



**EMBRACE ANCIENT
WISDOM,
ACKNOWLEDGE
MODERN SCIENCE.**





The largest growing trend in the pet food industry is...

**HOLISTIC,
NATURAL
SOLUTIONS!**

PET | TAO Holistic Pet Products fills a void retailers have identified in the holistic PET FOOD AND TREATS market.

Customers are **ASKING** for products like ours!





Why is PET | TAO Different?



The unique concept of the line combines Eastern Food Therapy with Western Nutrition.

We use high-quality ingredients specifically chosen based on each food's **TCVM energetic quality.**



Food as Medicine Works. Veterinarians KNOW This.



**In fact, more than 300
veterinarians nationwide
recommend PET | TAO to
their clients!**

YOU will be on the **cutting edge** as
PET | TAO moves into the retail sector.

What Can PET | TAO Do For You?

Retailing our lines means **you get more than just pet food, you get:**

- An easy-to-use TCVM food therapy system to implement in your practice.
- **24/7 email support from our founders** and veterinarians Dr. Marc Smith, Dr. Casey Damron and the PET | TAO team.
- Free online information and support to train retailers and customers - **the work is done for you!**
- To **corner the growing holistic pet market** with a distinct and unique line!





**Since 2010, PET | TAO
has been helping pets
live longer, feel better,
and be happy.**

We call this overall manifestation of
health **HARMONY.**



PET | TAO EMPOWERS PET OWNERS



Our products make proper food choices **EASY**.

**Food therapy
makes pets
healthier and
happier.**



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. They were led to the Chi Institute to study Traditional Chinese Medicine, where they learned about Eastern Food Therapy. 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, 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



Principles of Eastern Food Therapy: A Quick Guide

Every ingredient in the PET | TAO diet is chosen according to the Eastern Food principles of energetics, balance and the food's effects on the body.





BALANCE

YIN-YANG THEORY

Each naturally occurring event has equal and opposite forces in nature (weak/strong, dry/moist).

These forces are in constant motion, conflict and struggle.

