

beaphar®

Lactol

**Milk
Replacer**

Tender loving care from the start



NEW Formulations & Packaging

**with
DHA**

beaphar®

As used by Top Breeders!

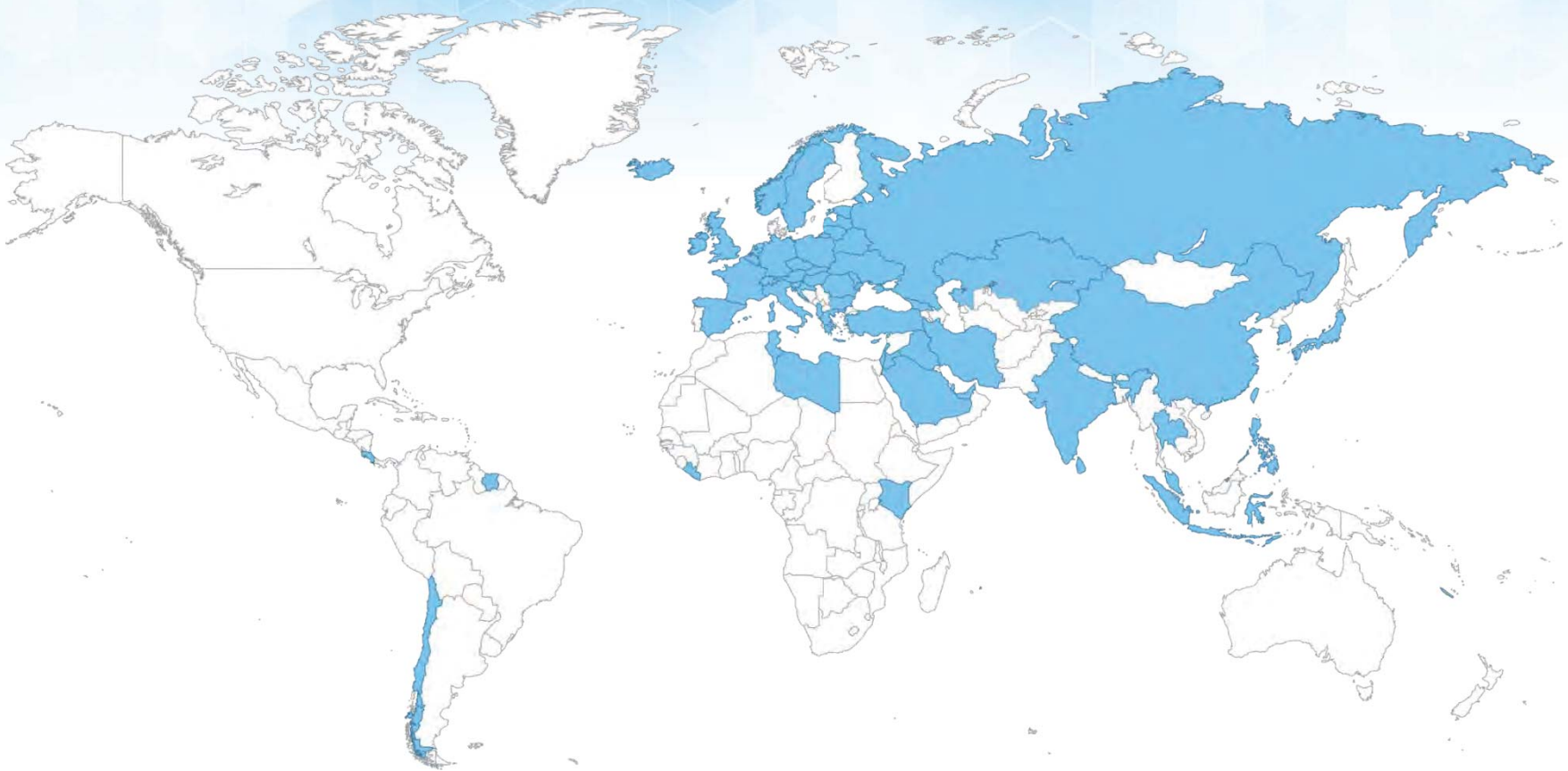


Lactol has been used by dog breeders for more than 100 years!

