets with over 90% voluntary intake rate



Natural Flavours

Chicken, salmon, and apple vinegar flavours for enhanced enjoyment



Gentle Digestion

Easy to chew and digest with zero GI stress in trial use



Precise Dosing

Consistent active ingredient per chew ensures accurate daily dosing

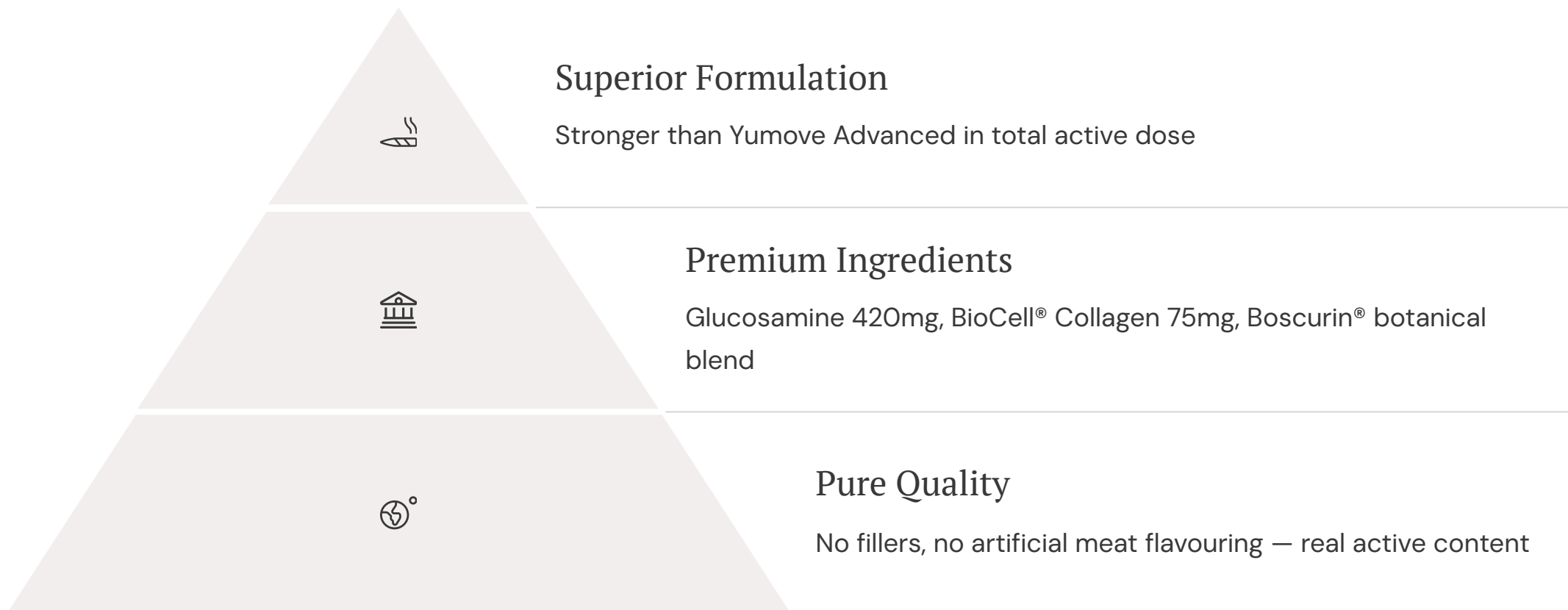


Wellpaws vs. The Competition

Key Feature	Wellpaws	Market Average
Total active per chew	High-dosed (400mg+)	Often 100–200mg
Trademarked actives	BioCell®, Durelax®, Boscurin®	Rarely used or none
Clinical dosing	Yes	Subclinical in many cases
Synthetic-free	Yes (no colours, no sweeteners)	Common in flavoured chews
Palatability	>90% voluntary intake	60–70% average



Hip & Joint Chews



Our Hip & Joint Chews deliver clinical-grade support for canine mobility. Each chew contains a powerful combination of ingredients at therapeutic doses, ensuring your pet receives maximum benefit with every serving.

Gut Health & Calming Solutions

Gut Health Chews

Bacillus Coagulans 2B CFU + Diamond V XPC® + Fibrulose®

- Combines probiotic + postbiotic + prebiotic
- Complete gut support system
- Outperforms competitors using probiotics only

Calming Chews

L-Tryptophan 45mg, Valerian, Passiflora, Chamomile

- Durelax® formula balances amino acids + botanicals
- Avoids melatonin for safer long-term use
- Gentler than Zesty Paws calming alternatives

Itch & Allergy Support

Omega-Rich Oils

Essential fatty acids support skin barrier function

Skin Health

Biotin strengthens skin barrier and coat quality



Immune Balance

Quercetin, bromelain and turmeric modulate immune response

Microbiome Support

Diamond V XPC™ and probiotics balance gut-skin axis

Our Itch & Allergy Chews provide comprehensive support by targeting both immune balance and skin barrier function. Unlike NutriPaw or PetLab chews, our formula includes both gut microbiome support and skin-specific nutrients for a holistic approach to allergy management.