IN FOODS: Yin-Yang = warming or cooling

IN PETS: Yin-Yang = weak/strong or dry/moist



Effect on the Body

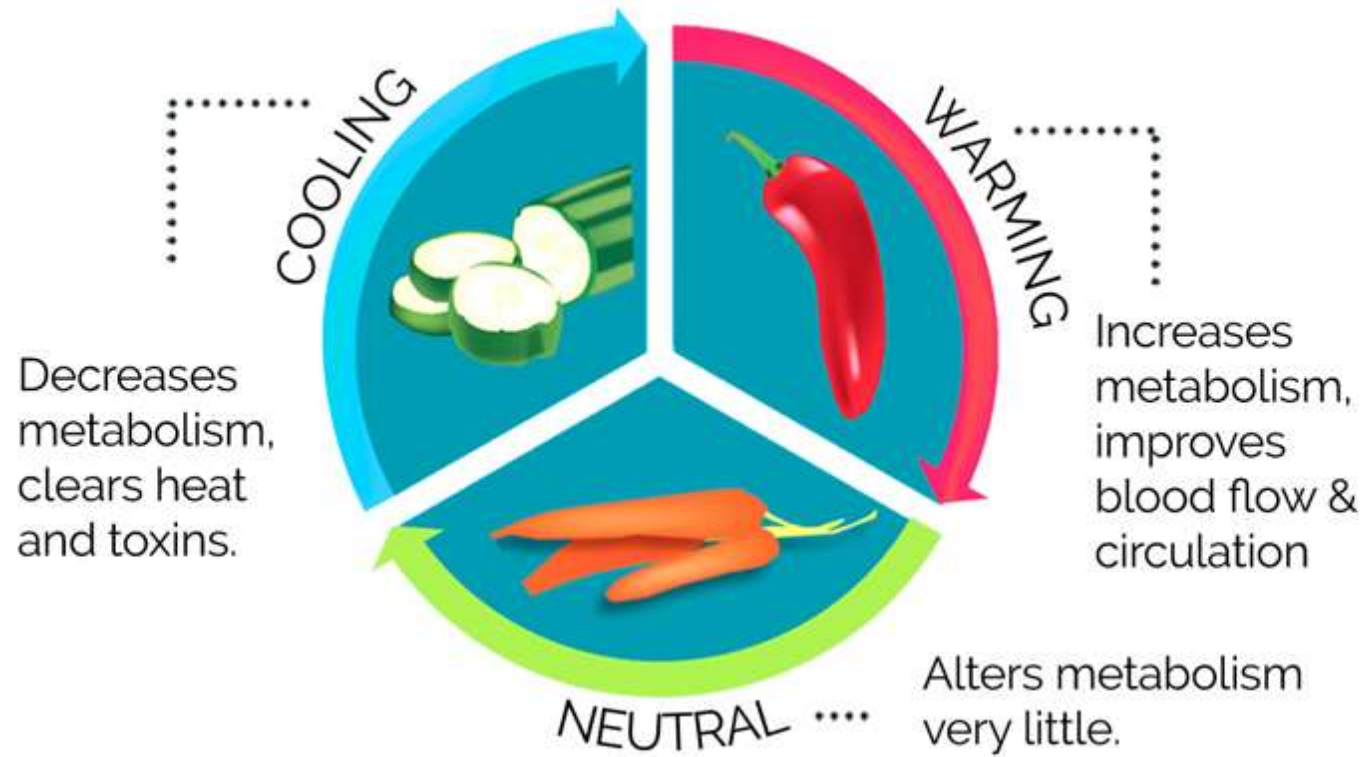


5 ELEMENT THEORY

The 5 Elements theory is based on the 5 major organs:

HEART **SPLEEN** **LUNG** **KIDNEY** **LIVER**

and how consuming specific foods can help improve the functioning of one or more of the major organs.



Note: Warming, cooling, neutral doesn't refer to temperature. Instead, it denotes how each food affects the physiology and metabolism of the animal after consumption.

ENERGETICS

Warming, Cooling, Neutral

Instead of caloric energy, food therapy sees each naturally occurring food as having an innate energetic quality.

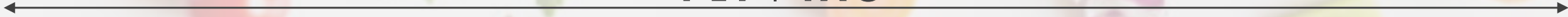
WARMING COOLING NEUTRAL

PET TAO 

CANNED DOG FOOD



PET | TAO





Harmony Beef Canned Formula



PET | TAO HARMONY BEEF FORMULA HELPS ALREADY BALANCED DOGS:

- **Maintain energetic balance**
- **Promote holistic health**
- **Benefit vitality**

PET | TAO HARMONY BEEF FORMULA CONTAINS THE FOLLOWING KEY INGREDIENTS:

- **Beef**
- **Turkey**
- **White potato**
- **Carrots**
- **Broccoli**
- **Eggs**





Solution Chill Canned Formula



PET | TAO SOLUTION CHILL FORMULA HELPS DOGS SUFFERING FROM:

- Excessive thirst
- Dry eyes
- Insomnia and anxiousness
- Weight loss
- Overheating
- Inflammation

PET | TAO SOLUTION CHILL FORMULA CONTAINS:

- Turkey
- Beef
- Catfish
- Carrots
- Green beans
- Barley
- Celery
- Cucumber
- and other natural cooling ingredients!





Solution Zing Canned Formula



PET | TAO SOLUTION ZING FORMULA HELPS DOGS SUFFERING FROM:

- Cruciate disease
- Cracked foot pads
- Liver issues
- Dry skin, scalp, and eyes
- Premature greying of the hair
- Loss of hair
- Trembling
- Nervousness
- Insomnia

PET | TAO SOLUTION CHILL FORMULA CONTAINS:

- Beef
- Chicken Liver
- Beef Heart
- Beef Liver
- Barley
- White Potato
- Carrots
- Green Peas
- Broccoli
- Eggs
- Spinach
- Turnip Greens
- Flaxseed
- Sardines
- Parsley





Harmony Limited Ingredient Canned Formula



PET | TAO HARMONY LIMITED INGREDIENTS FORMULA HELPS DOGS WHO :

- Suffer from allergies
- Itch & scratch vigorously
- Drain from the eyes
- Lick feet
- Suffer hot spots and red skin
- Shake head from ear infections

PET | TAO HARMONY LIMITED INGREDIENTS FORMULA CONTAINS LIMITED INGREDIENTS THAT ARE LESS LIKELY TO CAUSE ALLERGIC REACTIONS OR STOMACH UPSET:

- Turkey
- Carrots
- Celery
- Green beans
- Broccoli
- Spinach
- and other natural ingredients!



PET TAO
FREEZE DRIED RAW
DOG FOOD

FREEZE DRIED FORMULA
HARMONY

NET WEIGHT

FREEZE DRIED FORMULA

CHILL

NET WEIGHT 16 oz (454g)

PET | TAO



Benefits of Freeze Dried Dog Food



How clients benefit freeze dried food therapy:

- Easiest form of food therapy available
- Less time measuring and following crockpot recipes
- Easy to convince dogs to eat
- Easy to mix with other foods
- Easy to put on top of other foods
- Nugget-size pieces work for all size dogs
- Also great as treats and for training



Harmony Freeze Dried Raw Formula



PET | TAO HARMONY BEEF FORMULA HELPS ALREADY BALANCED DOGS:

- Maintain energetic balance
- Promote holistic health
- Benefit vitality

KEY INGREDIENTS:

Beef, Turkey, Pea, Rice, Beef Heart, Beef Liver, Flax, Carrots, Spinach, Egg, Celery, Pumpkin Seeds



Chill Freeze Dried Raw Formula



CHILL FREEZE DRIED RAW FORMULA HELPS DOGS SUFFERING FROM:

- Excess thirst
- Insomnia and anxiousness
- Weight loss
- Dry eyes
- Easily overheated
- Inflammation
- Hot flashes

KEY INGREDIENTS:

Duck, Turkey, Pea, Barley, Turkey Heart, Turkey Liver, Flax, Green Beans, Honey, Pumpkin Seeds, Spinach

Mark the characteristics your pet exhibits.
 Choose the formula with the most checkmarks. Or, alternate between formulas.

FEEDING SUGGESTIONS FOR FINDING HARMONY

Does your dog?

- pace at night
- pant excessively
- eat grass
- prefer cool surfaces
- act agitated
- live in a warm climate

SOLUTION CHILL

Chill is made with cooling ingredients to help counteract the effects of excess heat.

- play regularly
- breathe normally
- maintain appetite
- rest comfortably
- pay attention
- live in a mild climate

HARMONY BEEF

Harmony is formulated to be energetically neutral. It is neither warming nor cooling.

- seem dull and uninterested
- lack energy
- startle easily
- limp from ligament injury
- battle dry paws and dandruff
- lack shiny coat

SOLUTION ZING

Zing is made with ingredients to help support the blood or liquid of the body. This blood is needed for strength and energy.

- suffer from allergies
- scratch vigorously
- drain from the eyes
- lick feet
- deal with hot spots and red skin
- shake head from ear infections

HARMONY LIMITED INGREDIENT

Limited Ingredient Harmony is formulated with cooling ingredients to help neutralize excess heat in specific organs.

PET TAO 

FREEZE DRIED RAW DOG AND CAT TREATS

recommended by veterinarians

recommended by veterinarians

recommended by veterinarians

recommended by veterinarians

PET TAO

PET TAO

PET TAO

PET TAO



BEEF
LIVER

holistic dog treats

NET WT
4 oz (113g)

combining western
nutritional science
with eastern food
therapy.



BEEF
SPLEEN

holistic dog treats

NET WT
3 oz (85g)

combining western
nutritional science
with eastern food
therapy.



BEEF
HEART

holistic dog treats

NET WT
3 oz (85g)

combining western
nutritional science
with eastern food
therapy.



BEEF
KIDNEY

holistic dog treats

NET WT
3 oz (85g)

combining western
nutritional science
with eastern food
therapy.



PET | TAO



Freeze Dried Beef Liver Dog and Cat Treats



Beef Liver Treats aid:

- Cushing's Disease
- Tendon and ligament problems
- Dandruff
- Iron-deficiency anemia
- Elevated liver enzymes
- Jaundice
- Emotional stress



Freeze Dried Beef Liver Dog and Cat Treats



Beef Liver Treats are an excellent source of:

- **B Vitamins** - promoting proper cellular function
- **Iron** - boosting red blood cells and fighting anemia
- **Zinc** - benefitting the skin and preventing dandruff
- **Vitamin C** - boosting the immune system.



