



LifeVantage®

CANINE HEALTH



FREQUENTLY ASKED QUESTIONS

PRODUCT:

1. What is Canine Health?

Canine Health is a dietary supplement for dogs. Canine Health is specifically formulated to reduce oxidative stress through Nrf2 activation, and it supports joint function, mobility, flexibility and cognitive function.

Canine Health was developed by LifeVantage in conjunction with world-renowned veterinarian pet product formulator, Dr. William Barnett, DVM. Canine Health was formulated using marine sources of omega-3 fatty acids, encapsulated for bioavailability and stability. Canine Health also contains Type II collagen, glucosamine, and chondroitin.

2. Is Canine Health the same as Protandim? Or how is it different?

Canine Health was developed for dogs. It contains the same beneficial ingredients as Protandim, but also contains omega-3 fatty acids to improve cognitive function, and Type II collagen, glucosamine and chondroitin that helps maintain joint flexibility, mobility and functionality. The dosage of Canine Health was developed for dogs. Canine Health is flavored so that dogs will eat it.

3. Why can't I just give my dog Protandim?

Canine Health is specifically formulated for dogs. It has the appropriate dosage for dogs, along with ingredients dogs need to maintain joint function, mobility, flexibility and cognitive function.

4. Can I use Canine Health to replace the omega-3 and Type II collagen that I already give my dog?

Please consult your veterinarian.

5. What are the Active ingredients in Canine Health?

Oxidative Stress Reduction Formula:

- ▶ Milk Thistle Extract (*Silybum marianum*) seed
- ▶ Ashwagandha Extract (*Withania somnifera*) root
- ▶ Green Tea Extract (*Camellia sinensis*) leaf
- ▶ Bacopa Extract (*Bacopa monnieri*) whole herb
- ▶ Turmeric Extract (*Curcuma longa*) rhizome

Joint protection formula:

- ▶ Omega-3 Fatty Acids
- ▶ Collagen Type II from Chicken Sternum Cartilage (contains glucosamine and chondroitin)

6. What are the inactive ingredients in Canine Health?

The inactive ingredients are flavoring and ingredients necessary to bind the tablet.

7. Has Canine Health been tested?

Canine Health has been clinically tested by an independent third-party laboratory in a double-blind, placebo-controlled study. It has shown a trend in reducing oxidative stress (catalase). Canine Health also demonstrated improvements in mobility and cognitive function.

Although not normally conducted for most pet products, LifeVantage performed a bioassay to confirm that the ingredients in Canine Health are not simply present, but that they are active and bio-available.

Canine Health was also tested for palatability among dogs to ensure compliance and acceptance.

8. How does Canine Health reduce Oxidative Stress?

Canine Health reduces oxidative stress through Nrf2 activation.

Optional: Nrf2, a protein messenger that binds itself to DNA, is a master regulator of the body's aging process and is critical in the fight against oxidative stress. Nrf2 communicates with cells, instructing them to do what they're already designed to do. When activated, Nrf2 enters the nucleus of a cell and up-regulates "survival genes," genes that enable cells to survive in the face of several different kinds of stress and injury especially oxidative stress.

9. How does Canine Health support joint function and mobility?

Canine Health contains the following ingredients for joint health, flexibility and mobility and cognitive function:

- ▶ Omega-3 Fatty Acids
- ▶ Type II collagen, glucosamine and chondroitin

10. Is there another product like Canine Health?

Canine Health is the first dog supplement product on the market that is formulated to reduce oxidative stress through Nrf2 activation. There are no other products like Canine Health on the market.

11. What is the shelf life for Canine Health?

Each bottle of Canine Health has a shelf life of two years from the date of manufacture.

12. Where can I find the expiration date?

The product expiration date is printed adjacent to the product bar code.

13. Is my dog too old to take Canine Health?

Canine Health is recommended for all dogs over 12 weeks old and who weigh more than 4 pounds.

14. Is the Canine Health safe for other animals?

Canine Health was specifically formulated for dogs and has not been tested on other animals.

15. Will Canine Health interfere with other medications my dog is taking?

Although there are no known interactions, always consult your dog's veterinarian and tell him or her about all the medications and supplements that you give your dog.

16. Is Canine Health suitable for all breeds?

Canine Health was developed for all dog breeds.

17. How soon can I expect to see results in my dog?

It may take up to 60 days to see improved flexibility, activity, better health and cognitive function in your dog.

18. Will my dog eat Canine Health?

Canine Health has been formulated with flavors dogs love and tested for palatability to ensure compliance and acceptance.

19. Is Canine Health certified organic?

Canine Health is not certified organic.

20. Is Canine Health natural?

The active ingredients in Canine Health are from natural sources.

21. Does Canine Health contain yeast?

Canine Health does not contain yeast.

22. Does Canine Health contain sugar?

Canine Health does not contain sugar.

23. Is Canine Health grain free?

Canine Health is grain free.

