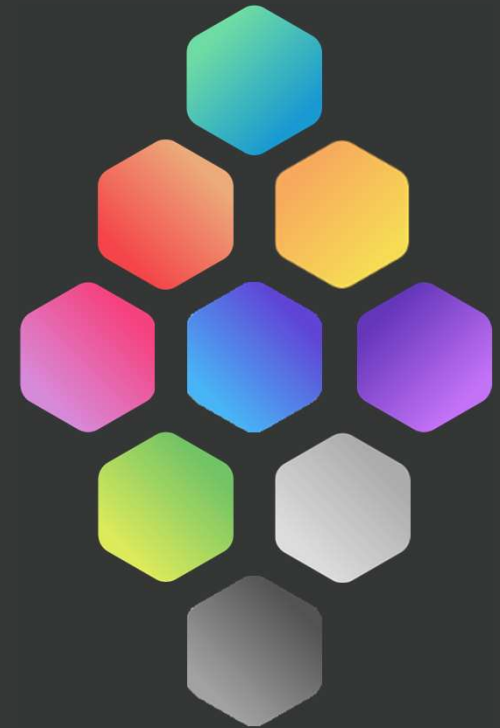




*Introduction to*



*Collagen*



## Agenda

1

UPCYCLED  
Trend

2

UPCYCLED  
Collagen

3

Applications for  
Pets

4

Q&A



## About NURA

Woman owned and founded in January 2018 by Lily Ruan, our CEO/President. NURA's diverse leadership team brings over 100 years of collaborative experience in procurement, quality, business development and customer service within food, beverage, dietary supplements, industries. Our team is committed to providing the highest quality ingredients, with a focus on health, wellness, sustainability and innovation.

Strong partnership, relentless effort in quality control, and disruptive innovations are essential to our growing business. We work together with our customers to achieve success.

NURA has offices and distribution centers on both east and west coasts. NURA also has a China office to audit factories and evaluate products and validate ingredients for consistency in quality.

*Innovative*

*Sustainable*

*Trustworthy*



3

## Our Mission

Be the premier next generation ingredient provider focused on delivering **better ingredients**

Demonstrate a **relentless desire** to help our customers achieve success

Pursue **sustainable innovative ideas** for future generations

Utilize a long-term strategic approach to be a **true partner** to our customers

## Quality & Accreditations

At NURA, we take pride in our accreditations.

Our detail-oriented Quality Control Department oversees on-site audits, third-party laboratory testing, document /certificate collection and verification to maintain full traceability on every ingredient.

Taking it a step further, our facilities comply with Good Manufacturing Practices (GMP) and are National Sanitation Foundation (NSF) verified, which provides the peace of mind that the appropriate equipment, methods, and safety checks are consistently adhered to.



***NURA  
Product  
Categories***



***Proteins***



***Sweeteners***



***Greens***



***Herbal***



***Vitamins***



***Biotics***  
(Pre/Pro/Postbiotics)



***Amino Acids***



***Flavors***



***Specialty***

# *upcycled food*

'əp- , sī-kəld ' fūd

*"Upcycled foods use ingredients that otherwise would not have gone to human consumption, are procured and produced using verifiable supply chains, and have a positive impact on the environment."*

*Defined by a team of experts from Harvard Law School, Drexel University, World Wildlife Fund, Natural Resources Defense Council, ReFED, and others*

HARVARD  
LAW SCHOOL



ReFED

Drexel  
UNIVERSITY



NRDC  
NATURAL RESOURCES  
DEFENSE COUNCIL

## Upcycled Industry Trends



Source: UpcycledFood.org 7

Upcycled food is a way that anyone can prevent food waste via the products they buy. And it's more important now than ever.

**9 → 255** Growth of number of UFA members from 2019 to 2022

**324** Number of Upcycled Certified™ products and ingredients as of 12/1/2022

**4/18** NEXTY Award winners at the 2022 Expo West event are Upcycled Food Association members

**\$769m** Invested in UFA members since the beginning of 2021

## Environmental Impact of Upcycled Food



Source: UpcycledFood.org 8

This year, Upcycled Food Association was awarded a grant from **ReFED's Catalytic Grant Fund**. This fund is designed to de-risk and scale high-impact solutions to food waste.

