



NBF LANES Company Profile

Functional Nutrition
for Animal Well-Being

Who we are

TURNING SCIENCE INTO WELL-BEING SOLUTIONS

NBF LANES is an Italian animal nutraceutical company with more than thirty years of experience in developing science-based, species-specific solutions for dogs, cats, and horses, with a distinctive focus and recognized expertise in microbiota science.



▶ AT A GLANCE

Headquarters: Milan, Italy

Business Units:

Pet Line - Horse line - Biome Line

Core Activities: complementary and dietetic supplements, microbiome-driven solutions (probiotics and postbiotics)

Our journey began in 1987 with the **Pet Line**, expanded into the equine sector in 2013 with the **Horse Line**, and evolved further in 2023 with the launch of our **Biome Line**, dedicated to probiotic and postbiotic solutions based on *L. reuteri*, ultimately obtaining positive EFSA recognition for two proprietary strains.

It's not about time. It's about commitment.

At NBF LANES, research and manufacturing operate as one integrated system. We continuously invest in R&D and collaborate with **universities** and **key opinion leaders**, contributing to scientific and **clinical research, international publications**, and the translation of evidence into practical innovation.

What we do

BEYOND PRODUCTS. SCIENCE-BASED SOLUTIONS

Our model is built around three integrated and complementary business lines



Pet Line
Dogs and cats



Horse Line
Horse



Biome Line
Feed additives and microbiome-based solutions

We develop **complementary and dietetic feeds** designed to support:

- gastrointestinal health and microbiota balance
- physiological function of respiratory, cardiac, hepatic, renal, endocannabinoid, osteo-articular and immune systems
- recovery and convalescence
- stress adaptation

Through advanced processing technologies, such as microencapsulation, tyndallization, and micronization, and multiple dosage forms (soft gels, tablets, pastes, liquids, granules, gels), we ensure efficacy, compliance, and species-specific precision.



Biome was created to deliver ready-to-use **probiotic and postbiotic solutions** for feed manufacturers.

NBF LANES is the first company in Europe to receive EFSA authorization for probiotic strains developed exclusively for dogs and cats:

- *L. reuteri* DSM 32203 (dogs)
- *L. reuteri* DSM 32264 (cats)



Scientific studies demonstrate their ability to inhibit pathogenic bacteria and support a balanced intestinal microbiota.

A changing Market

ARE NUTRACEUTICALS THE FUTURE OF PET CARE?



Pet care has entered a new era. Pets are increasingly considered family members, and spending is shifting toward prevention, wellbeing, and premium solutions. In this landscape, nutraceuticals are not a passing trend; they are a fast-growing segment driven by demand for safe, effective, evidence-based solutions.

LET'S TALK BUSINESS

What we offer:

- complementary supplements
 - dietetics supplement
- probiotics EFSA approved
 - postbiotics

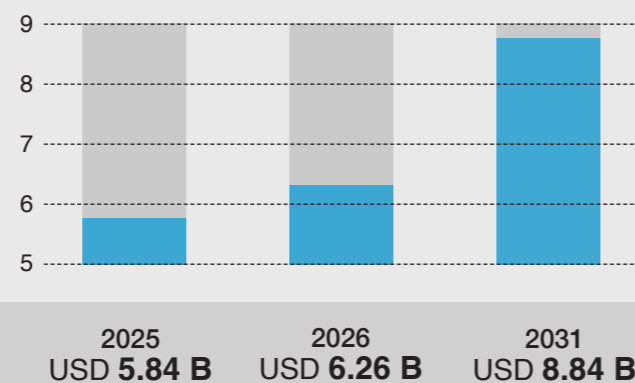
LET'S BUILD A GROWTH STRATEGY TOGETHER!

273.40 USD billion Global Pet Care Market Value 2025*

427.80 USD billion (CAGR 5,9%) Estimated Market Growth by 2032*

DO YOU KNOW WHERE THE MARKET IS HEADING?

PET NUTRACEUTICALS MARKET
Market size in USD Billion
CAGR 7.15%



*Source: Mordor Intelligence - Pet Nutraceuticals Market Size & Share Analysis - Growth Trends and Forecast (2026 - 2031)

Microbiota is our expertise

WHY IT'S OUR FOCUS. AND SHOULD BE YOURS TOO

The intestinal microbiota, one of the most dynamic areas in animal health research, is a long-term strategic commitment for us, built on:

- **targeted formulations** supporting microbiota balance
- R&D, **international scientific publications**, and proprietary additive registration
- **probiotic and postbiotic** innovations with **species-specific** *Limosilactobacillus reuteri* strain



What guides us

NBF LANES VALUES

- SCIENCE-DRIVEN.** We turn scientific insights from basic and clinical research in collaboration with universities, veterinarians, and industry experts into validated practical solutions.
- QUALITY & SAFETY.** We ensure premium ingredients, precise formulations, and rigorous manufacturing standards.
- INNOVATION.** We explore new functional areas, continuously evolving our portfolio to reflect the latest scientific insights.
- COLLABORATION.** We work alongside veterinarians and key opinion leaders, providing structured education and evidence-based materials.
- ANIMAL WELLBEING.** We keep animals thriving with targeted, science-driven nutritional support.
- TRANSPARENCY.** We communicate clearly and responsibly, in full compliance with regulatory and ethical standards.

Our compass

NBF LANES MISSION To transform cutting-edge nutritional and microbiome science into practical, effective solutions that enhance animal health, wellbeing, and quality of life.

Our route

NBF LANES VISION To be a global reference in functional, microbiome-focused animal nutrition, recognized for scientific excellence, innovation, and responsibility toward animals, families, and professionals.

Milestones

WHY NBF LANES

- +150%** revenue growth over the last 5 years (2020-2025)
- 41** international publications / scientific contributions
- 11** clinical studies / trials ongoing
- 3** patents / proprietary assets (with EFSA approvals)



Pet Line

67 items

32 products

13 functional areas



Horse Line

32 items

16 products

9 functional areas



Biome Line

2 probiotics

1 postbiotic

OFFICIAL WEBSITES

Company: nbflanes.com

Pet: nbflanespet.com

Horse: nbflaneshorse.com

Biome: nbflanesbiome.com

SOCIAL

Linkedin (corporate)

Instagram (pet & horse)

Facebook (pet & horse)

▶▶ CONTACTS

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