



FACT SHEET

OVERVIEW: Holistic Hound offers a full line of supplements for dogs and cats, including veterinarian-formulated bites, oils and powder rich in organic, US-grown, full-spectrum phytocannabinoid-rich (PCR) hemp oil and organic mushrooms for health, wellness and longevity.

MISSION: Combining her existing knowledge of animals and the pet industry with her passion for the healing power of PCR hemp oil and fungi, Holistic Hound founder, retail store owner and homeopath Heidi Hill formulated the idea for a line of supplements with the potential to help a large number of people and their animals. Working with veterinarians and experts in the field, she created the Holistic Hound line of PCR hemp oil and mushroom products to reflect her store's core values and philosophy while providing a positive, functional contribution to the health of animals and people.

PRODUCTS:

BITES

Grain Free Pasture-Raised Chicken and Grass-Fed Lamb Liver flavors available in two potencies:

- 3mg Phytocannabinoid-Rich (PCR) Hemp Oil
- 7.5mg Phytocannabinoid-Rich (PCR) Hemp Oil

OILS

Available in the following varieties and potencies:

- Phytocannabinoid-Rich (PCR) Hemp Oil - 100mg, 250mg and 500mg
- Phytocannabinoid-Rich (PCR) Hemp & Coconut Oil - 250mg
- Mighty Mojo Mushroom Phytocannabinoid-Rich (PCR) Hemp Oil - 250mg & Chaga Extract - 13.5g

POWDER

Mighty Mojo Mushroom Powder - 4.5oz bag

PCR HEMP OIL:

Holistic Hound's full spectrum phytocannabinoid-rich (PCR) hemp oil is derived from organic, whole plant hemp grown in Colorado.

Reported health benefits include:

- ★ Immune support
- ★ Reduced inflammation
- ★ Calming
- ★ Antioxidant
- ★ Maintain a healthy intestinal tract
- ★ Enhanced physical and mental well-being

(more)

MUSHROOMS: Holistic Hound supplements are infused with a certified organic blend of five beneficial mushrooms that are non-hallucinogenic and non-toxic, including Reishi, Shiitake, Mesima, Poria and Turkey Tail.

Reported health benefits include:

- ★ Immune support
- ★ Reduced inflammation
- ★ Antioxidant
- ★ Support liver and kidney function
- ★ Maintain blood sugar and blood pressure levels
- ★ Maintain normal histamine levels and support seasonal allergies

PRODUCT ATTRIBUTES:

- ★ THC-Free/Non-Psychoactive
- ★ Made with organic ingredients
- ★ Grain, Gluten & GMO-Free
- ★ Veterinarian-Formulated
- ★ Safe/Non-Toxic (third party tested for potency and purity)
- ★ Made in the USA
- ★ Delicious

PCR VS. CBD

CBD has been the term commonly used for products containing cannabidiol (CBD). However, CBD is only one of the many beneficial cannabinoids found in the cannabis plant. The term CBD could also be used to denote an isolate product -- one that contains CBD only. Phytocannabinoid-rich (PCR) hemp oil is a term that is more indicative of the full spectrum oil used in Holistic Hound supplements. There are many other beneficial constituents found in the cannabis plant that also contribute to its healing properties, such as cannabinoids, terpenes (smell) and flavonoids (taste). All these work together synergistically to provide what is known as the “entourage effect” which provides greater benefit than an isolate.

DISTRIBUTION:

Holistic Hound products are distributed through Animal Supply Company and available for purchase on the Holistic Hound website and at pet stores nationwide. For a complete list of retail outlets visit: holistichound.com/where-to-buy

BACKGROUND:

Holistic Hound’s Berkeley store was one of the first retailers in the Bay Area to begin selling CBD products for pets four years ago, and customer feedback was phenomenal. Owner Heidi Hill, a certified homeopath, aspired to create her own health and wellness product to complement the store, and decided to formulate an even better CBD product than what they were selling. After much research and collaboration, the Holistic Hound line of phytocannabinoid-rich (PCR) hemp oil and medicinal mushroom supplements debuted in 2015 to much acclaim.

(more)

FOUNDER/OWNER: Heidi Hill -- trained homeopath and owner of Holistic Hound store in Berkeley, California, with more than 15 years of knowledge and experience in animal nutrition and health.

HEADQUARTERS: 1510 Walnut Street #A
Berkeley, CA 94709
(510) 843-2133

WEBSITE: www.holistichound.com

PRESS CONTACT: Kirsten Merit
(415) 377-9099
kirsten@evb.com

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