**991m lbs.**

Projected amount of food waste prevented annually by the Upcycled Certified™ program

**\$116.4b**

forecasted size of the food waste management industry in 2032, up from \$62.6B in 2022



# Upcycled Certified™ Thresholds



## INGREDIENT

≥95% UPCYCLED INPUT(S)  
BY WEIGHT

### *Upcycled Ingredient (UI)*

Input(s) originally produced for use in human food that otherwise would not have gone to human use/ consumption, procured and produced using verifiable supply chains, and have a positive impact on the environment that meets the criteria set forth within this Standard and is certified as such. UIs may be consumer facing goods or used in a PUI or Minimal Content PUI assuming compliance with requirements of the Standard. UIs shall be composed of an aggregate of ≥95% upcycled Input(s). UIs may comprise multiple Inputs as long as it meets the criteria of ≥95% diverted material. \*

## PRODUCT

≥10% UPCYCLED INPUT(S) BY WEIGHT  
**OR** THRESHOLD MET FOR TOTAL  
TONNAGE DIVERTED

### *Product Containing Upcycled Ingredients (PUI)*

Includes, but is not limited to, a food, menu item, beverage, dietary supplement, companion pet food, cosmetic, personal care, or household cleaning product that includes Inputs and is intended for human use/ consumption. PUIs shall include Inputs and meet the criteria set forth within this Standard and are certified as such. PUIs shall be composed of an aggregate of ≥10% upcycled Input(s) or meet the tonnage diverted threshold (See Table 1 of Standard). Single or multi component Inputs (certified as a UI, PUI, Minimal Content PUI, or otherwise) may be used within a PUI seeking certification. \*

## MINIMAL CONTENT

<10% UPCYCLED INPUT(S) BY WEIGHT  
**OR** CONTENT LESS THAN THRESHOLD  
FOR TOTAL TONNAGE DIVERTED

### *Products with Minimal Upcycled Ingredient Content*

A PUI that meets all requirements set forth within this Standard but does not meet or exceed the thresholds for an aggregate of ≥10% Input(s) content by weight or tonnage diverted as a result of yearly production. Restaurant menu items may not use the Minimal Content Mark. Otherwise, it can be assumed that Sections and requirements referring to PUIs extend to Minimal Content PUIs unless explicitly stated within the Standard. \*

\* These are brief summaries for quick reference only. For full requirements, including the thresholds for tonnage diverted for each sales tier, reference the Upcycled Certified™ Standard.

## UPCYCLED Materials Have a Wide Range of Applications in Human & Pet Spaces







## NURA USA

Collagen Peptides (Bovine) became Upcycled Certified™ in July 2022.

### Key Differentiator:

Upcycled Certified™ products and ingredients like ours have undergone a rigorous, third party certification by auditors who ensure that the product directly leads to measurable food waste prevention.



**BOVINE COLLAGEN  
PEPTIDES** is now  
upcycled certified



## *What is Bovine Collagen?*

- Collagen is the most abundant structural protein found in mammalian body and skin, joints, bones, and connective tissue.
- Makes up approximately 30% of total body protein.
- Bovine Collagen is extracted to NLT 90% purity on dried basis.

## *Why is Bovine Collagen good for pets?*

- Collagen supplementations, especially as pets age, supports healthy skin and coat, joint health, and digestive health



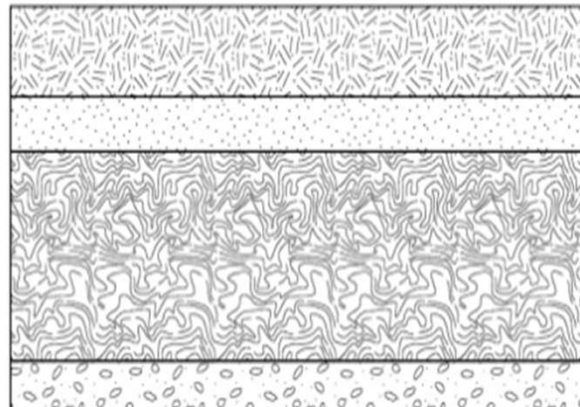
**BOVINE COLLAGEN PEPTIDES** is now upcycled certified



## From Hide to Collagen

- Bovine Hide, by-product of meat production.
- Large portions of bovine hides are used for leather production (i.e., full grain/top grain/corium).
- Hides not used for leather are hide off-cuttings, shavings, and leather scraps which are generated as wastes in tanneries.
- Corium section of hides are rich in collagen.

GRAIN  
GRAIN & CORIUM  
JUNCTION  
CORIUM  
FLESH



FULL  
GRAIN

TOP  
GRAIN

GENUINE  
LEATHER



## How is our Collagen Upcycled?

- Proof of Diversion: The point at which waste is diverted.
- Point of Diversion occurs at tanneries that prepare hides for leather production. Hides not going into leather production (off-cuts, shavings, etc.) have traditionally gone to land fills.
- These pieces are now being used to produce high quality collagen by our manufacturing partner.
- Supply Chain & Trace Documentation Audited & Verified by Upcycled Food Association.