Freeze Dried Beef Spleen Dog and Cat Treats



Beef Spleen Treats aid:

- Diarrhea
- Weight loss
- Muscle atrophy
- Loss of strength
- Sensitive Stomach



Freeze Dried Beef Spleen Dog and Cat Treats



Beef Spleen Treats are an excellent source of:

- **Pantothenic Acid (Vitamin B5)** - converting food into glucose, used to produce energy
- **Potassium** - preventing muscle loss
- **Riboflavin** - benefitting energy production
- **Niacin** - lowering high cholesterol
- **Vitamin B12** - regulating the nervous system, reducing depression and stress
- **Iron** - boosting red blood cells and fighting anemia
- **Zinc** - benefitting the skin and preventing dandruff
- **Vitamin C** - boosting the immune system



Freeze Dried Beef Heart Dog and Cat Treats



Beef Heart Treats aid:

- Anxiety
- Depression
- Agitation
- Behavioral issues
- Dull eyes
- Cardiac issues
- Hypertrophic cardiomyopathy
- Dilated cardiomyopathy
- Heart failure



Freeze Dried Beef Heart Dog and Cat Treats



Beef Heart Treats are an excellent source of:

- Protein with very little fat - building and repairing tissue
- Niacin - lowering high cholesterol
- B Vitamins - producing brain chemicals that affect mood and other brain functions
- Phosphorous - maintaining acid-base balance in the body



Freeze Dried Beef Kidney Dog and Cat Treats



Beef Kidney Treats aid:

- Geriatric age
- Swelling, arthritis
- Incontinence
- Reproductive issues
- Kidney and bladder insufficiencies
- Kidney and bladder health challenges

