



## Why Do Our Customers Use Our Ingredients?



- To Enrich Products
- Because Taste Matters

- For Weight Management
- They Need the Right Texture

- Because Digestive Health Is Core
- To Enhanced Product Structure

## Proven Experience and Ingredients for Your Formulation Needs

Selecting the optimal mix of ingredients for your pet food or treats has broad implications not just for your product, but also for your brand and bottom line. As a business unit of HORN, North America's largest premier distributor of specialty ingredients and raw materials, our global network of nutritional and functional ingredient partners allows us to source and supply ingredients for companion animal applications and your company's bottom line.



**HORN Animal Wellness** is dedicated to improving the way ingredients are used to help animals live healthier lives and is passionate about products animals come in contact with on a daily basis. Make HORN your first choice in effective ingredients and unparalleled solutions.

**800.442.4676**

**AnimalWellness@etHORN.com**

**www.etHORN.com/AnimalWellness**

Follow us:



### Reliable and Proven Suppliers for:

- Alginates
- Arabinogalactan
- Biotin
- Bovine Colostrum
- Carotenoids
- Carrageenan
- Chondroitin
- CoQ10
- Fibers
- Flax Oil
- Garlic
- Glucosamine
- Gums
- Hyper-Immunized Egg
- L-Carnitine
- Lecithin
- Lignin
- Medium Chain Triglycerides
- Minerals
- Mono/Diglycerides

- Mushroom Mycelium Powders
- Omega-3 Fatty Acids/DHA
- Palm-based Fats and Oils
- Prebiotics - Mannan-Oligosaccharide
- Premixes
- Proteins, Hypo-allergenic
- Starches
- Vitamins
- Yeast

### Functional Properties for:

- Emulsification
- Enhanced Nutrition
- Natural Colors
- Pet Care Fragrance
- Product Structure
- Taste
- Texture and Viscosity
- Water/Fat Stability



Press Release – FOR IMMEDIATE RELEASE

Contact: Susie Hays  
760.458.9201  
[Susie@Q2mark.com](mailto:Susie@Q2mark.com)

### **Retailers Learn from Top Animal Wellness Pros at SuperZoo**

*HORN Animal Wellness Sponsors Free Seminars to Provide the Latest Information and Expert Advice to SuperZoo Attendees During the Pet Industry's Biggest Event, July 21–23*

#### **Tweetable Highlights:**

#SchoolOfAnimalWellness Join Free Seminars at #SZ15 @HORN\_AW [LINK]

Latest Ingredients & Research at #SchoolOfAnimalWellness Seminars FREE at #SZ15 @HORN\_AW [LINK]

**La Mirada, California (June 25, 2015)** – [HORN Animal Wellness](#), one of North America's leading distributors of specialty animal ingredients, is pleased to announce its sponsorship of the [School of Animal Wellness](#) during [SuperZoo 2015](#). The event is free for SuperZoo attendees, the biggest industry event for independent pet store retailers, and will showcase a group of on-point seminars with the latest information and expert advice from a panel of top animal wellness pros—delivered in short, concise sessions held right on the expo floor. From “Optimal Vitamin Nutrition for Dogs and Cats” to “Who is Looking Out After Your Pet Food,” topics are relevant and sessions are free.

[SuperZoo](#), is slated to showcase three intensive days packed with educational seminars and brand-new products and ideas at the Mandalay Bay Convention Center in Las Vegas from July 21–23. The National Show for Pet Retailers focuses on providing the best sales strategies and tools available to help retailers expand their customer base and improve their bottom line in this expanding industry. With more than 13,000 pet stores pulling revenues of \$15.9 billion in 2013 alone (IBISWorld), the demand for SuperZoo's education and training in the pet products and service industry is higher than ever.

Lisa Alley-Zarkades, Vice President of Commercial Development and Animal Wellness for HORN Animal Wellness, said, “SuperZoo continues to get bigger and better every year, and we're excited to bring valued expertise in food science to the development of new products and valuable solutions for manufacturers.”

#### **Meet Our “Ask the Experts” Lineup**

##### **HORN Animal Wellness Booth # 25155**

##### **Dr. Jennifer Adolphe, Petcurean**

Dr. Jennifer Adolphe received her PhD in companion animal nutrition from the University of Saskatchewan and is a registered dietitian with the College of Dietitians of British Columbia. Dr. Adolphe is the recipient of over 20 awards and scholarships for her academic work and has published more than 10 peer-reviewed





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publications. She is currently the Senior Nutritionist at Petcurean Pet Nutrition, a Canadian, family-owned company committed to offering superior quality pet foods.

**Maria Regina Cattai de Godoy, University of Illinois**

Dr. Godoy earned her M.S. and Ph.D. degrees in companion animal nutrition at the University of Illinois and University of Kentucky, respectively. Dr. Godoy is an Assistant Professor in the Department of Animal Sciences at the University of Illinois. Her research focuses in various areas pertaining to pet food nutrition including: ingredient and pet food evaluation; metabolism of nutrients; application of “omics” technology on gut health, aging, and obesity; therapeutic nutrition; and pet food technology.