(< Dog Books from 1921 containing photographs of champion bitches and their puppies, reared on Lactol.)

beaphar®

■ **Lactol** – trusted by pet lovers across the globe



Lactol Milk Replacer
Tender loving care from the start

The logo for beaphar, featuring the word "beaphar" in white lowercase letters on a red rectangular background.The logo for Lactol Kitten Milk. The word "Lactol" is in a large, bold, black font with a red outline. To its right is a red leaf-shaped icon containing the words "Kitten Milk" in white.

Tender loving care from the start

The logo for Lactol Puppy Milk. The word "Lactol" is in a large, bold, black font with a red outline. To its right is a red leaf-shaped icon containing the words "Puppy Milk" in white.

Tender loving care from the start

- Lactol is a brand with a registered trademark
...everything else is just milk powder

But can we make it even better??

The logo for Lactol Milk Replacer. The word "Lactol" is in a large, bold, black font with a red outline. To its right is a red leaf-shaped icon containing the words "Milk Replacer" in white. Below the logo is the tagline "Tender loving care from the start" in a smaller, italicized font.

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How can we make this even better?



Lactol Milk Replacer
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1921



1985



1999



2017

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Improved Pack & Design

New Packaging for 2018

- Tamper-evident pot for security
- Aluminium seal for freshness
- Integral measuring spoon
- Easy to understand
- Fresh, clean design

(subliminal link to baby milk)



Lactol Milk Replacer
Tender loving care from the start

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Key Product Features



Optimum

Growth & Development



Enriched

With Vitamins & Minerals



Recommended

By Generations of Breeders



Lactol Milk Replacer
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Key Product Features



Optimum

Growth & Development



Enriched

With Vitamins & Minerals



With added **Taurine**, essential for the development and maintenance of healthy heart and excellent vision.



Lactol Milk Replacer
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The Formulations

There are two different **Lactol** formulations:

- **Lactol Puppy Milk** contains **24%** protein
- **Lactol Kitten Milk (previously Kitty Milk)** contains **32%** protein



Cat's milk naturally contains more protein than dog's milk. Kittens also need taurine and biotin in their diet.