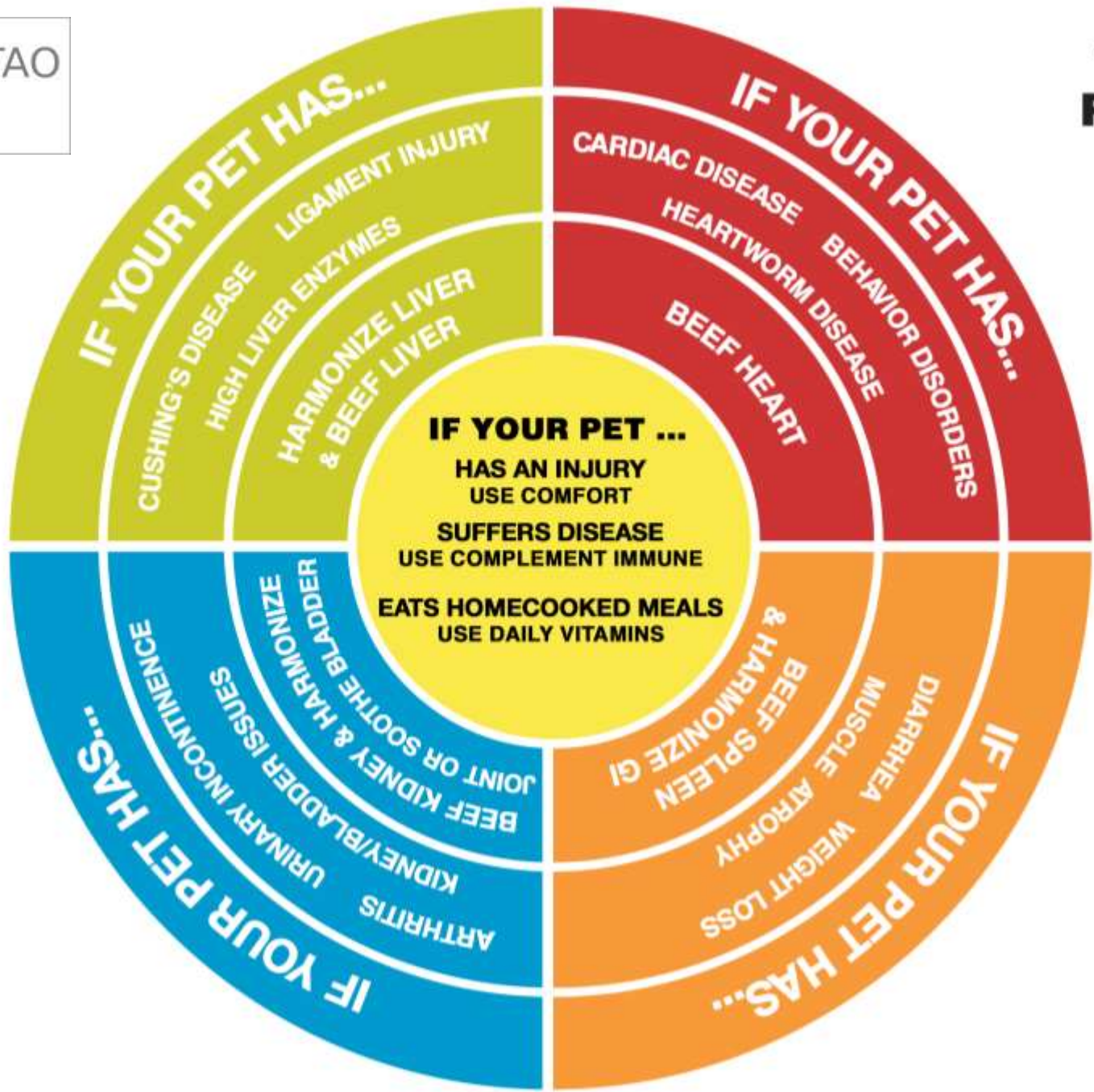


Freeze Dried Beef Kidney Dog and Cat Treats



Beef Kidney Treats are an excellent source of:

- **Vitamin A - helping the skin and mucous membranes repel bacteria effectively**
- **Riboflavin - benefitting energy production**
- **Thiamin (Vitamin B1) - improving the cardiovascular functioning of the body.**
- **Niacin - lowering high cholesterol**
- **Iron - aiding the heart and immune system**



TREAT & SUPPLEMENT FEEDING SUGGESTIONS

USING THE TREAT WHEEL IS EASY

First, find your pet's condition on the wheel. Then, choose the treat and supplement in the same colored section. Just feed a few treats daily and follow the supplement instructions on the label, and watch your pet feel better!



PET TAO 

SUPPLEMENTS

PET TAO
DAILY VITAMINS
holistic dog supplements
90 Chewable Tablets
Net Weight 9.5 oz (270 g)

PET TAO
SOOTHE BLADDER
combining these nutritional supplements with eastern herb therapy
+ Uva ursi + Juniper Berry
+ Cranberry + Marshmallow Root
Available Through Veterinarians Only
120 Chewable Tablets For Dogs
Net Weight 204 g (7.1 oz)

PET TAO
COMPLEMENT IMMUNE
+ Reishi + Maitake
+ Shiitake + Turkey Tail
Available Through Veterinarians Only
120 Soft Chews For Dogs & Cats
Net Weight 480 g (16.9 oz)

PET TAO
COMFORT
+ Yucca + MSM
+ Boswellia + Meadowsweet
Available Through Veterinarians Only
120 Soft Chews For Dogs
Net Weight 16.9 oz (480 g)

PET TAO
HARMONIZE JOINT
+ Glucosamine + MSM
+ Sea Cucumber + Green Lipped Mussel
Available Through Veterinarians Only
120 Chewable Tablets
Net Weight 300 g (12.5 oz)

PET TAO
HARMONIZE LIVER
+ Glutathione + Milk Thistle
+ B-Vitamins + Dandelion Root
Available Through Veterinarians Only
60 Chewable Tablets
Net Weight 6.3 oz (180g)

PET TAO
HARMONIZE GI
With Advanced PB6 Probiotic
Available Through Veterinarians Only
120 Soft Chews For Dogs & Cats
Net Weight 342 g (12.1 oz)

PET | TAO



Daily Vitamins for Dogs



Provides a full spectrum of vitamins and minerals

INGREDIENTS:

GUARANTEED ANALYSIS per 2.6g Tablet (Min.):

- Calcium - (139mg) 5.3%
- Phosphorus - (122mg) 4.6%
- Potassium - (0.02mg) 0.0007%
- Magnesium - (1mg) 0.038%
- Iron - 7 mg
- Copper - 0.058 mg
- Manganese - 0.088 mg
- Zinc - 1.7 mg
- Iodine - 0.07 mg
- Vitamin A - 450 IU
- Vitamin D3 - 100 IU
- DL-alpha Tocopheryl Acetate (Vitamin E) - 2.7 IU
- Thiamine (Vitamin B1) - 1.5 mg
- Riboflavin (Vitamin B2) - 1.7 mg
- Niacin - 14 mg
- Pyridoxine (Vitamin B6) - 0.18 mg
- Vitamin B12 - 0.002 mg
- Cobalt - 0.026 mg



