

# CHEWLLAGEN

## Two needs. Two solutions.

### Comparison: similarities and differences.



	CLASSIC	BAR
<b>PRODUCT NATURE</b>	Original collagen based chew, made from grass-fed cattle hide collagen (Type 1 & 3), oven-baked and coated with real beef or chicken.	Next generation collagen bar combining beef collagen with functional ingredients for a complete nutritional profile.
<b>CORE BENEFITS</b>	Promotes joint health, supports cartilage regeneration, aids digestion, and contributes to muscle maintenance.	Offers all the benefits of collagen plus added functional advantages: glycemic control, antioxidant protection, vitamins and minerals support, and sustained energy.
<b>FUNCTIONAL ADDITIVES</b>	Pure collagen + beef or chicken coating.	Enriched with tapioca (glycemic balance), resveratrol (antioxidant), vitamin C sources and essential minerals.
<b>POSITIONING</b>	Functional, natural chew for joint, healthier fur and skin, fully digestible.	Super Premium nutritional bar for overall wellbeing joints, vitality, and longevity.
<b>VALUE PROPOSITION</b>	Simplicity, purity, affordability. Premium classic collagen treat.	Advanced, multifunctional formula. A "SUPER PREMIUM" evolution of the Chewllagen concept.
<b>PERCEIVED VALUE</b>	Affordable PREMIUM.	SUPER PREMIUM plus added science and health benefits.

Because if everything cost the same,  
nothing would be worth more.



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