

SUPER PREMIUM

# OPTI MEAL

NUTRITION FOR STRONG IMMUNITY

[www.optimeal.eu](http://www.optimeal.eu)

## STRONG IMMUNITY - HEALTHY PET!

OPTIMEAL™ is super-premium nutrition for cats and dogs, developed under the supervision of veterinarians. Its unique recipe for pet health and beauty is made up of carefully selected meats, useful herbs, berries, natural antioxidants and prebiotics.



# SUPERPREMIUM NUTRITION FOR CATs & DOGs

SUPER PREMIUM  
**OPTI  
MEAL**  
NUTRITION FOR STRONG IMMUNITY

**IMMUNITY SUPPORT MIX**  
strong immunity – healthy pet



Meets the safety  
criteria of **FEDIAF**

Dry/Wet Special Line

Dry/Wet Basic Line

Wet  
Basic/Special  
Line



OPTIMEAL™ for CATs

Dry Special Line

Dry/Wet Basic Line

Wet  
Basic  
Line



OPTIMEAL™ for DOGs



OPTIMEAL™ Beauty for cats & dogs



# BRAND POSITIONING

OPTIMEAL™ is super-premium food  
for cats and dogs, which helps  
support immunity.



# INNOVATIVE

**OPTIMEAL™** is an innovative brand of healthy food for cats and dogs.

All products are developed by leading nutritionists with the participation of veterinarians. That is why each product is unique, designed with their features in mind.



## INNOVATION IS BASED ON

- A unique immune complex to strengthen the immune system with scientifically proven action.
- Swiss technology for adding fresh meat just before the dry feed extrusion process.
- High percentage of added meat.
- Unique products and lines





# PRODUCT

key benefits and  
main competitors

# QUALITY

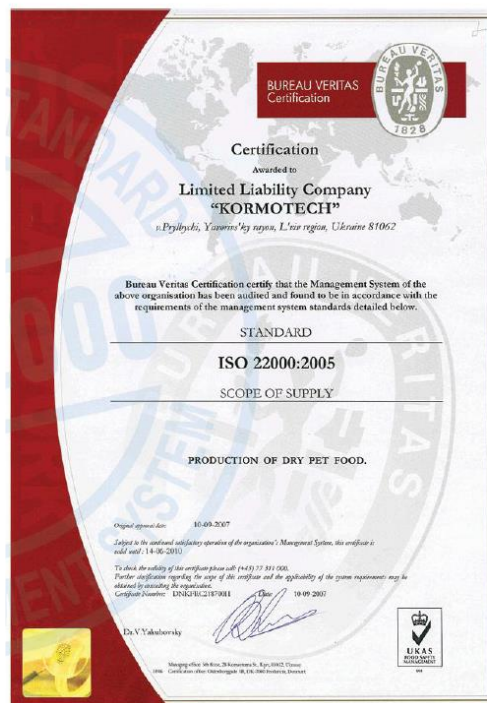
## Certificate of quality

### QUALITY

The entire range of products meets the legislative quality requirements for pet nutrition of the European Union.

In 2007, a quality management system in the food industry was implemented and certified in accordance with ISO 22 000 standard.

In July 2013 – FSSC 22 000 2011.



- all products are tested by leading European laboratories

## Export to the USA

U.S. DEPARTMENT OF AGRICULTURE ANIMAL AND PLANT HEALTH INSPECTION SERVICE VETERINARY SERVICES RIVERDALE, MARYLAND 20737 file:///C:/inetpub/wwwroot/Epermits/images/		PERMIT NUMBER C-136351 Commercial	
UNITED STATES VETERINARY PERMIT FOR IMPORTATION AND TRANSPORTATION OF CONTROLLED MATERIALS AND ORGANISMS AND VECTORS		DATE ISSUED 03/22/2018	DATE EXPIRES 03/22/2019
NAME AND ADDRESS OF SHIPPER(S) Kormotech LLC Sheptytsky Street, 575 v. Prylbychi Lvivska Oblast UKRAINE		CC: Service Center, TX (Oklahoma City, OK)	
NAME AND ADDRESS OF PERMITTEE INCLUDING ZIP CODE AND TELEPHONE NUMBER Kormotech US  Houston, Texas 77054 732-947-5475		U.S. PORT(S) OF ARRIVAL AS APPLICABLE	
		MODE OF TRANSPORTATION ANY	
AS REQUESTED IN YOUR APPLICATION, YOU ARE AUTHORIZED TO IMPORT OR TRANSPORT THE FOLLOWING MATERIALS  Pet food containing avian, bovine, fish/shellfish, rabbit/hare, ovine, and/or porcine as the only animal origin material. (no ruminant rendered meals, digests, or hydrolyzed proteins)			
RESTRICTIONS AND PRECAUTIONS FOR TRANSPORTING AND HANDLING MATERIALS AND ALL DERIVATIVES			