**Dr. Oscar Chavez, JustFoodForDogs LLC**

Dr. Chavez joined the faculty of the Animal and Veterinary Science department at California State Polytechnic University, Pomona in 2009. He was Director of the Animal Health Science vet tech program from 2010 – 2013, and remains an adjunct faculty and professor of clinical veterinary nutrition. His current role is Chief Medical Officer at JustFoodForDogs LLC., where his team advocates the use of probiotics, and believe all dogs will benefit from their daily use.

**Dr. Roger Clemens, HORN Animal Wellness**

Dr. Roger Clemens is a well-regarded authority on nutrition and food issues who is often quoted by media outlets. A long standing volunteer leader with and former president of the Institute of Food Technologists, he is familiar with food trends and industry association perspectives. He is the Chief Scientific Officer of Horn and an adjunct professor of pharmacology and pharmaceutical sciences within the USC School of Pharmacy. He served on the USDA 2010 Dietary Guidelines Advisory Committee.

**Dave Preszler, HORN Animal Wellness - Moderator**

Dave Preszler, technical director and senior account manager at HORN, serves both the Animal Wellness and FoodTech business units. His experience in the pet business includes innovation, product development, processes, regulatory, quality and marketing. Dave has helped novel ingredient technologies effectively delivery micronutrients and nutraceuticals through fortified, functional foods and supplements. Prior to joining HORN, Preszler worked in senior product development positions at Carnation, Del Monte Foods, Armour-Dial and Hunt-Wesson. He holds a bachelor's degree in nutrition science from University of California, Davis.

**Mika Wheelwright, Fidobiotics LC**

Mika Wheelwright is co-owner of Fidobiotics LC, a probiotic line formulated specifically for dogs. She has taken an extreme interest in gut flora and has developed her expertise in probiotics and how they benefit life through improved digestion, strengthening the immune system, and reducing body inflammation. By spearheading the companion animal industry in education on probiotics her dreams are to raise the bar and



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Animal Wellness



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demand a better gut flora for dogs through probiotic supplementation. She has a B.S. in Economics from the University of Colorado at Boulder and received her MBA from the Universitat Pompeu Fabra in Barcelona, Spain.

Also available for interviews at SuperZoo:

**Lisa Alley-Zarkades**

Vice President, Commercial Development, HORN Animal Wellness

**Jane Petrolino**

Vice President, HORN Animal Wellness

HORN Animal Wellness will be exhibiting (in booth no. 25155) at SuperZoo, July 21–23, at the Mandalay Bay Convention Center in Las Vegas.

**About HORN Animal Wellness**

Established in 1961, [HORN](http://www.ethorn.com) is one of North America's premier distributors of specialty ingredients and raw materials. Originally founded as a specialty chemical distributor, HORN remains an entrepreneurial-driven company with a team of technically-proficient and trained professionals. Headquartered in La Mirada, Calif., HORN's specialized market segments encompass seven distinct distribution business units including Nutraceuticals, FoodTech, Care Elements, Advanced Materials, Composites and Fabrication Materials, Coatings and Building Materials and Animal Wellness.

For more than 50 years, HORN's entrepreneurial approach to customer service embraces challenge and opens opportunities to reinvent and improve on traditional business models. HORN ranks in the *ICIS* Top 20 list of North America Chemical Distribution Leaders, is verified as a responsible distributor by National Association of Chemical Distributors (NACD) and is an employee-owned/ESOP company. Contact 800-442-HORN or visit [www.ethorn.com](http://www.ethorn.com) for more information.

[HORN Animal Wellness](#) is a business unit dedicated to and passionate about pets, animals and the products they come in contact with on a daily basis. This technically trained group brings valued expertise in food science to the development of new products and provides solutions for customers.

**About SuperZoo**

SuperZoo is the most popular trade show for the pet store industry, attracting thousands of retailers, product suppliers and service providers every year. SuperZoo 2015 will be held at the Mandalay Bay Convention Center in Las Vegas, Nevada, July 21–23. Produced by the World Pet Association (WPA), the show is an important annual event that provides independent pet store owners with the knowledge and resources they need to be successful. WPA is the oldest industry organization promoting responsible growth and development of the



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companion pet business and related products and services. WPA works to inform and educate the general public in order to ensure safe and healthy lifestyles for our animal friends. In addition to producing SuperZoo, WPA is the host of America's Family Pet Expo, the world's largest consumer pet and pet products expo, held annually in Costa Mesa, California, the Atlanta Pet Fair, and the Aquatic Experience, held in Chicago, Illinois.