The Wellpaws Difference

Expert Formulation

Created by veterinary nutritionists and formulators with real-world palatability and results in mind

Clinical Efficacy

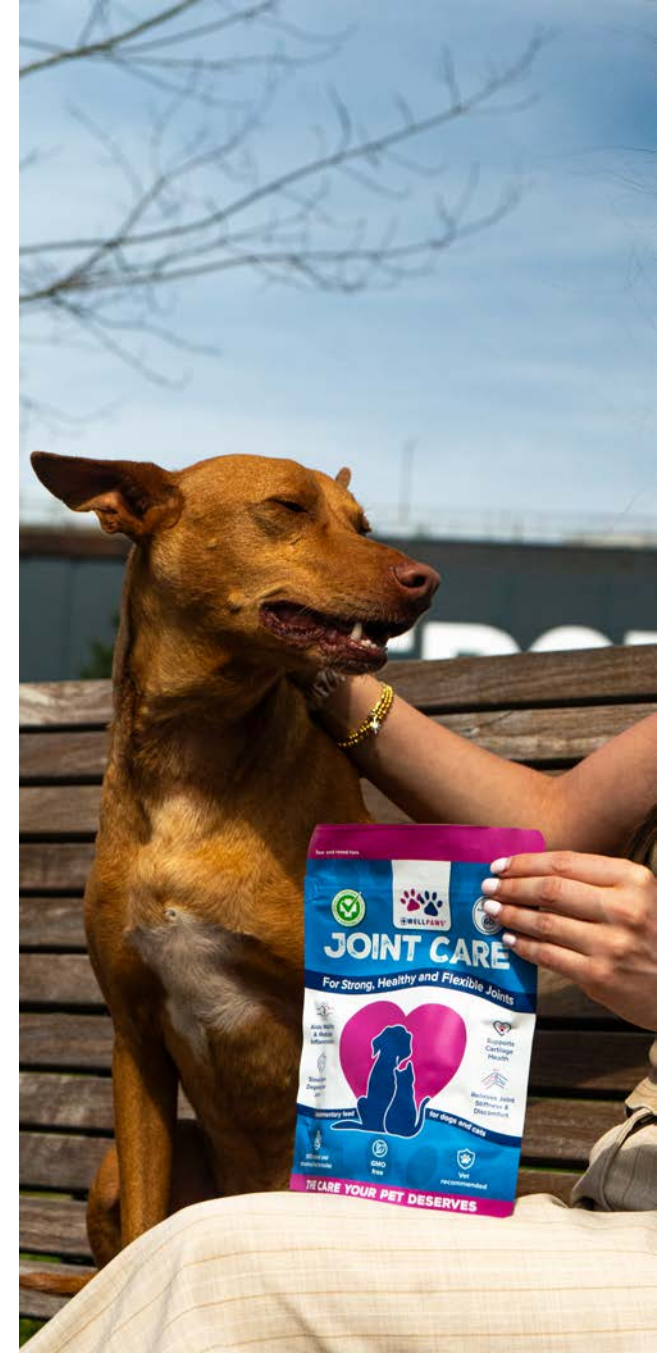
Uses clinically studied ingredients at therapeutic doses, not marketing gimmicks or subclinical amounts

Superior Value

Each chew delivers the functional equivalent of 2–3 market chews, providing better value and results

Proven Acceptance

Pets eat them willingly — and owners see the difference in their pets' health and wellbeing



Science, Taste, and Trust

Higher Active Content

Wellpaws delivers more active ingredients per chew than leading competitors, ensuring your pet gets therapeutic benefits with every dose.

Superior Ingredient Sourcing

We use trademarked, clinically-studied ingredients like BioCell® and Diamond V XPC® that are rarely found in competitor products.

Advanced Formulation Philosophy

Our synthetic-free, grain-conscious, and allergy-safe approach ensures that pets receive only what they need, without fillers or artificial additives.

While brands like Zesty Paws, NutriPaw, Yumove, and PetLab Co offer solid entry points into the pet supplement space, Wellpaws sets a new clinical and natural standard. Wellpaws isn't just another treat with labels — it's science, taste, and trust in one chew.