# KEY BENEFITS



Fresh meat technology  
& different kinds of  
meat

## IMMUNITY SUPPORT MIX

strong immunity – healthy pet



Immunity support mix



Tested and approved by  
veterinarians





# UNIQUE RECIPE

○ Different kinds of meat

○ Different functional properties

Each product is  
special!



Cod fish



Lamb



Chicken



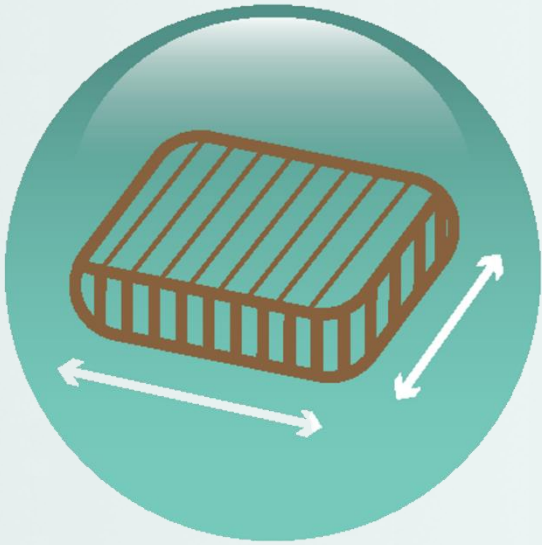
Turkey



Duck



Salmon



# KIBBLES

simple shapes

○ Best shapes  
for eating comfort

○ Meeting the requirements of  
the super-premium segment



# UNIQUE TECHNOLOGY

## HIGH PRESSURE FAT INFUSION

- The feed is made according to **Swiss technology** - **Swiss Pet Nutrition Group**
- **Preservation of the (indispensable) amino acid composition of fresh meat** - fresh meat is added before the extrusion process (a unique technological possibility of ensuring the extrusion process when adding fresh meat)
- Putting fat on feed using **vacuum fat injection technology** (fat is not on the surface of the kibble, but inside).

**Benefit:** the fat does not oxidize when the package is opened/if the proper storage conditions are not observed.

**Explanation:** when the fat is on the surface of the kibble, it is exposed to antioxidants (which are in the feed) and does not oxidize, as soon as it drains from the surface of the kibble (due to high air temperature in the room / exposure of sunlight to the feed, etc.) - the feed oxidizes (when opening the package) and becomes toxic (the consumption of such feed is prohibited).



*Illustration: Vacuum Pressure Fat Infusion*



# IMMUNITY SUPPORT MIX

## PURIFIED $\beta$ -1.3 / 1.6 GLUCANS



The purified beta-glucans will support the work of the animal's immune system, which will start a long and healthy life. The specific structure of beta-1.3 / 1.6-glucans allows them to connect with certain receptors on the surface of leukocytes (macrophages, granulocytes and normal killers) according to a key and lock principle.

This compound causes activation of macrophages, strengthens the innate immune system and promotes increased production of immunoglobulins Beta-1.3 / 1.6-glucans help:

- To strengthen the natural protective forces of young animals;
- Prevent the decrease in the immune status of older animals;
- Strengthen immunity during stress or illness
- To strengthen the immune response after vaccination;
- Significantly increase the antibody titre of milk.

## PREBIOTIC ACTIGEN®



The new generation Actigen prebiotic will provide healthy digestion to your pet by maintaining a balance of beneficial microflora in the intestine. It attracts pathogenic bacteria and, by attaching them to itself, removes them from the digestive system.

The innovative ACTIGEN probiotic has other effects:

- Prevents the likelihood that the pathogenic microflora will adhere to the wall of the intestine;
- Increases the number of bifid bacteria and lactobacilli in the lumen of the intestine;
- Provides the necessary pH value, which is necessary for the operation of enzymes;
- Increases the amount of Ig A contained in the intestinal mucosa;
- Improves the quantity and quality of faeces.

## NATURAL ANTIOXIDANT SubSTAR ULTRA (rosemary-based)



Antioxidants protect the body cells from damage and strengthen the immune system.

Every day, the body is exposed to the destructive effects of free radicals, which are produced when cells are damaged due to the effects of oxidation. These free radicals are unstable and can cause even further cell damage if left unchecked. This is where antioxidants come into play. Antioxidants slow down damage from free radicals and prevent further cell damage. They allow the immune system to function without interference from free radicals. This protection is important to prevent serious health issues from developing or worsening.

## OMEGA 3 AND 6 / ZINC / BIOTIN



Helps maintain healthy skin and beautiful hair.

Omega-3 fatty acids contribute to:

- Reduction of inflammation regardless of location;
- Decreased manifestations of allergies;
- Healthy brain development and vision;
- Joint health.

Zinc has an extremely strong anti-inflammatory effect both on the intestines (with ingestion), and on the skin and coat.

Biotin - "The Beauty Vitamin" - due to the content of sulphur in its formula improves the synthesis of collagen, which has a very positive effect on the condition of the skin and coat

# OPTIMEAL™ PRODUCTION TECHNOLOGY



	ANTIOXIDANT	SubSTAR ULTRA (rosemary extract)	Mixture of tocopherols
PROPERTIES	Resistance to high temperatures	✓	
	Relieves tension	✓	
	Cognitive functions	✓	
	Skin health	✓	
	Antimicrobial action	✓	
	Weight control	✓	
	Joint protection		✓
	Detoxification (liver protection)		
	Anti-inflammatory action	✓	
	Regulation of metabolism	✓	
	Vascular protection	✓	✓
	Stimulation of metabolism	✓	
	Promotes the synthesis of collagen	✓	
	Immune stimulant	✓	✓
	Slows down aging	✓	✓
	Reduces oxidative stress	✓	✓



■ Natural anti-oxidants SubSTAR ULTRA based on rosemary. Essential oil and extracts of medicinal rosemary (*Rosmarinus officinalis*) are used as preservatives in the food industry due to their antioxidant and antimicrobial activity to prevent oxidation of food.

■ Rosemary has a wide range of therapeutic applications. Among other things, rosemary was recognized as antioxidant, antimicrobial, anticancer, anti-diabetic, antidepressant, neuro-protective and anti-inflammatory.