24. Is Canine Health gluten free?

Canine Health is gluten free.

25. Is Canine Health a vegan product?

Canine Health is not a vegan product.

26. Is Canine Health FDA approved?

The FDA does not pre-approve dog supplements before they go on the market; however, FDA regulates dog supplements to ensure they are safe.

27. What is the NASC?

The National Animal Supplement Council (NASC) is a trade association dedicated to protecting and enhancing the health of companion animals. Members (Purina, Hartz Mountain and others) are committed to the highest standards of quality for animal supplements and follow the guidelines that FDA has established for human supplements.

28. What is the NASC seal on the Canine Health label?

The NASC (National Animal Supplement Council) Quality Seal assures consumers that manufacturers displaying the seal on their products have met rigorous quality control and labeling standards, and have passed a comprehensive quality system audit. The Seal program is part of the non-profit NASC's effort to promote consumer access to superior health and nutritional supplements for companion animals — primarily dogs, cats and horses.

The NASC Quality Seal underscores LifeVantage's commitment to offering innovative, science-based products of the highest quality for people and the animals we love.

29. Is Canine Health made in the same plants as those involved in the Protandim recall?

Production of Canine Health began after the recall; however, some of the production facilities for Canine Health are common to Protandim.

30. Is Canine Health patented?

Canine Health is not patented at this time.

31. How was mobility improvement measured in the Canine Health clinical study?

Mobility improvement was measured by dog owners' reported observation.

PRODUCT TESTING:

32. Was a clinical trial conducted?

LifeVantage conducted a double-blind, placebo-controlled study administered by an independent third-party veterinarian who specializes in conducting clinical research trials.

33. What were the results of the clinical trial?

Test subjects in the Canine Health study showed:

- ▶ A trend in the reduction of oxidative stress
- ▶ Improvement in mobility
- ▶ Improvement in cognitive function
- ▶ Palatability acceptance

34. Have the results of the clinical trial been published?

The results of the Canine Health study have not yet been published, as further testing are still under way.

35. Why has the amount of Omega-3's in LifeVantage's Canine Health tablet changed?

Canine Health contains 200 mg of Omega-3 powder. The new label reflects the amount of fish oils that contain Omega-3's, which is 120 mg.

At LifeVantage Quality assurance is ingrained in every aspect of LifeVantage's work.

36. Why has the label description of the Type II Chicken Sternum Collagen changed for LifeVantage's Canine Health tablet changed?

The new Canine Health label contains exactly the same Collagen ingredient at exactly the same amount; however, and more accurately reflects the source of the collagen which is Avian Sternum Cartilage with Type II Collagen Protein.

DOSAGE:

37. How many tablets of Canine Health should I give my dog each day?

The dosage depends on your dog's weight, according to the table below.

Toy	Small	Medium	Large	Giant
4-10 lbs. 1/2 tablet	11-29 lbs. 1 tablet	30-69 lbs. 2 tablets	70-109 lbs. 3 tablets	110+ lbs. 4 tablets

38. How long will a bottle of Canine Health last?

It depends on how many dogs are being dosed from a single bottle. However, assuming that only one dog is using each bottle then it will last according to the table below.

Toy	Small	Medium	Large	Giant
4-10 lbs. 2 months	11-29 lbs. 1 month	30-69 lbs. 2 weeks	70-109 lbs. 10 days	110+ lbs. 1 week

39. How many bottles of Canine Health should I buy for my dog each month?

It depends on how many dogs are being dosed from a single bottle. However, assuming that only one dog is using each bottle, you will need to purchase according to the table below.

Toy	Small	Medium	Large	Giant
4-10 lbs. 1/2 bottle <small>(1 bottle every 2 months)</small>	11-29 lbs. 1 bottle	30-69 lbs. 2 bottles	70-109 lbs. 3 bottles	110+ lbs. 4 bottles

40. How many tablets of Canine Health are in a bottle?

There are 30 chewable tablets in each bottle.

41. Can I give Canine Health to my dog as a treat?

Canine Health is a dietary supplement, not a treat or reward.

42. Should I give my dog the entire dosage of Canine Health at once?

It is recommended that you give your dog the entire dosage at one time.

43. Can I give Canine Health to my puppy?

Canine Health is recommended for dogs that are over 12 weeks old and weigh at least 4 pounds.

44. How do I give a half a tablet of Canine Health to my dog?

Break the Canine Health tablet along the score line, or use a pill splitter to break the tablet.

45. Will my dog have better results if I give him/her more than the recommended amount of Canine Health?

Your dog's recommended dosage is determined by his/her weight. You should give your dog the correct amount each day.

46. Can I give more than the recommended amount of Canine Health to my dog?

You should give the recommended dosage of Canine Health.

47. What is the best time of day to give Canine Health to my dog?

We recommend that dogs take Canine Health in the morning, but can be given any time of day.

48. What if my dog won't eat Canine Health?

If your dog will not eat Canine Health, we recommend grinding or breaking the product up into very small pieces and adding it to his food.

PRICING:

49. What is the item number for the 30-count Canine Health bottle?

The item number for the 30-count Canine Health bottle 1500US.

50. What is the Distributor/Preferred Customer Wholesale Autoship price and PV for Canine Health?

The wholesale autoship price is \$25.00 for a 30 count bottle, PV= 25

51. What is the retail price of Canine Health?

The retail price of Canine Health is \$30/bottle.

52. Is Canine Health really eligible for the Preferred Customer Referral Credit Program?

The Preferred Customer Referral Credit Program credit is \$6.25/bottle of Canine Health in accordance with the other terms of the program.

53. Will the \$250 monthly purchase limit for Preferred Customers be raised to accommodate Canine Health purchases?

The \$250 monthly purchase limit for Preferred Customer will not change.

54. What is the commission for the Retail Customer sale for Canine Health?

The commission for the Retail Customer sale for Canine Health is \$5 per bottle.

55. Are there any Spot Order Limitations for Canine Health at Elite Academy?

There are not any Spot Order limitations for Canine Health at Elite Academy.

VANTAGE AND AUTOSHIP PACKS:

56. What packs are available?

VANTAGE PACK 1 US ENG				
ITEM#: 1019US				
Price = \$630		PV = 400	Product Value = \$545	Infinite Fast Start Bonus = \$135
*Same start kit and tools as other Vantage Packs				
3010US	PROTANDIM 30 COUNT US ENG	EA	6	3010US
3002US	PROTANDIM SAMPLE PACKET 10PK US ENG	PK	1	3002US
5000US	ANTI AGING CREAM 50ML AIRLESS US ENG	EA	2	5000US
5003US	ANTI AGING CREAM SAMPLE PACK US ENG	RA	2	5003US
1500US	CANINE HEALTH 30 COUNT US ENG	RA	3	1500US
1000US	KIT DISTRIBUTOR START US ENG	PK	1	1000US
4084US	DVD BREAKTHROUGH OPPORTUNITY 10PK US ENG	PK	1	4084US
4094US	NEWSPAPER 25PK US ENG	PK	1	4094US
4092US	TEAR OFF PAD WINDOW OPPORTUNITY 30PK US ENG	EA	1	4092US
4026US	DECAL CAR WINDOW SILVER LOGO	EA	1	4026US
4082US	CD PRO AUDIO SERIES 2 DISC SET	EA	1	4082US
100103	THE MONTY BOX	EA	1	100103

MARKETING:

57. Will the Canine Health FAQs be available on the Virtual Office for distributors?

Yes, the Canine Health FAQs will be available on the Virtual Office for distributors.

58. Will sample packs of Canine Health be available? If so, when and in what configuration?

Sample packs of Canine Health are not available at this time, but we do anticipate that they will be available in the future.

59. What marketing materials will be available?

Bi-fold brochures will be available for Canine Health, along with website copy.

60. Where can distributors get marketing materials, and what are their cost and configuration details?

Canine Health in 10-pack bi-fold brochures will be available in the Vantage Packs and in-store at Elite Academy. They will sell for \$12/pack.

SATISFACTION:

61. What if I am not satisfied with Canine Health?

Product and marketing materials returned within 30 days after the purchase will receive a 100% refund, less shipping and handling costs. Only unopened product shall be eligible for a refund, unless defective. Product must be in resalable and restockable condition in order to be eligible for a refund. Resalable is defined as product still in its original packaging, with seals and wrapping in place.

All returns must have a Return Merchandise Authorization ("RMA"), issued through Distributor Support. Independent distributors and customers are responsible for returning product to the Company within 10 business days of receipt of the RMA or the product will not be eligible for return.

SIDE EFFECTS:

62. Are there any negative side effects of Canine Health?

There no known negative side effects in dogs.

IN CASE OF EMERGENCY:

63. What if my child ingests Canine Health?

Consult with your Health Professional.

64. What should I do in case of accidental overdose of Canine Health?

In case of accidental overdose, contact a Health Professional immediately.

65. What if Canine Health is consumed by humans?

Consult with your Health Professional.

66. What if my dog has a reaction to Canine Health?

If you think your dog is having a reaction to Canine Health, please contact your veterinarian.

OTHER MARKETS:

67. When will Canine Health be available in other Markets?

All LifeVantage formulas developed are global. We are in the process of examining future market opportunities. Announcements will be made as they are available.

CAUTIONS FOR CANINE HEALTH:

- ▶ Safe use in pregnant animals or animals intended for breeding has not been proven.
- ▶ If animal's condition worsens or does not improve, stop product administration and consult your veterinarian.

WARNINGS FOR CANINE HEALTH:

- ▶ For animal use only.
- ▶ Keep out of the reach of children and animals.
- ▶ In case of accidental overdose, contact a health professional immediately.

▶ FOR MORE INFORMATION:

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