

PURELUXE®

March 10, 2025

Dear PureLUXE Customer;

We verify that we make our food exclusively at Southern Tier Pet Nutrition. One of our many responsibilities is to ensure that our business partners are being Ethical, Accountable & Transparent. Not only is the factory USDA/APHIS certified, but they have additional certifications from leading third-party companies to ensure our “Good Manufacturing Practices”. All this supports PURELUXE’s strive for being a leader in Transparency.

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 by Naturox**:
 - Vender Processing “incoming ingredients”
 - At time of Production “placed into fat”
- ✓ PureLUXE uses **Pre & Pro Biotics** that we are responsible to blend with the final product.
- ✓ PureLUXE ingredients are **Ethically Sourced**.
- ✓ **All PureLUXE package labels have been verified that the ingredients match the formulas we produce with following exceptions due to formula updates “See website for most up-to-date information”.**
Exception – 11lb Persian Cat formula is still waiting to be modified.

Thank you for being a PURELUXE customer. We appreciate your trust in the PURELUXE brand and our manufacturing capabilities.

Sincerely,

Jeremiah Davis

Purelux Pet Foods
C.E.O.