## Potential Misconception:

**Is Upcycled Collagen a subpar grade since it produced from materials that would have gone to waste?**

- No, collagen can be extracted from all parts of the hide. The finished product is the same, highly purified bovine collagen (NLT 90% on dried basis)
- Grade is determined by Manufacturing Process (Hide Preparation & Filtration), not through selective hide parts.



**BOVINE COLLAGEN PEPTIDES** is now upcycled certified





Collagen  
Peptides (Bovine)  
Specifications

Type I & III

Grass-Fed Bovine  
Pasture Raised

Supports Healthy  
Skin Joints & Gut

Product Code: CPC0007  
Country of Origin: China  
Shelf Life: NLT 2 years  
Certification: Upcycled Certified™  
Revision: 02

	Methods	Specifications
Main Characteristics		
Appearance	Organoleptic	Agglomerated Powder
Color	Organoleptic	White to off white
Odor & Taste	Organoleptic	Characteristic
Active Ingredients		
Protein (dry basis, %)	Kjeldahl	≥90.0
Microbiological		
Total Plate Count (CFU/g)	AOAC	≤ 1,000
Yeasts and Molds (CFU/g)	AOAC	≤ 100
Escherichia Coli (CFU/g)	AOAC	Negative
Salmonella (CFU/g)	AOAC	Negative
Staphylococcus aureus (CFU/g)	AOAC	Negative
Other Analytical Data		
Loss on Drying (%)	USP	≤ 10.0
Contaminants		
Heavy Metals (ppm)	ICP-MS	≤ 20.0
Storage		
Keep in a dry and cool place in original intact packing.		





# *Prototypes and Applications*

## About Blue Indie

We bring a holistic approach to pet food innovation and development, utilizing our decades of cross-category experience to deliver a bespoke, end-to-end solution.

We combine trend forecasting, market research, and product development to create successful products driven by strategy, innovation, and insights.

It's this approach that's enabled us to create one-of-a-kind products over our 40+ years in the pet business.

We believe in making our clients' aspirations come to life by building products for success and having fun along the way.

We Make Pet Food Happen.

## 40 Years of Experience

## Differentiated Innovations

## Proven Track Record



## What We Do

Leverage a conceptual platform of innovative and differentiated new products for the pet industry

Comprehensive approach of vetting, testing, and modeling new products

Build partnership across CPG brands, reliable contract manufacturers, and innovative ingredient suppliers

Drive innovation and manage brands and products to generate long-term, sustainable growth

## Homemade™

Branded Homemade™ variety of certified upcycled collagen and barley with mixtures of the following:

- Different Proteins
- Different Fruits and Vegetables
- Potential added functional ingredients
- Perfect size for any size dog
- Hand-crafted and Artisan



## ***Extra Fluffy PillMallows™ Gluten & Sugar Free, Keto & Paleo***

- Virtually carb-less, extra fluffy, chewy and just 3 primary ingredients!
- These sugar free, paleo and keto PillMallows™ are easy to whip up and a delight to devour.
- Fact is, if we use a good quality gelatin (bovine grass-fed) and collagen, we can even think of these as pure collagen bites.
- Monk Fruit
- Desired Palatant for Dog and Cat
- Other ingredients for structure and functionality



## Functional Tuff Puffs

- Unique puffed molded bone expands to nearly 3x the mold size when processed
- Technology used is a proprietary process and blend of proprietary ingredients. Upcycled Collagen and Root-based starches.
- Incredibly long lasting - 10x longer lasting than average dental chews
- Chewy, porous texture induces more chewing
- Highly Digestible
- Air pockets reduce calories by nearly 67% - Low Calorie
- Mini, Small, Medium and Large sizes offered



Tuff Puff  
Prototype Images



## Collagen Roll Development

- Using a proprietary blend of special ingredients, we have developed a material that we can handle in
- Extrusion
- Injection Molding
- This gives us the ability to replicate almost any natural chew into a “NO Rawhide” product along with other natural chew shapes
- Baste with Protein then air dry to hardness
- Control size and shape of product
- Automate the process – reducing labor substantially





## Upcycled Collagen + Upcycled Produce Freeze Dried Chews Application



## UPCYCLED Collagen

Can also be processed to be the following:

- Semi-Moist
- Soft & Chewy
- Crunchy
- Leverage Sustainability
- Extremely Nutritious
- Extremely Tasty
- 100% Upcycled





Summary & Recap



UPCYCLED is  
Trendy & Hot

1

Collagen is Not Just for  
Human but Beneficial for  
Pets As Well



2

Highly Versatile in  
Pet Applications



3



NURA offers a unique lists of ingredient  
for Pet Supplement Brands to Consider

4

