Here are some simple but effective selling tips to position Churu Veterinarian Formula in clinics.

**Think Every Clinic, Every Counter, Every Cat**

- All clinics who see cats should keep at least a jar each of Nourish and Diet on hand for using in the back
- Encourage clinics to place a jar of each on their front counters to sell individual tubes or jars to pet owners
- Every cat should receive at least one tube upon examination to help reduce anxiety

**Multiple Clinic Uses**

**Appetite Motivator**

- Help sick or elderly cats get calories and hydration when they won’t eat anything else
- Start by giving just the puree. The high palatability entices almost all cats to eat it
- Once cats are eating that without any problems, you can top dress their food with Churu to entice them to eat more
- Use Churu after surgery to encourage cats to eat. Vets can send home surgery recovery packs that include several tubes of Churu to help patients at home

**Exam Distraction & Anxiety Reducer**

- Use for stress-free exams
- Distract cats during nail trims and vaccinations – [instagram.com/p/B8HqkbY12Zz/](https://instagram.com/p/B8HqkbY12Zz/)
- Lower stress visits can result in customers bringing cats in more often for wellness checks, not just when they’re sick

**Medication Delivery**

- Mix with liquid medication or powder from capsules
- Hide pills inside the tube
- Dispense tubes with prescriptions and send home one tube for every pill delivery
- Cats with chronic conditions that require daily pills should be buying by the jar
- Diet is a great option for overweight cats who need daily medication

**Effortless**

We recommend using a full tube in one sitting

- Each tube is roughly 90% water
- No need to conserve tubes
- Each tube can be refrigerated up to one day

**Better Medicine**

Churu is better medicine that results in higher pet owner compliance and increases profitability for clinics

- 55% margin per tube sold at $1
- 43.8% margin per 50-count jar sold at $40
- Sending home 5 tubes at $1 each will generate about $2.75 for the clinic

**Advantages**

Churu Veterinarian Formula is different from the OTC version

- Two calorie count options
- It includes Taurine, an essential amino acid in cats that is critical for normal vision, digestion, heart muscle function, and to maintain a healthy immune system
- Lower, wholesale pricing from distribution

Search our hashtag #HowDoYouChuru on Facebook, Twitter, and Instagram to check out success stories and video testimonials

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Can Churu be used as a food?
- Churu is not complete and balanced and should not be used as the sole food source.
- However, it is a great calorie and hydration source for cats who refuse to eat or drink.
- You can top dress food with Churu to motivate appetite of real food.
- Target less than 10% of total caloric intake.

Where is the product manufactured?
- Manufactured in Thailand in a cGMP facility.

Why does the product contain Green Tea Extract?
- Green tea is a natural antioxidant.

Are the fish sources sustainable?
- Not at this time, but the product is dolphin safe.

Is Churu GMO free?
- Not at this time.

Are the tuna varieties chicken free, and are the chicken varieties fish free?
- Chicken Varieties – fish free.
- Tuna Diet – chicken free.
- Tuna Nourish – contains chicken oil to increase calorie content.

Does freezing the product impact shelf-life, palatability, or packaging integrity?
- No.

Is Churu Veterinarian Formula safe for cats with chronic kidney disease?
- Yes, as a small percentage of a complete and balanced diet.

How long does an open tube last?
- Up to one day in the refrigerator.
- We recommend a single cat eats an entire tube in one sitting.

Can veterinarians sell Churu to pet owners?
- We recommend sending Churu home with every feline patient to lower anxiety.
- Churu can also be sent home in surgery recovery packs or dispensed out with medication.

How will veterinarians be able to compete with the OTC product offered online?
- Inaba is committed to halting sales of 50-count jars to online sellers of the OTC product until they agree to comply with MAP pricing.

What is the Do-Not-Sell List?
- A list comprising accounts that shouldn’t be sold to in an effort to keep the product in the ethical channel. Repeat offenders could negatively impact the distributor’s margin.

What are the advantages of the Veterinarian Formula over the OTC version?
- Unique veterinary package design.
- Appetite motivator verbiage to continue sales through vet channel (not a treat).

*Taurine is an essential amino acid in cats that is critical for normal vision, digestion, heart muscle function, and to maintain a healthy immune system.

What are the salt levels?
- Nourish/Chicken: 0.40%
- Nourish/Tuna: 0.53%
- Diet/Chicken: 0.30%
- Diet/Tuna: 0.44%

What is the phosphorous level?
- 0.24% as a wet product.

What are the carbohydrate levels?
- 2.3% 2.3g/100g - Nourish
- 3.5% 3.5g/100g - Diet

What is the nutrient profile?

<table>
<thead>
<tr>
<th>Guaranteed Analysis (Nourish):</th>
<th>Guaranteed Analysis (Diet):</th>
</tr>
</thead>
<tbody>
<tr>
<td>Crude Protein (min) 7.00%</td>
<td>Crude Protein (min) 4.00%</td>
</tr>
<tr>
<td>Crude Fat (min) 3.00%</td>
<td>Crude Fat (min) 3.00%</td>
</tr>
<tr>
<td>Crude Fiber (max) 0.60%</td>
<td>Crude Fiber (max) 0.50%</td>
</tr>
<tr>
<td>Moisture (max) 88.00%</td>
<td>Moisture (max) 93.00%</td>
</tr>
<tr>
<td>Vitamin E (min) 310 IU/kg</td>
<td>Vitamin E (min) 310 IU/kg</td>
</tr>
<tr>
<td>Taurine (min) 0.05%</td>
<td>Taurine (min) 0.05%</td>
</tr>
</tbody>
</table>

What are the ingredients in Churu Veterinarian Formula?
- Churu Nourish (Chicken) – 12 kcal - Water, Chicken, Tapioca, Natural Flavors, Natural Chicken Flavor, Guar Gum, Taurine, Vitamin E Supplement, Green Tea Extract.
- Churu Nourish (Tuna) – 12 kcal - Water, Tuna, Chicken, Tapioca, Natural Flavors, Natural Tuna Flavor, Guar Gum, Taurine, Vitamin E Supplement, Green Tea Extract.
- Churu Diet (Chicken) – 4 kcal - Water, Chicken, Tapioca, Natural Flavors, Natural Chicken Flavor, Guar Gum, Taurine, Vitamin E Supplement, Green Tea Extract.
- Churu Diet (Tuna) – 4 kcal - Water, Tuna, Tapioca, Natural Flavors, Natural Tuna Flavor, Guar Gum, Taurine, Vitamin E Supplement, Green Tea Extract.

Where can I find video testimonials?
- Check out #howdoyouChuru on Facebook, Instagram or Twitter to view testimonials and success stories.
- Post your own photos and videos using #howdoyouChuru so others can see your success.

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