

# Balance IT®

## FEATURES & BENEFITS



### **BILLIONS OF FREE & INSTANT CUSTOM RECIPES**

We have invested over 40,000 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 labeling 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 a board certified veterinary nutritionist®. Recognized as a world expert, our founder previously served as the Executive Chair of the American College of Veterinary Nutrition (ACVN®), a faculty member at a top-tier U.S. veterinary school, the R&D head for an industry-leading natural pet food company, and co-edited the prominent and 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, US 10,194,685, and CA 2,606,109.



### **EXTENDED VALIDATION (EV) AND CERTIFICATE SSL ENCRYPTION**

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



### **ISO 27001 & 27018 CERTIFIED DATA CENTER**

Our servers reside in data centers that carry 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. All admins must log in with two-step authentication.



### **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 product that we sell.



### **MADE IN CALIFORNIA, USA**

Our products are proudly blended and packaged in California.



### **POWERED WITH 100% RENEWABLE & 100% CARBON-FREE ELECTRICITY**

Balance IT pays a premium to use the 100% renewable UltraGreen Service option from Valley Clean Energy in Yolo County, California to meet its entire facility's electrical needs. Our facility also makes heavy use of natural lighting and exclusively is lit with energy saving LED lights.



### **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 multinational European-owned vitamin manufacturer blends our patented 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 Woodland, CA facility is also third-party audited and certified by Eurofins for food (aka human) grade manufacturing and packaging per 21 CFR § 117 and for human dietary supplement manufacturing and packaging per 21 CFR § 111. Our facility is also registered for processed (human) food manufacturing, packaging, and warehousing by the State of California Department of Public Health Food and Drug Branch.



### **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 four essential nutrients we cannot source from a qualified food (aka human) grade supplier outside of China. They are vitamins B3 (aka niacin) and B6 (aka pyridoxine), and the amino acids L-tryptophan and taurine. We hope L-tryptophan and taurine from the US or Japan will become available to us in the future, 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 98.5% Chinese origin ingredient free. To ensure purity, these vitamins and amino acids 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 and a half, 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 on-line formulation software to dynamically and 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 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 on-line 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 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.