# OPTIMEAL™ PRODUCTION TECHNOLOGY

Omega-3 fatty acids – **Eicosapentaenoic** and **docosahexaenoic** acids

## Omega-3 fatty acids contribute to:

Reduction of inflammation regardless of location

Decreased manifestations of allergies

Healthy brain development and vision

Joint health

Maintaining a healthy weight

Healthy skin and shiny coat

## Source of Omega-3 fatty acids:

salmon oil

salmon

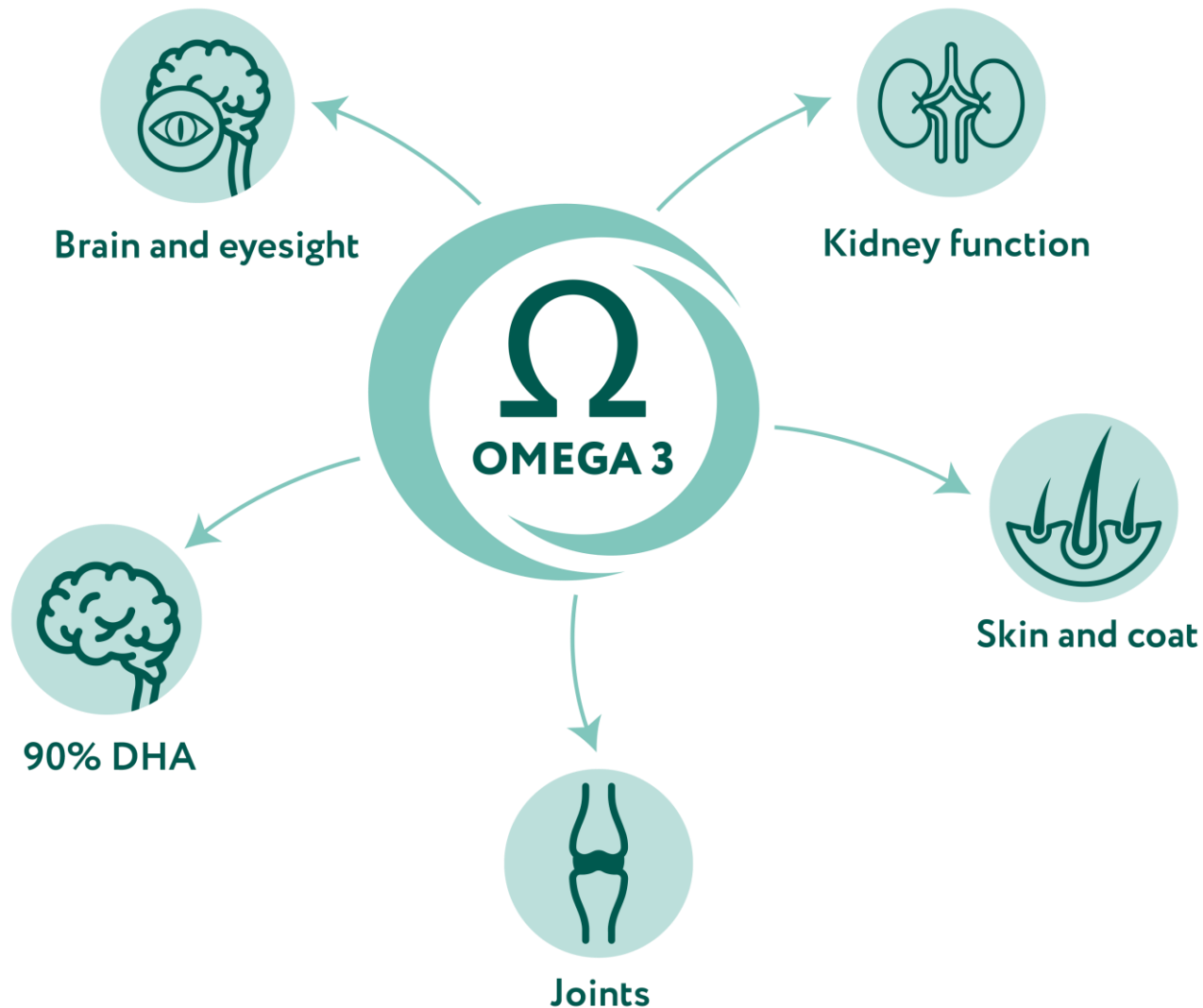
flex seeds





# OPTIMEAL™ PRODUCTION TECHNOLOGY

## OMEGA-3 FATTY ACIDS



## Main functional components

- chamomile flowers
- linseed
- althea root
- marigold
- burdock root
- nettle
- thyme
- yucca extract
- vegetables
- borage oil
- salmon oils
- MacroGard (B-glucan)



# OPTIMEAL™ PRODUCTION TECHNOLOGY

## VEGETABLES & HERBS



**Chamomile flowers** - have antispasmodic, analgesic, anti-inflammatory, choleretic effect, reduce allergic reactions, increase the secretory activity of the digestive glands

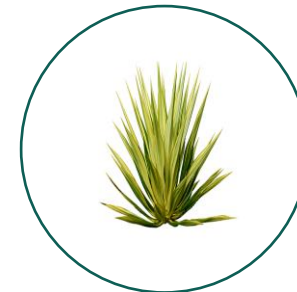


**Pumpkin** is a source of fibre (prebiotic) and vitamins of natural origin.



**Beet pulp** is a source of soluble fibre (prebiotic)

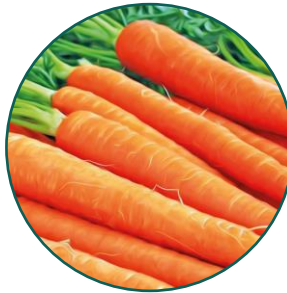
**Yucca schidigera** - reduces the amount of ammonia produced in the intestines, preventing convulsions, spasms and epilepsy. Reduces the smell of excrement