Soothe Bladder Supplement



**Helps alleviate urinary tract issues
and supports overall urinary tract**

INGREDIENTS:

- **Active Ingredients per 1.7 g tablet:**
 - **Uva ursi – 210 mg**
 - **Cranberry Juice Extract – 105 mg**
 - **Juniper Berry – 105 mg**
 - **Marshmallow Root Powder – 105 mg**
 - **Kochia – 79 mg**
 - **Poria – 79 mg**
 - **Polyporus Extract – 53 mg**



Comfort Supplement for Dogs



Helps alleviate aches and discomfort associated with normal daily activity or exercise

INGREDIENTS:

Active Ingredients per 4g Soft Chew:

- **Yucca schidigera - 210 mg**
- **Boswellia serrata - 210 mg**
- **MSM (Methylsulfonylmethane) - 105 mg**
- **Meadowsweet - 79 mg**
- **Cornus - 53 mg**
- **Licorice - 26 mg**
- **Ginger - 26 mg**
- **Manganese Ascorbate - 11 mg**



Complement Immune Supplement



Designed to support a healthy immune system in dogs and cats

INGREDIENTS:

Active Ingredients per 4g Soft Chew:

- Reishi Mushroom – 578 mg
- Shiitake Mushroom – 446 mg
- Turkey Tail Mushroom – 150 mg
- Maitake Mushroom – 95 mg
- Milk Thistle – 79 mg
- Calcium Ascorbate (Vitamin C) – 60 mg
- Coenzyme Q-10 – 1 mg
- Selenium – 26 mcg
- Vitamin A – 1050 IU
- D-alpha Tocopheryl Acetate (Vitamin E) – 53 IU



Harmonize Joint Supplement



Supports arthritic dog joint health and mobility

Active Ingredients per 3g tablet:

- **Glucosamine Sulfate (Shellfish Source) – 420 mg**
- **Calcium Ascorbate (Vitamin C) – 263 mg**
- **Green Lipped Mussel (*Perna canaliculus*) – 210 mg**
- **Methylsulfonylmethane (MSM) – 210 mg**
- **Sea Cucumber – 105 mg**
- **Polygonum – 53 mg**
- **Angelica Sinensis – 26 mg**
- **Rehmannia – 26 mg**
- **Alfalfa Powder – 26 mg**
- **Manganese Ascorbate – 11 mg**
- **Vitamin E (D-alpha Tocopheryl Acetate) – 53 IU**



Harmonize GI Supplement



Supports and balance and digestive system and overall gastrointestinal health

Active Ingredients per 2g soft chew:

- **alpha-Amylase (Aspergillus oryzae)- 2320 SKBU**
- **Lipase (Aspergillus niger) - 210 LU**
- **Cellulase (Trichoderma longibrachiatum)- 75 CMCU**
- **Protease (Papaya) - 22100 PU**
- **Bacillus subtilis (PB6 Probiotic) - 1 Billion CFU**
- **Bacillus coagulans (Probiotic) - 100 Million CFU**



