



EasternPharma

Endless Possibilities



Paws, Claws & a Little Bit of Science:
Your Gateway to Superior Pet Supplement Formulations!



Beyond Biscuits and Balls: Discover Extraordinary Pet Health with Eastern Pharma's Formulations

Eastern Pharma is not just a team of formulators. We're pet enthusiasts first, scientists second. We pour our passion into formulating top-tier supplements, packed with essential nutrients and probiotics to nurture the optimal health of your furry friends.

We understand that pets are more than companions, they're cherished family members. Thus, our formulas are designed for effortless incorporation into your finished products. Born and perfected in Australia, each supplement we deliver is a testament to our commitment to pet wellness. Choosing Eastern Pharma means choosing a reliable partner who's all in for a shared mission – to keep the tails wagging and the purrs resonating with health and happiness.

Whiskering Towards Wellness: Eastern Pharma's Commitment to Holistic Pet Care

The unyielding bond between pet owners and their cherished pets is a testament to the beauty of loyalty. This deep-rooted connection nudges pet parents to adjust their spending patterns, placing their pet's health and joy at the top of the priority list. Welcome to an evolved pet care industry, a flourishing wellness sector, where the humanization of pets sparks a keen interest in innovative ways to promote pet wellbeing.

At the helm of this transformative journey, Eastern Pharma stands tall. Our mission? To tailor exceptional supplement formulations to satisfy the dynamic needs of this burgeoning market. We're not just on the trend train; we're laying the tracks towards an encompassing vision of pet wellbeing. By offering superior supplements that integrate smoothly into your pets' daily lives, we empower pet parents to be the heroes of their pets' health stories. Choose Eastern Pharma, and you gain more than a service; you gain a reliable partner for the wellness journey of your four-legged family members.



Australia's Pet Market: Surfing the Wave of Unleashed Potential

Pet wellness isn't a fad - it's a booming global phenomenon. The pet supplement industry is skyrocketing, with a global worth of USD 2.02 billion in 2022 and a projected CAGR of 5.9% from 2023 to 2030. Pet parents globally are going the extra mile, seeking the best in diets and wellness supplements for their furry friends.

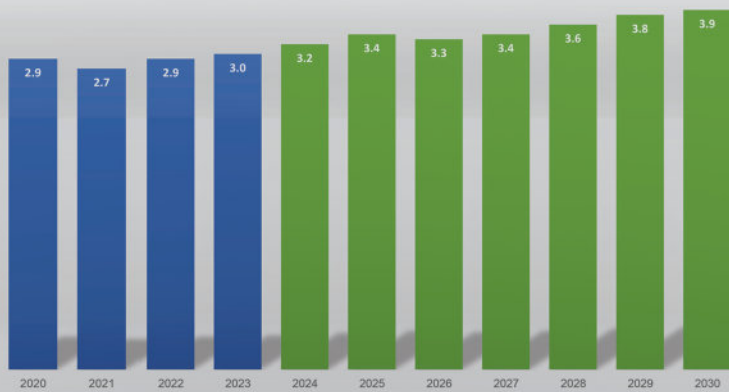
Australia is no exception to this trend, mirroring the U.S market's growth and displaying a similar appetite for pet wellness solutions. With supplements for cognitive enhancement, immunity-boosting, heart health, and anxiety relief in high demand, the Australian pet market is poised for a dynamic growth trajectory.



Consider this: Pet ownership rates have been expanding significantly, with over 70% of U.S. households owning pets in 2020, according to the APPA. Concurrently, spending on pet care has seen an astronomical 60% increase from 1996 to 2012. With such strong indicators, the Australian pet market presents an untapped goldmine of opportunities. Now's the time to make a paw-print in this vibrant pet wellness space. Ready to dive in?

Past & Future Market Size

Projected Australian Pet Food Market AUD \$B



Revamp Your Brand with Our Signature Multi-Nutrient Formulation

Elevate your brand's wellness game with our specialized pre-mix food blend formulations. Packed with essential nutrients, our formulations address common pet health issues while serving as a perfect match for active pets and those with unique dietary needs.

Key Product Benefits:

- **Comprehensive Nutrient Boost:** Our blend is rich in essential nutrients, fortifying your pet's diet and health.
- **Prebiotic Power:** Our formulation harnesses the potential of prebiotics, promoting optimal gut health and nutrient absorption.
- **Dietary Gap Filler:** Ideal for picky eaters or pets with specific dietary needs, our blend helps fill nutritional gaps.

