

# Balance IT®

## FEATURES & BENEFITS



### BILLIONS OF FREE & INSTANT CUSTOM RECIPES

We have invested over 35,000 programming hours to creating a free and dynamic tool that can formulate recipes in seconds that are appropriate for long-term feeding. Our software technology is unparalleled and provides a safe way to feed fresh food to pets.



### ALL ESSENTIAL NUTRIENTS ARE ACCOUNTED FOR & REPORTED

The full nutrient profile for all essential and important nutrients is calculated in real-time for each generated recipe. This nutrient profile is graphically displayed and compared to one of hundreds of preset condition-specific requirements before any recipe is considered "passing".



### FDA POLICY GUIDE SECTION 690.150 COMPLIANT

We comply with all eight of the FDA's factors regarding "Labeling and Marketing of Nutritional Products Intended for Use To Diagnose, Cure, Mitigate, Treat, or Prevent Disease in Dogs and Cats". This includes registration under section 415 of the FD&C Act (21 U.S.C. 350(d)), the use of child resistant packaging, and making "the products available to the public only through retail or Internet sales to individuals purchasing the product under the direction of a veterinarian."



### AAFCO OFFICIAL PUBLICATION COMPLIANT

We comply with the AAFCO Official Publication on product labelling and nutrient profiles unless the nutritional management of a condition indicates otherwise (e.g., dietary phosphorus restriction).



### BOARD CERTIFIED VETERINARY NUTRITIONIST CREATED & MANAGED

We are not just interested in nutrition or pet passionate. We were established by third party certified veterinary nutrition experts. Our founder is a veterinarian who is a Diplomate of the American College of Veterinary Nutrition (ACVN®). Recognized as a world expert, our founder, previously served as the Executive Chair of the ACVN®, a faculty member at the number one ranked U.S. veterinary school, the R&D head for an industry-leading natural pet food company, and co-edited the prominent & widely referenced veterinary nutrition textbook, *Applied Veterinary Clinical Nutrition*.



### PATENTED TECHNOLOGY

Balance IT®'s innovation has been recognized with the issuance of domestic and international patents. US 8,968,806, CA 2,606,109 & US Patent Pending



### EXTENDED VALIDATION (EV) CERTIFICATE SSL ENCRYPTION

We hold the highest level of website certification only issued after independent auditing. Major browsers highlight this level of certification with special green shading in the web address bar.



### ISO 27001 & 27018 CERTIFIED DATA CENTER

Our servers reside in a data center(s) that carries ISO 27001 & 27018 certification focused on keeping digital information secure. We utilize redundant systems to automatically back up data and encrypt passwords even at the "admin" level to ensure data integrity and security.



### FAMILY-OWNED BUSINESS

Like most veterinary practices, we are a family-owned business. We believe this helps us to better understand and meet the needs of other veterinary medical businesses.



### MONEY BACK RETURN POLICY

We gladly accept returns within 30 days of purchase when returned to our Northern California location by mail. We refund the full purchase price as long as at least 75% of the product remains. After 30 days, but before the product is expired, we will issue a store credit that can be used for the purchase of any products that we sell.



### MADE IN USA

Our products are proudly blended and packaged in California.



### FOOD (AKA HUMAN) GRADE

As of August 17, 2017, all of our products are food (aka human) grade not feed (aka animal) grade. This means every ingredient and finished product meets the higher quality standards for human food and has only been handled in food grade facilities throughout production and packaging. To our knowledge, we are the first pet food manufacturer that has been independently certified to meet this standard with our own facility.

### BLENDED & PACKAGED TO THIRD PARTY AUDITED GMP STANDARDS

Our multi-national European-owned vitamin manufacturer blends our unique mineral, vitamin, and amino acid supplements to FSSC 22000 requirements which includes ISO 22000:2005 and ISO/T S 22002-1:2009 as certified by DQS. Our own facility is now third-party audited twice a year



### NO CHINESE ORIGIN INGREDIENTS USED WHENEVER POSSIBLE

Since 2007 Balance IT® has actively avoided Chinese origin ingredients given consumer quality and safety concerns. We continue to pay a premium to do this with almost all essential nutrients we use. Unfortunately, there are currently three essential nutrients we cannot source from a qualified food (aka human) grade supplier outside of China. They are vitamins B3 (aka niacin) & B6 (aka pyridoxine), and L-tryptophan (an amino acid). We are actively exploring qualifying a possible pharmaceutical grade L-tryptophan that is from the US (typically at least a six month long process), but for the two B-vitamins we have been unable to identify a supply given US and European owned manufacturers moving their operations to China. For reference, our most popular supplement remains over 98.5% Chinese origin ingredient free. To ensure purity, these vitamins and amino acid are specifically assayed on every lot of our product prior to release.



### NO ANIMAL ORIGIN INGREDIENTS

We go to great lengths to avoid potential antigens. For example, we use vitamin D2 instead of vitamin D3 which can be derived from sheep's wool grease or lanolin. This approach also allows us to avoid concerns about the humane treatment of livestock as well as their impact on the environment.



### ESTABLISHED & PROVEN TRACK RECORD

For over a decade, we have provided solutions for feeding pets fresh food. Our many firsts include the first all-in-one powdered supplements to fortify human food fed to dogs and cats as well as the first online formulation software to dynamically & instantly create pet food recipes. With millions of recipes generated, we are the number one source of recipes veterinarians can recommend and clients can use with confidence.



### USED IN PEER-REVIEWED STUDIES

The Balance IT® formulation software and/or supplement has been used in numerous peer-reviewed studies. *Journal of the American Veterinary Medical Association (JAVMA)* **240(5)** (2012) 532-538; *JAVMA* **241(11)** (2012) 1453-1460; *JAVMA* **242(11)** (2013) 1500-1505; *Journal of Animal Physiology and Animal Nutrition (JAPAN)* **97** (2013) 400; *JAPAN* **99** (2015) 818-819.



### VISA® SUBSIDIARY AUTHORIZE.NET VERIFIED MERCHANT

This dynamic verification along with our regular PCI Compliance auditing ensures secure online purchasing.



### FREE SHIPPING IN US

We include free shipping via UPS® with package tracking to the 48 continental states and via the United States Postal Service to Alaska and Hawaii for free.



### SHIPPING GLOBALLY FOR LOW FLAT RATE

With Google powered site translation to 90 languages and the ability to ship globally via UPS® Mail Innovations, we help veterinarians and their patients around the world.



### RECYCLABLE PACKAGING & SHIPPING MATERIALS

We use recyclable plastic (HDPE plastic #2 BPA free) bottles, minimally sized cardboard shipping boxes, and biodegradable shipping "peanuts" to minimize our impact on the environment.