



A Two-Person Veterinary Practice, Averaging 20 Sales a Month with a Prominent Pet Food Brand Switched to HealthyPetNet™ and Sold 471 Products in 90 Days!

Clinical Evaluation

The Products

HealthyPetNet™ offers two lines of pet food: Life's Abundance® Premium Health Foods for Dogs and Cats ... quality maintenance foods that are well balanced in proteins, carbohydrates, probiotics, chelated minerals and antioxidants. Canine Zone™ Weight Loss Food for Dogs ... formulated by Dr. Barry Sears (originator of The Zone Diet for people) and Jane Bicks, D.V.M. Clinical trials have demonstrated decreased hunger, increased vitality, exceptional skin and coat and a 1-2% weight loss a month with Canine Zone™ Weight Loss Food for Dogs. HealthyPetNet™ also offers nutritional supplements, healthy treats and other pet care products.

The Company

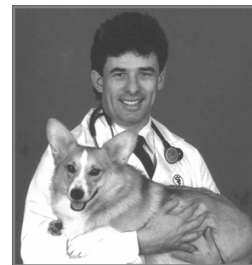
HealthyPetNet™ is the brand name for Trilogy pet products. Trilogy is headquartered in Stuart, FL. HealthyPetNet™ products are distributed by veterinarians and person-to-person.

HealthyPetNet Products are Truly Superior

I believe it is my responsibility as a veterinarian to recommend wholesome and nutritious products to my clients ... because good nutrition is the foundation of good health. I have high standards regarding the products I provide at my clinic and over the years, I've had some successes and a lot of failures. I am pleased to say that HealthyPetNet products are truly one of my great successes. I learned about HealthyPetNet's brand of pet food called Life's Abundance through one of their independent distributors. I decided to try it on my own German Shepherd who suffered from G.I. problems. Within a week, I noticed he had great stools again and within a month he stopped

shedding. I was so encouraged by these positive results, I decided to give Life's Abundance a try in my kennel. The dogs overwhelmingly loved the food and I noticed a reduction in G.I. problems there, too. I now carry the full line of HealthyPetNet products. My clients have reported good success with the Canine Zone Weight Loss Food for Dogs. The skin and coat products are wonderful and produce excellent results. I've recommended the Agility supplement to several clients with large and long-backed dogs who are reporting positive effects.

I believe it is important to minimize the use of drugs when possible, so my pet



Michael Good, D.V.M.

clients experience less side effects. That's why I compliment my therapy with nutritional supplements whenever possible.

I can definitely say that HealthyPetNet's premium pet foods and other pet products enhance the care that I can provide to my clients at the clinic.

The Sales Results: 471 Sales in 90 Days!

Sales	Sept.	Oct.	Nov.	Total	%
Life's Abundance® for Dogs	84	69	108	261	55
Canine Zone™ for Dogs	42	56	46	144	31
Life's Abundance® for Cats	17	32	17	66	14
Totals	143	157	171	471	100

All Products Formulated by a Nationally Recognized Vet



Dr. Jane Bicks
HealthyPetNet™
Director of Product Development

Dr. Jane Bicks is HealthyPetNet's extraordinary product formulator. She is a highly respected and nationally recognized holistic veterinarian who has been honored many times by the veterinary profession. She is the author of three national books on pet care and nutrition including *Revolution in Cat Nutrition*, *Dr. Jane's Thirty Days to a*

Healthier, Happier Dog and *Dr. Jane's Natural Guide to a Healthier, Happier Dog*. Dr. Bicks has been involved with many Advisory Boards including the Cornell Feline Health Center and Canine Companions for Independence. She served as the President of the Veterinary Medical Association of New York City and was appointed by Mayor Rudolph

Giuliani to help start one of the largest animal shelter in the United States. Many network television shows and radio stations have called on Dr. Bicks for her expertise on animal care. Currently, she can be seen on the Animal Planet's Petsburg USA series where she is a frequent guest host who discusses solutions to common pet problems.

Clinical Usage of Life's Abundance® Foods

After careful research by the veterinarians, the clinic focused on recommending Life's Abundance® Premium Health Foods for Dogs and Cats for the following applications:

Wellness/Nutrition – Physical examinations, blood tests and pet attitude all demonstrate that Life's Abundance® is an excellent food for overall wellness and optimal nutrition. Life's Abundance® formulation works for all life stages! Puppy and senior foods are not necessary.

Post Surgery – The outstanding palatability, high caloric density, quality proteins and fat together with highly digestible carbohydrates, antioxidants, chelated minerals and probiotics make it the food of choice for post surgery.

Gastrointestinal – Many gastrointestinal problems will respond well with the slow introduction of Life's Abundance® food because all ingredients are highly digestible. The semi-fermentable fiber helps to

reinstate normal intestinal movement: peristalsis and segmentation, normal fecal output and increased nutrient absorption.

Problem Skin & Coat – The clinic has substantiated that Life's Abundance® is useful for many different types of skin conditions due to its high quality proteins, the ratio and types of fats and other support nutrients. Often it will produce positive visible results within just weeks.

Life's Abundance® is useful for non-seasonal shedding—clinical results have demonstrated a significant decrease in non-seasonal shedding of both long and short-haired dogs and cats.