# OPTIMEAL™ PRODUCTION TECHNOLOGY

## VEGETABLES & HERBS



**Carrots** are a source of beta-carotene (provitamin A), vitamins, minerals, fibre

**Green peas** - a source of vegetable protein, vitamins, minerals, fibre



**Flax seeds** - has an enveloping, anti-inflammatory effect, covering the mucous membranes of the gastrointestinal tract with a thin layer, protects them against irritation

**Chicory root** - contains the prebiotic inulin, which, being a soluble fibre, nourishes useful intestinal flora



# OPTIMEAL™ PRODUCTION TECHNOLOGY

## VEGETABLES & HERBS



**Yeast** is a source of protein and B vitamins

**Cranberries** are a source of vitamin C (antioxidant) and pectin (prebiotic). Regulates the pH of urine.



**Borage oil** - source of Omega-6 and Omega-3, saponins, tannins, vitamins, minerals, carotenoids, phytohormones.

**Marigolds** contain carotenoid lutein from which zeaxanthin is formed in the eye tissues (they are part of the yellow spot that is located in the centre of the retina).



# OPTIMEAL™ PRODUCTION TECHNOLOGY

## VEGETABLES & HERBS



**Burdock** root contains proteins, essential oils, vitamins B, C, E, A, P, tannins, salts of minerals, organic acids. Has anti-inflammatory effect.

**The mucus of the althaea root** has an enveloping effect, protecting the mucous membranes from damage.



**Thyme** has a good bactericidal effect against pathogenic coccal flora and pathogenic fungi, as well as ribbon parasites.

**Nettle** is rich in vitamin C and K





# PACKAGING



Flat Bottom small packaging shape

Progressive structures for best preservation of the product freshness

Packaging locking system that is in line with the present-day world trends

- Aplix – a system for locking of 1.5 to 4 kg.
- A usual zipper – small packaging. Top slider – packaging of 10 to 12 kg.
- Ventilation system

# COMPETITORS



# PRODUCT ASSORTMENT



# DRY FOR CATs



SUPER PREMIUM  
**OPTI  
MEAL**  
NUTRITION FOR STRONG IMMUNITY

for kittens



0.2,  
0.7,  
1.5,  
4 kg

for adult cats



0.2,  
0.7,  
1.5,  
4,  
10 kg



0.2,  
0.7,  
1.5,  
4,  
10 kg



0.7,  
1.5,  
4,  
10 kg

for adult cats

HAIRBALL  
CONTROL



0.2,  
4,  
10 kg

SENSITIVE  
DIGESTION



0.2,  
4,  
10 kg

STERILISED



0.2,  
0.7,  
1.5,  
4,  
10 kg



0.7,  
1.5,  
4,  
10 kg



0.7,  
1.5,  
4,  
10 kg

DAILY

SPECIAL



# WET FOR CATs



SUPER PREMIUM  
**OPTI MEAL**  
NUTRITION FOR STRONG IMMUNITY

for **kittens**

for **adult cats**

for **adult cats**

0.085 kg

DAILY



0.085 kg

SPECIAL

HAIRBALL  
CONTROL

SENSITIVE  
DIGESTION



STERILISED



# DRY FOR DOGS



SUPER PREMIUM  
**OPTI  
MEAL**  
NUTRITION FOR STRONG IMMUNITY

DAILY

for puppies



for mini breed



for small breed



for medium breed



for large breed



for medium & large breeds



SPECIAL

# WET FOR DOGS



SUPER PREMIUM  
**OPTI  
MEAL**  
NUTRITION FOR STRONG IMMUNITY

for **puppies**

for **adult dogs**

DAILY

0.1 kg



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# CONCLUSIONS

- 1** OPTIMEAL™ is a super premium food for cats and dogs, developed under the supervision of veterinarians to strengthen the immune system.
- 2** OPTIMEAL™ is an innovative brand of healthy food for cats and dogs. All products are developed by leading nutritionists with the participation of veterinarians. That is why each product is unique, designed with their features in mind.

## WHY OPTIMEAL™?



Unique complex  
for strong immunity



Fresh meat is added at the  
stage of granule formation



All our recipes are  
developed, tested and  
recommended by  
veterinarians



Contains only natural  
ingredients



# THANKS



SUPER PREMIUM  
**OPTI  
MEAL**  
NUTRITION FOR STRONG IMMUNITY