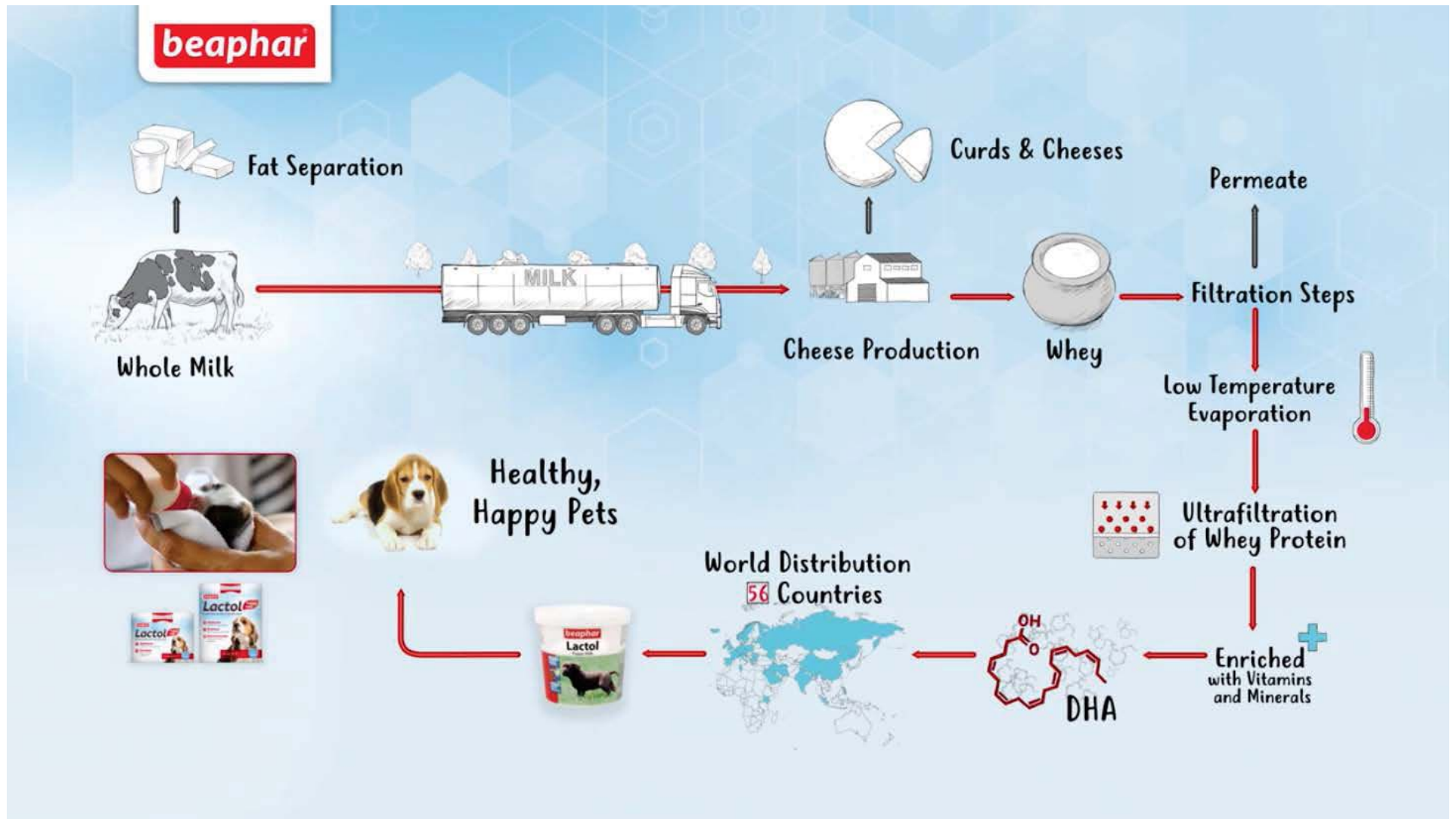
- *Taurine is essential for a healthy heart and excellent vision.*
- *Biotin is also necessary for a strong, healthy coat*

Product Development

DHA is naturally present in maternal milk and helps to develop cognitive function.

In other words: DHA is essential for brain development, affecting the ability to learn and respond to training.





The way Lactol is made is
what makes it unique

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Why WHEY protein?



WHEY PROTEIN

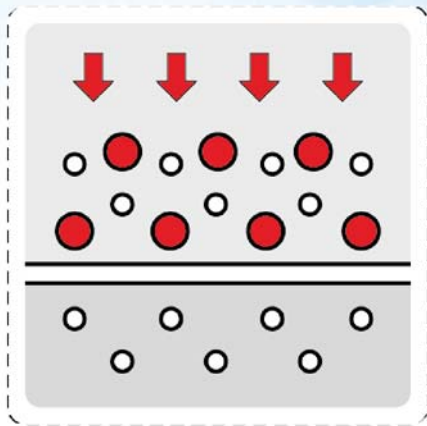
Rich in essential amino acids - highly digestible

Lactol is based on WHEY

Why is this good?

- Rich in essential amino acids – the body's building blocks
- Superior amino acid profile to skimmed milk
- Casein removed

Why ULTRA FILTRATED?



ULTRA-FILTRATED

for selective concentration
of proteins

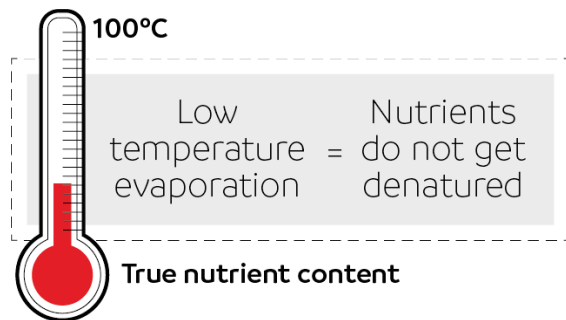
Lactol is made by a UNIQUE process

Why is this good?

