

# PET TAO

## TCVM Food Therapy Made Easy!

Become the Food Therapy Expert by Offering Convenient TCVM Solutions  
Easily Create Custom Food Therapy Packages of Food, Treats & Supplements

Color Coded to Save Time | Combinations for Easy Upsell | Pets Feel Better & Clients Return for More

### HOLISTIC PET FOOD

#### Canned Dog Food

CHILL COOLING | LIMITED INGREDIENT | BEEF FORMULA | ZING MOISTENING



#### Freeze Dried Dog Food

HARMONY | BLAZE | CHILL



### FREEZE DRIED PET TREATS

PORK LUNG | BEEF HEART | BEEF SPLEEN | BEEF LIVER | SALMON | BEEF KIDNEY



### SUPPLEMENTS

COMFORT | COMPLEMENT IMMUNE | HARMONIZE JOINT | HARMONIZE LIVER | SOOTHE BLADDER | DAILY VITAMINS | HARMONIZE GI



PET I TAO Supplements Combine Eastern Herbs with Western Supplements,  
Working Synergistically with PET I TAO Treats

Imagine how it will feel to be the expert in TCVM Veterinary Food Therapy

# Eastern Food Therapy and Western Nutritional Science

**The PET | TAO Story** After years in clinical practice, veterinarians Dr. Marc Smith and Dr. Casey Damron sought alternative therapies to help patients left without treatment options for their ailments. The doctors were led to the Chi Institute to study Traditional Chinese Veterinary Medicine (TCVM). The Drs. then created a pet food line to heal and keep pets healthy.

**PET | TAO is based on Western nutritional science and ancient Eastern knowledge of Food Energetics, the Yin-Yang and Five-Element Theories.**

**Food Energetics** Instead of caloric energy, TCVM food therapy sees each naturally occurring food as having an innate energetic quality: warming, cooling, or neutral.

Based on the five major organs - heart, spleen, lung, kidney, and liver - this theory describes how consuming specific foods can help improve the functioning of the major organs.



A body out of balance is prone to illness.

- Yin Deficiency can lead to: Insomnia, Overheating, Weight Loss, Excessive Thirst
- Yang Deficiency can lead to: Mental Lethargy, Bloating, Sore Joints, Cold Extremities

**Maintain Harmony** To maintain a healthy state, feed your pet our delicious and nutritious **Harmony Formula**.

- **Beef Formula** - Encourages and supports energetic balance
- **Limited Ingredient Formula** - Designed for dogs with allergies and sensitive stomachs

**Provide Solutions** Not In Harmony? We can help.

- **Zing** - Great for blood deficient dogs, who often suffer from liver and blood issues.
- **Chill** - Formulated with energetically cooling ingredients to clear heat and toxins
- **Blaze** - Formulated with energetically warming ingredients to warm and energize

**Therapeutic Treats** Using the theory of "Like Treats Like" our treats harmonize the following imbalances:

- **Pork Lung** - Lung diseases and skin allergies
- **Beef Heart** - Cardiac or behavioral issues
- **Beef Spleen** - Diarrhea, vomiting and muscle problems
- **Beef Liver** - Liver diseases
- **Beef Kidney** - Arthritis, hearing loss, urinary tract diseases, and kidney failure
- **Salmon** - Inflammation

**Supplements** TCVM Supplements Combining Eastern herbs with Western vitamins and minerals, our supplements support and facilitate the body's natural healing process.

- **Comfort** - Soothes aches and discomfort associated with normal daily activity or exercise.
- **Complement Immune** - Mushroom blend supporting immunostimulating proteoglycans and polysaccharides to support Natural Killer (NK) and T-helper cells.
- **Harmonize Liver** -
- **Harmonize Joint** - Natural support and maintenance of joint health and flexibility.
- **Soothe Bladder** - Herbal support for normal urinary tract health and pH.
- **Daily Vitamins** - A comprehensive blend of vitamins, minerals, antioxidants, and essential fatty acids for your dog.
- **Harmonize GI** - Support for normal digestive balance, consistent stool quality, and gastrointestinal health.