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Contact: Susie Hays  
760.458.9201  
[Susie@Q2mark.com](mailto:Susie@Q2mark.com)

## LOGISTICS EXPERT JOHN JORDAN JOINS HORN

*Jordan Brings Expertise in Operational Efficiencies to Role as Logistics Manager for HORN*

**LA MIRADA, Calif.** – [HORN](#), one of North America's premier distributors of specialty ingredients, chemicals and raw materials, today announced that John Jordan has joined the company as logistics manager. Jordan brings to HORN 25 years of logistics and distribution expertise to ensure operational efficiencies in support of the company's exponential growth.

"John brings an extensive background in logistics that will be vital in helping us optimize our service levels," said Jeff Martin, president, Administration and Operations at HORN. "His new role is crucial in laying the foundation for HORN's future growth, which will help us stay ahead of the game and considerably enhance our service and position with our valued principal suppliers and customers."

Prior to Jordan's new post as HORN's logistics manager, he served a six-month contract as the company's supply chain consultant, analyzing HORN's distribution network and supply chain strategy with a focus on transportation optimization. His extensive experience in supply chain management includes his role as Best Buy Co., Inc.'s director of logistics, supporting the company's dot-com distribution strategies while building out its distribution network and developing its overall supply chain strategy during a rapid growth period. Jordan's distribution background in health care also offers regulatory compatibilities with HORN's diverse portfolio of specialty ingredients and industrial materials. As a seasoned expert in managing distribution centers for various industries throughout the U.S., Jordan's work has impacted efficiencies in profit and loss, inventory control, transportation, reverse logistics and millions in savings for the companies he has supported.

"I've had firsthand experience observing and engaging with the outstanding culture at HORN as a consultant," said Jordan. "To now serve as an official part of an industry-leading company that has an even brighter future ahead is exciting. I look forward to helping create premier supply chain capabilities that will help HORN continue to set the standard for excellence in logistics and distribution."

HORN Animal Wellness will be exhibiting (in booth no. 25155) at SuperZoo, July 21-23, 2015, at the Mandalay Bay Convention Center in Las Vegas.

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**HORN Animal Wellness to Highlight Heartland Flax Ingredients at SuperZoo 2015**  
*Heartland Flax Opens the Door to the Future by Providing Stable and Long-Lasting Products from Non-GMO Flax Seeds*

**Tweetable Highlights:**

@HORN\_AW to Highlight #HeartlandFlax Ingredients at #SZ15 @HORN\_AW [LINK]

**La Mirada, California (June 30, 2015)** – From Heartland Flax’s Microbial Reduction Process that maintains stability of oils to Heartland Flax’s stable and pleasant-tasting Real Cold Pressed Premium Flax Oil that’s high in Omega 3, 6, and 9, HORN Animal Wellness, one of North America’s leading distributors of specialty animal ingredients, plans to feature a wide range of its flax ingredients at SuperZoo 2015 in Las Vegas.

SuperZoo, the biggest industry event for independent pet store retailers, will be held at the Mandalay Bay Convention Center in Las Vegas from July 21–23.

“SuperZoo is an opportunity for us to showcase how HORN Animal Wellness ingredients and technical expertise can help manufacturers deliver pet foods and treats with the quality and nutritional benefits that companion animal consumers are looking for,” said Jane Petrolino, HORN Animal Wellness vice president. “Heartland’s non-GMO flax products are designed to provide greater stability and longer-lasting products that consumers want.”

“There are two main reasons conventionally milled flax spoils or oxidizes so rapidly. First of all, the conventional milling process creates temperatures that are too high. Several processors use the words ‘cold milled’ to describe product, but studied closely, their product almost always heats up during the milling or grinding process,” explained Bob Larson, Heartland Flax director of sales. “Second of all, the conventional processing actually liberates or expels oil that coats the ground particles – creating a substantial increase in the surface area of the milled flax. The high temperatures and oil coated particles alone or in combination produce a product that turns rancid or oxidizes in a relatively short period of time.”

HORN Animal Wellness will be exhibiting in booth no. 25155 at SuperZoo, July 21–23, at the Mandalay Bay Convention Center in Las Vegas.





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### About Heartland Flax

Heartland Flax has multiple milling lines that enable the organization to produce several products simultaneously. Its latest 30,000 square foot plant allows Heartland Flax to serve customers with the highest quality flax seed products in the marketplace. Heartland Flax has fully implemented HACCP and cGMP regulations and is audited annually by the AIB (American Institute of Bakers). Heartland Flax is rated as "superior" as well as by the NSF (National Sanitation Foundation).

Heartland Flax works closely with North Dakota State University and the Northern Crops Institute. NDSU's Cereal and Grain Department testing of RCM® flax seed for peroxide values has consistently affirmed Heartland Flax's shelf life claim of two years. Heartland Flax also works very closely with NCI and provides RCM® flax for several educational courses NCI has each year demonstrating the utilization of flax in pasta, breads, tortillas, etc.

Heartland Flax offers brown or Golden Omega flax seed produced organically or conventionally. Its NOP organic certification provider is International Certification Services. All of Heartland Flax products are Kosher certified by Orthodox Union. Heartland Flax is audited annually by AIB, NSF and they are a member of Pride of Dakota.

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