Join us and give your brand the wellness boost it deserves with our meticulously formulated multi-nutrient solutions. Together, let's pave the way to amplified pet wellness.





Boost Your Brand with Our Beneficial Bacteria Brilliance

Explore the powerful potential of probiotics with our ingeniously engineered formulations. Our blends, designed to address common digestive discomforts and improve nutrient absorption, champion comprehensive gut health for pets.

Key Product Benefits:

- **Digestive Harmony:** Our formulation nurtures a balanced gut microbiota, promoting a thriving digestive environment.
- **Immune System Ally:** By maintaining a balanced gut microbiome, our blend supports a robust immune system.
- **Digestive Health Champion:** Our innovative blend boosts optimal digestive function, aiding nutrient extraction and utilization.

With our scientifically backed probiotic blend, let your brand be the hero in enhancing pets' digestive health and overall wellness. Join us in the pursuit of elevated pet health.



Revitalize Your Brand with Our Bone & Muscle Reinforcing Formulations


Revitalize Your Brand with Our Bone & Muscle Reinforcing Formulations. Unlock the power of our scientifically grounded formulations, expertly mixed to bolster bone and muscle health. Our exceptional blend equips your brand with an effective remedy for addressing widespread pet health issues, offering a comprehensive approach to pet wellbeing.

Key Product Benefits:

- **Multi-mineral Harmony:** A balanced mix of indispensable minerals provides comprehensive support, reinforcing bone health and muscle functionality.
- **Growth & Vitality Cultivator:** Our formulation promotes robust growth and development in pets, boosting their strength and liveliness.
- **Sturdy Bone Advocate:** Customized to accommodate active lifestyles, our blend aids in maintaining strong and healthy bones.

With our rigorously formulated blend, your brand can provide a novel approach to enhancing pet vitality and ensuring a vibrant and dynamic life for pets. Together, let's invigorate the health and energy of our cherished friends.

Boost Your Brand with Our Calming Nervous System Formulations



Align your brand with our expertly formulated blends designed to steady the nervous system and moderate high cortisol levels. Ideal for pets dealing with anxiety, stress, or nervousness, our specialized blends offer comfort amidst the hustle of daily life, travel, or special events.

Key Product Benefits:

- **Omega-Enriched Formulas:** Our blends carry a balanced mix of omega fatty acids, recognized for their beneficial influence on brain health and stress relief.
- **Nature's Calmatives:** We've harnessed the peace of nature, infusing calming herbs to cultivate serenity and reduce anxiety.
- **Support for the Nervous System:** Our blends are designed to nourish the nervous system, aiding pets in stress management and maintaining their poise.

With our strategically designed formulations, your brand can promote a holistic approach to nervous system health. Let's join hands in uplifting your brand within the realm of pet health, promoting calmness and tackling stress-related concerns.

Enrich Your Brand with Our Cardio-Circulatory Enhancing Formulations




Boost your brand with our specialized range of formulations, intricately designed to promote a healthy circulatory system and strengthen cardiovascular health in pets. These blends are specifically advantageous for pets experiencing fatigue, or those necessitating additional circulatory and immune system support.

Key Product Benefits:

- **Circulatory System Enrichment:** Our bespoke formulations support a healthy circulatory system, ensuring the optimal delivery of nutrients and oxygen to crucial pet organs.
- **Heart Health Promoter:** Our blends provide all-round support to the cardiovascular system, enhancing heart health and promoting longevity.
- **Antioxidant Abundance:** Brimming with antioxidants, our formulations counter oxidative stress, promoting an energetic and active pet lifestyle.

Let your brand be a beacon of health and vitality with our cardio-supportive formulations, championing cardiovascular health and all-encompassing wellness.

Augment Your Brand with Our Comprehensive Cartilage & Digestive Support Formulations



Seize the opportunity to address the needs of ageing pets with our specialised formulations, meticulously crafted to enhance joint health, bone strength, and digestive wellness. These blends are particularly useful for pets experiencing joint discomfort, digestive disturbances, or indications of waning bone strength.

Key Product Benefits:

- **Bone and Joint Health Promoter:** Our formulations incorporate vital micronutrients, including glucosamine and chondroitin, renowned for promoting joint and bone health.
- **Digestive Health Support:** Our blends foster a healthy gastrointestinal system, ensuring pets can efficiently absorb and utilize ingested nutrients.
- **Hyaluronic Acid Enriched:** Our blends contain naturally occurring hyaluronic acid, enhancing joint lubrication and skin health, thereby improving overall wellness.

By choosing our comprehensive range of formulations, your brand can significantly enhance the lives of ageing pets, promoting joint health, bone vitality, and digestive wellness.

Empower Your Brand with Our Innovative Skin & Coat Support Formulations

Elevate your brand's appeal with our meticulously designed formulations, intended to foster healthy skin and coat, improve cognitive function, regulate energy levels, and balance cholesterol in pets. These comprehensive solutions enable your customers to observe noticeable enhancements in their pets' wellbeing.

Key Product Benefits:

- **Peak Cellular Health:** Our specialists integrate a variety of nutrients necessary for maintaining optimal cellular health, ensuring every cell functions at its peak.
- **Radiant Skin & Coat:** Our formulations include ingredients renowned for their positive effects on skin and coat health, allowing pets to shine from the outside.
- **Enhanced Learning & Memory:** Our blends are enriched with select ingredients known for boosting cognitive functions, aiming to improve pets' memory and learning capabilities.

Take advantage of our Skin & Coat Support formulations to position your brand at the forefront of comprehensive pet health and wellness. Your customers will appreciate the discernible improvements in their cherished pets.



Amplify Your Brand: Foster Vitality and Energy Across Pet Lifespans with Our Formulations



Enhance your brand's status with our selection of expertly crafted blends, tailored to stimulate vitality, invigorate energy, and offer comprehensive nutritional support. These blends are perfect for pets displaying poor gastrointestinal health, sluggish bone or muscle development, or reduced energy levels.

Key Product Benefits:

- **Promotes Energy and Longevity:** Packed with crucial nutrients, our blends are designed to boost vitality and longevity, thereby enhancing pets' quality of life.
- **All-Around Nutritional Aid:** Our supplements provide comprehensive nutritional support, addressing the specific needs of pets at every life stage.
- **All-Age Suitability:** Our blends are formulated to meet the nutritional needs of pets of all ages, ensuring balanced intake of essential nutrients for overall health.

With our energy and vitality formulations, transform your brand into a beacon of health and longevity for pets of all ages. Trust Eastern Pharma to be your ally in boosting pet wellness and vitality.

Cater to Conscious Pet Parents: Align Your Brand with Eastern Pharma's Premium Pet Formulations

Today's pet parents, who see their pets as treasured family members, prioritize natural, organic ingredients that seamlessly integrate into their lifestyles and enhance their pets' vitality.

Key Attributes Attracting Pet Parents:

- **Premium Quality and Natural Ingredients:** Collaborating with Eastern Pharma lets you meet the demand for top-tier, high-quality pet products made with natural, organic components.
- **Convenience and Compatibility:** We create user-friendly, easy-to-administer solutions that perfectly cater to the fast-paced lifestyles of modern pet parents.
- **Observable Health Benefits:** Our premium supplements deliver visible improvements in pet health and vitality, solidifying trust in your brand.
- **With Eastern Pharma's superior formulations,** your brand can effectively engage discerning pet parents who value natural ingredients, unmatched quality, and evident benefits of premium pet supplements. Partner with Eastern Pharma to build your reputation as a trusted provider of pet health solutions.





EasternPharma
E n d l e s s P o s s i b i l i t i e s

Unleash Your Potential with Eastern Pharma

Explore the pinnacle of pet wellness with Eastern Pharma, your dedicated partner in crafting superior pet supplement formulations. The samples in this brochure are merely a glimpse into the vast potential that your brand can unlock with us.

Our expertise extends beyond these pages. We stand ready to create specialized products that align seamlessly with your brand's unique focus and target audience. Whether it's joint health, skin and coat care, cognitive support, or any other niche, we're here to help your brand shine.

Join Eastern Pharma and gain more than a supplier. Gain a committed ally, eager to understand and fulfill your brand's aspirations. Let's elevate your brand together. Partner with Eastern Pharma, where excellence in pet wellness begins.

Pet Supplement



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