- Concentrates the “best bits” of milk through a unique membrane system
- Removes excess salts that can upset young stomachs
- Provides puppies & kittens with more of the nutrients that are good for them.

Why LOW TEMP evaporation?

Lactol is made below 56°C using energy from renewable sources



Why is this good?

- No destruction of protein molecules
- Results in preservation of intact immunoglobulins
- Puppies and kittens will grow faster on Lactol than other ordinary milk powders

The Coconut Connection



EASY MIXING

Even when cold

Lactol is enriched with a blend of vegetable oils

Why is this good?

- Composed of medium & short-chain fatty acids which are easily digested
- Homogenized & emulsified into tiny globules for further enhanced digestibility
- Coated in Lecithin for easy mixing – even in cold water

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Anything else new?



DHA present in
maternal milk
and helps develop
brain function

Now with Docosahexaenoic acid

Why is this good?

- DHA is one of the Omega 3 fatty acids, naturally found in maternal milk
- It is the major fatty acid in the retina (eye) and in brain phospholipids
- DHA aids brain development in young mammals, affecting their ability to learn & respond to training

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And finally....



Trusted by breeders for 100 years

Why is this good?

- Huge public confidence in the brand – “Top breeders recommend it!”
- Next best thing to mother’s milk
- Now even better!!

Lactol Milk Replacer
Tender loving care from the start

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New Lactol machine



Lactol Milk Replacer
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Product Range Summary

Lactol is a complete milk replacement food

Specially formulated for:

- Orphaned animals
- Puppies and kittens born in large litters
- As a weaning aid

Also ideal for pregnant mothers and convalescing animals



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Lactol Puppy Milk - Product Strengths



- produced for over 100 years
- saved the lives of countless young animals
- made from easily digested whey products
- Ultra-filtration concentrates the proteins, and a slow drying process preserves the protein molecules
- It has a superior amino acid content, and provides a perfectly balanced complete feed
- used by generations of championship breeders
- a recognised brand in the pet trade, trusted and recommended by countless experts

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Lactol Kitten Milk - Product Strengths



- All of the above, plus.....
- more suited to the needs of kittens than Lactol Puppy, because:
 - i. Increased levels of protein
 - ii. High in Vitamin A
 - iii. Contains added taurine

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Lactol

**Kitten
Milk**

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Pack sizes available:
250g

Lactol

**Puppy
Milk**

Tender loving care from the start



Pack sizes available:
250g, 500g, 1kg, 2kg

Lactol **Milk Replacer**
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The Full Product Range

- Beaphar Lactol Puppy Milk
- Beaphar Lactol Kitten Milk
- Beaphar Lactol Feeding Set
- Beaphar Lactol Syringes



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Campaign 2018

The logo for beaphar, featuring the word "beaphar" in white lowercase letters on a red rectangular background.

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Campaign message:

‘Tender loving care from the start’

The logo for Lactol Milk Replacer, featuring the word "Lactol" in a large, bold, black sans-serif font, followed by "Milk Replacer" in a smaller, white sans-serif font inside a red, rounded rectangular shape. Below the logo, the tagline "Tender loving care from the start" is written in a small, black, sans-serif font.

Lactol Milk Replacer
Tender loving care from the start

Consumer Video



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The Face of Lactol, 2018



From the UK,
Suzy Cole with
her Golden
Retrievers, Lily
and Boris.



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Marketing Support

How we can help you sell more...

Leaflet



Trade advertising



Consumer Advertising



Videos

Further marketing support is available to boost your sales. All of which can be tailored to suit the needs of your target audience.



Infographic Sales Presenter

Shelf Barker



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Digital Assets