Harmonize Liver Supplement for Dogs and Cats

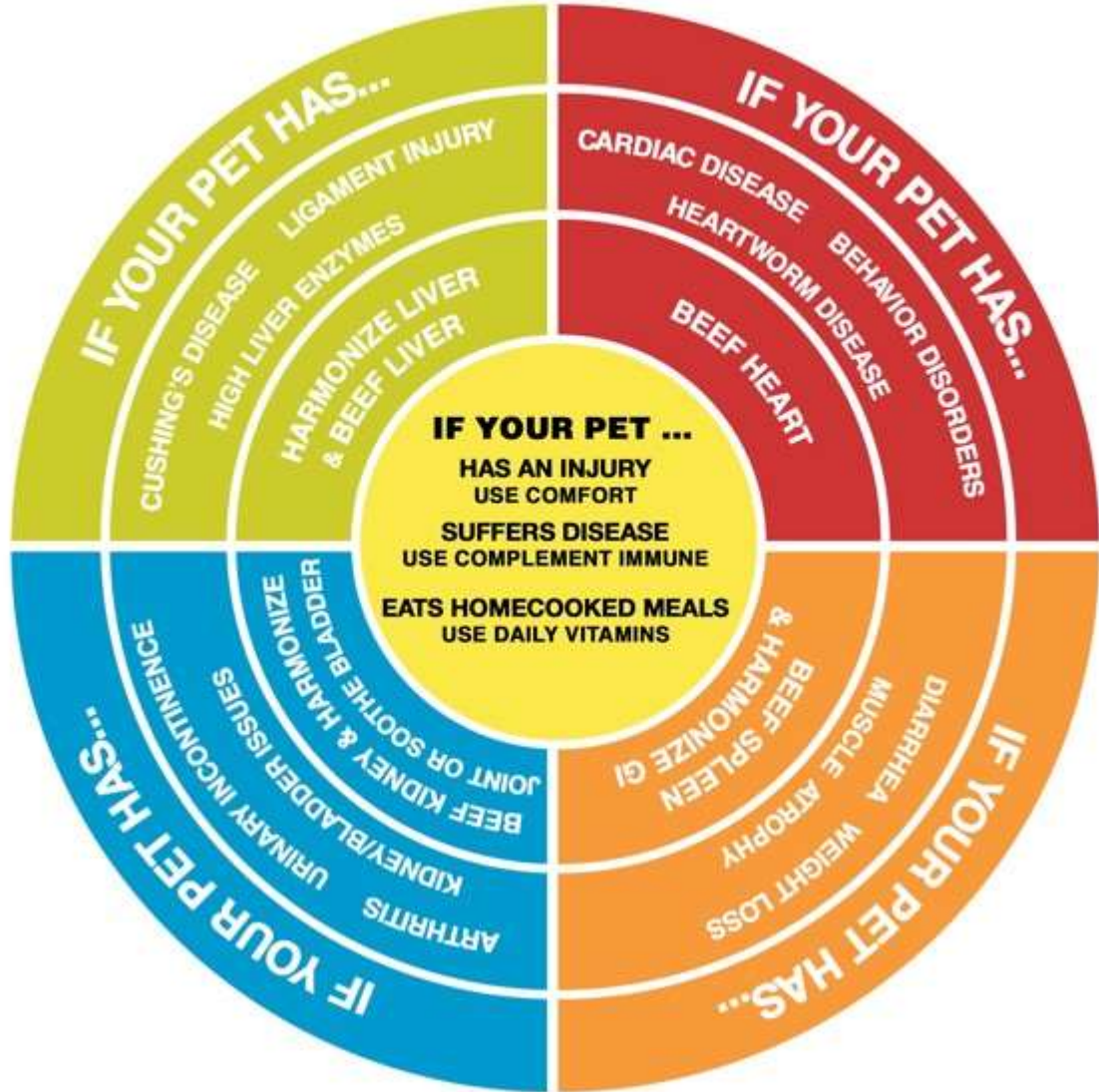


Supports the overall health of your pet's liver
Active Ingredients per 3g Tablet:

- Milk Thistle - 200mg
- Dandelion Root - 75mg
- Calcium Ascorbate (Vitamin C) - 50mg
- Thiamine (Vitamin B1) - 30mg
- Glutathione - 20mg
- Pantothenic Acid (Vitamin B5) - 10mg
- Riboflavin (Vitamin B2) - 5mg
- Pyridoxine (Vitamin B6) - 1mg
- Vitamin B12 - 500mcg
- DL-alpha-tocopheryl acetate (Vitamin E) - 50 IU
- Superoxide Dismutase (S.O.D.) - 50 IU
- alpha - Amylase (*Aspergillus oryzae*) - 290 SKBU
- Lipase (*Aspergillus niger*) - 27 LU
- Cellulase (*Trichoderma longibrachiatum*) - 10 CMCU
- Protease (Papaya) - 2763 PU
- Probiotics (*Bacillus coagulans*) - 13 Million CFU



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- eat grass
- prefer cool surfaces
- act agitated
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SOLUTION CHILL

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- play regularly
- breathe normally
- maintain appetite
- rest comfortably
- pay attention
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- battle dry paws and dandruff
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- suffer from allergies
- scratch vigorously
- drain from the eyes
- lick feet
- deal with hot spots and red skin
- shake head from ear infections

HARMONY LIMITED INGREDIENT

Limited Ingredient Harmony is formulated with cooling ingredients to help neutralize excess heat in specific organs.

Want to make these formulas at home? Go here: pettao.com/pet-food-recipes

**For more
information visit
pettao.com**

**or email us at
info@pettao.com**

**To order,
please visit
tcvmpet.com**





THANKS



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