



SomaLife

# SomaPet For the life of your pet

## Testimonial

"I am a top breeder of Egyptian Arabian horses and have bred a number of reserve champions, one is presently valued at over \$250,000 USD. I have found SomaPet to be an important element in the health and well being of all of our animals. Thank you SomaLife."

**F. J. W. (Sunshine Farms)**  
London, ON

## Why give your animals SomaPet?

**SomaPet is a premium quality supplement designed to enhance health, longevity and athletic performance.**

SomaPet is available in powder form and can be easily mixed with your animals' usual food. They will love the flavor! SomaPet's patented formula is based on the most recent scientific findings in nutritional research. SomaPet contains the perfect balance of amino acids (the building blocks of protein) vital to keep your pet happy, healthy and thriving.

SomaPet is made from high quality, all natural ingredients. We take great care in following strict quality control guidelines at every stage of the production process because your pet deserves the best. SomaPet is especially beneficial for animals over three years old. SomaPet is the ultimate supplement for your animal, providing their body with everything it needs to maintain healthy energy levels, renewed vitality, bone strength, a better and decreased signs of aging. With SomaPet you can be sure you are providing your pet with top of the line supplemental care.

## So Many Great Benefits

- Strengthens collagen and bones
- Improves immune system
- Renews vitality
- Helps reduce body fat
- Healthier skin and coat
- Promotes cellular energy
- Increases healing



# Pet Industry Facts

## The American Pet Products Association Releases All Time High 2010 Pet Industry Spending Forecast of almost \$48 Billion

(Greenwich, CT.), February 8, 2010 - Those working in the pet industry are sure to be purring as the industry's leading trade association announces spending figures that show growth las year and this year . . . something few industries can claim these days.

The American Pet Products Association (APPA) just released the annual comprehensive review of spending data and reports which shows overall spending in the pet industry (including food, supplies, veterinary care, live animal purchases and other services such as groom, boarding, and pet sitting) grew by 5.4% from \$43.2 billion in 2008 to a little over \$45.5 billion in 2009, with no declines in any category from 2007.

The US Census Bureau study of the retail segment of the economy showed 2009 down overall versus 2008, but the pet industry itself remained up yet again. Where most sectors are struggline to simply stay afloat, the pet industry is one of the fastest growing with a projected 4.9% increase in spending to \$47.74 billion in 2010.

### Trends

Caring for one's pet's health is the most powerful trend across the industry with store shelves being lined with a plethora of weight management foods, sports drinks, energy treats, treatments and supplements, as well as an increase in organic and all natural offerings. Pet insurance, veterinary care and pharmaceuticals are also strong and continue to see healthy growth.

*"People consider pets as part of the family and as health becomes a more pressing issue in our country, people are putting extra thought and care into their pets' health as well,"* said BobVetere, President of APPA.

As the pet population continues to grow, Vetere sees no end in sight in the strength of this industry. With baby boomers and young professionals turning to pet ownership in record numbers, the outlook is for continued healthy growth for at least the next 3-5 years and maybe longer.

**According to the 2009-2010 National Pet Owners Survey, 63% of U.S. households own a pet, which equates to 71.4 million homes.**

| Number of US Households that Own a Pet (Million) |      |
|--------------------------------------------------|------|
| Bird                                             | 6.0  |
| Cat                                              | 38.2 |
| Dog                                              | 45.6 |
| Equine                                           | 3.9  |
| Freshwater Fish                                  | 13.3 |
| Saltwater Fish                                   | 0.7  |
| Reptile                                          | 4.7  |
| Small Animal                                     | 5.3  |

| Total Number of Pets Owned in the US (Million) |       |
|------------------------------------------------|-------|
| Bird                                           | 15.0  |
| Cat                                            | 93.6  |
| Dog                                            | 747.5 |
| Equine                                         | 13.3  |
| Freshwater Fish                                | 171.7 |
| Saltwater Fish                                 | 11.2  |
| Reptile                                        | 13.6  |
| Small Animal                                   | 5.9   |

| Total US Pet Industry Expenditures (Billion) |        |
|----------------------------------------------|--------|
| 2010                                         | \$47.7 |
| 2009                                         | \$45.5 |
| 2008                                         | \$43.2 |
| 2007                                         | \$41.2 |
| 2006                                         | \$38.5 |
| 2005                                         | \$36.3 |
| 2004                                         | \$34.4 |
| 2003                                         | \$32.4 |

| Estimated 2010 Sales within US Market (Billion) |         |
|-------------------------------------------------|---------|
| Food                                            | \$18.28 |
| Supplies/OTC Medicine                           | \$11.01 |
| Vet Care                                        | \$12.79 |
| Live Animal Purchases                           | \$2.21  |
| Pet Services                                    | \$3.45  |

Statistics are gathered from APPA's 2009/2010 National Pet Owners Survey

### SUPPLEMENT FACTS

Serving Size: 1-2 Scoops  
Servings Per Container: 30-60

| Amount per scoop | 1960 mg | % Daily Value |
|------------------|---------|---------------|
| L-Lysine HCl     | 500 mg  | *             |
| L-Arginine HCl   | 500 mg  | *             |
| L-Ornithine HCl  | 260 mg  | *             |
| L-Glutamine      | 220 mg  | *             |
| Glycine          | 120 mg  | *             |
| L-Leucine        | 120 mg  | *             |
| L-Isoleucine     | 120 mg  | *             |
| L-Valine         | 120 mg  | *             |

\* Daily Value not established

Other ingredients: magnesium stearate.

SOMAPET contains no artificial flavor, color, preservatives, sucrose, starch, gluten, dairy or yeast. Due to the all natural ingredients in this product, color and odor variations may occur.

## Suggested Use

**SomaPet** is in a powder form and can be easily mixed with your animals' usual meal. Animals may take SomaPet with food as their diet is low in sugar and refined carbohydrates, thus minimizing the effect their food may have on this product.

**Animal Weight:** up to 50 lbs = 1 scoop\*  
over 50 lbs = 2 scoops\*

\*slightly rounded scoop(s) per day.  
1 rounded scoop = approx. 2 grams.