Kennel feeding—Kennel feeding trials have demonstrated excellent palatability and normal stools despite stress and sudden change in diet.

Supplements and Skin & Coat Products Added 388 Sales

Product	Units
Agility	108
Advanced Daily Supplement for Cats	78
Advanced Daily Supplement for Dogs	76
Skin & Coat Formula for Dogs & Cats	66
Soothing Mist Spray for Skin & Coat	36
Herbal Blend Shampoo for Skin & Coat	24
	388

In addition to food, HealthyPetNet™ product line offers a selection of nutritional products including: a bone and joint health formula, daily vitamin supplements for dogs and cats, a skin and coat formula for dogs and cats; a soothing mist topical spray for skin and coat and an herbal shampoo. The veterinarian in this business elected to offer these products because they are superior quality products that are manufactured by pharmaceutical companies.

Canine Zone™ is a Superior Weight Management Product

Dr. Barry Sears created "The Zone Diet" for overall health and weight control approximately ten years ago. Since that time, many people from all over the world have improved their health and lost weight on the Zone. Dr. Sears and Dr. Bicks worked together to modify the successful Zone Diet principles to formulate a weight loss food for dogs. Canine Zone™ is a very distinctive product that will provide veterinarians with a

competitive advantage that no other company can offer. Canine Zone™ is formulated to meet the nutritional levels established by the Association of American Feed Control Officials' (AAFCO) Dog Food Nutrient Profiles for adult maintenance. With Canine Zone™, you can offer a superior weight management solution and not have to worry about losing the customer to a pet retailer. The first year of

clinical trials have demonstrated decreased hunger, increased vitality, exceptional skin and coat and a 1-2% weight loss a month.

Many consumers will relate to "The Zone Diet" because of Dr. Barry Sears' reputation and success. Dr. Sears is a research scientist, author and the creator of the world renowned Zone Diet. After earning his Ph.D. at Indiana University and doing post-

doctoral work at the University of Virginia, he was a researcher at Boston University and Massachusetts Institute of Technology (MIT) before forming his own biotechnology company. Dr. Sears currently holds 12 U.S. Patents in the medical field and he is continuing to develop a myriad of other projects.

HealthyPetNet™ Food Products are Fresh

How and where a food is manufactured determines the quality and wholesomeness of the food. Our pet food manufacturer has very high standards of operation and quality control. It is a third-generation, father and son business. Their expertise using a low temperature, fast cooking method ensures nutrient retention. The manufacturing facility is a

USDA certified APHIS (Animal Plant Health Inspection Service) plant. APHIS certification allows the sale of a finished product to the International market, including the European market, which has extremely high standards on ingredient sources. Under APHIS certification, the plant and ingredient facilities are

routinely inspected. **Premium Ingredients:** the ingredients listed on our labels do not vary due to price. Our manufacturer does not use animal parts containing pentobarbital. All ingredients come from the same processing plants used for people. Our chicken is free of steroids and hormones. **Freshness is a priority:** Our ingredients are ordered in

smaller quantities to ensure that Life's Abundance® Premium Health Foods are wholesome and nutrient rich. In addition, you will generally receive Life's Abundance® foods within four weeks from the day it was made! We are dedicated to upholding extremely high manufacturing standards because we care about your pet.

Veterinarian Distribution

HealthyPetNet™ is committed to serving the veterinary market. You have far more knowledge about animal health and nutrition than sales people in pet stores and your clients

will appreciate your guidance. Our products are superior. They are products that will provide better nutrition and can help pets lead a healthier, longer life. HealthyPetNet™ offers

products you can recommend with confidence, knowing they will measure up to your professional reputation and dedication to pet wellness through better nutrition.

The Major Benefits to Veterinarians that Sell HealthyPetNet™ Products

Regain the Food Sales You are Losing to Mass Merchandisers

Life's Abundance® Premium maintenance foods for dogs and cats and Canine Zone™ weight loss food for adult dogs will never be distributed through mass merchandisers and grocery stores. This gives you the edge: (1) You can market

these products with the confidence of knowing that dogs and cats are getting wholesome, high quality food. We believe they're the best foods available on the market today, and (2) You won't lose your product sales to supermarkets or pet

stores and that will build customer loyalty. Pet owners will appreciate you for leading them to superior products that are going to help their pets live the happiest, healthiest and longest life possible.

No Need to Tie Up Your Dollars for Inventory

Although you should always carry some of our products in your clinic for immediate purchase, we have a special program called Autoship. When you have convinced

your customers through feeding tests that HealthyPetNet™ pet foods are superior, encourage them to sign up for our Autoship program. On Autoship,

products are shipped to customers' doors on a delivery cycle that meets the consumption needs of their pets. And by using Autoship, your clients will

get all their pet products and all other Trilogy products at wholesale prices.

Ease of Operation

Your HealthyPetNet™ business is easy to operate. One of the advantages of the Autoship program is that you don't have to handle any

products. HealthyPetNet™ ships the orders on a cycle that your customers request and tracks the orders. We also provide an excellent

customer service staff available toll free from Monday through Friday from 8:00 a.m. to 7:00 p.m. EST. Information on your

customers' orders is available to all HealthyPetNet™ distributors. It is truly a turnkey system.

For more information on how you can begin selling HealthyPetNet™ products, please contact: