

PURELUXE®

Dear Customer;

My name is Jeremiah Davis, Food Safety-Operations-Planning Director for Purelux Pet Food. One of my many responsibilities is to ensure that our business partners are being as ethical as we are. Our facility is inspected by the USDA/APHIS governing bodies, and they have additional certifications such as SQF (Level 2), Organic Certification, AOSIQ (China Certification), and they pass the stringent requirements of the European Union. All this supports the Ethical, Accountable & Transparent nature of Purelux.

We want to verify these points in writing so it is clear that our intent is to provide the best available nutrition with the most ethical marketing practices.

- ✓ PureLUXE uses **FRESH MEAT as the # 1 ingredient** by weight in all dog and cat diets.
- ✓ PureLUXE diets are **Preserved Naturally**:
 - Vender Processing “incoming ingredients”
 - At time of Production
- ✓ PureLUXE uses a **Specialized Probiotic** that we are responsible to blend with the final product.
- ✓ PureLUXE Elite Nutrition formulas are **Grain Free**
- ✓ PureLUXE main ingredients are **Ethically Sourced** within the USA with the exception of Lamb (New Zealand) and some micro-nutrients, vitamins & supplements.
- ✓ Where and when available PureLUXE diets contain **ONLY** low ash meats and meat meals.
- ✓ **Our package labels have been reviewed by Dr. Dzanis, who is the foremost expert in labeling in the USA who then verifies that the ingredients match the formulas we produce with following exceptions due to formula updates.**

***Exception – Pea Protein has been removed from ALL DIETS dog & Cat as of May 2019.**

****Exception – Cat Diets now have Egg Product & Salmon Oil, reducing legumes & Salmon meal so fat content is higher.**

Thank you for being a PureLUXE customer. Collectively, we appreciate your trust in their brand and ours.

Sincerely,

Jeremiah Davis

Jeremiah Davis
Director
Purelux Pet