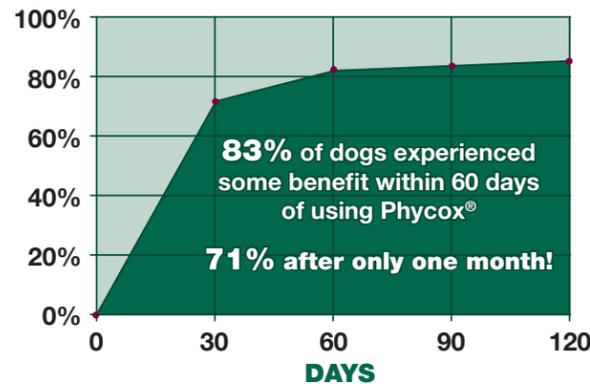


**Phycox®
Soft Chews**
98% Palatable*

Phycox® Soft Chews were readily accepted by dogs in 98% of the instances they were offered in a free-choice palatability study.*

100% Palatability **GUARANTEED**

If your clients are not completely satisfied with the palatability of Phycox® Soft Chews, Pharma Chemie will unconditionally replace any product returned to the clinic.



Phycox® is Highly Effective

A clinical study* in 69 arthritic dogs showed statistically significant, owner-perceived improvements in mobility, playfulness, alertness, activity level, ability to rise, pain level and enthusiasm to run outside. 83% of the dogs experienced some benefit within 60 days of Phycox® use. 71% responded after only one month!

| Phycox® Directions for Use | | Phycox® Small Bites Directions for Use | |
|--|------------------------|--|----------------|
| Initial Administration (4 to 6 week period) | | Initial Administration (4 to 6 week period) | |
| Weight | Amount | Weight | Amount |
| 5-15 lb | ½ chew daily | 5-10 lb | 1 chew daily |
| 16-30 lb | 1 chew daily | 11-20 lb | 2 chews daily |
| 31-60 lb | 2 chews daily | 21-30 lb | 3 chews daily |
| 61-100 lb | 4 chews daily | | |
| Over 100 lb | 5 chews daily | | |
| Maintenance Administration | | Maintenance Administration | |
| Weight | Amount | Weight | Amount |
| 5-15 lb | ½ chew every other day | 5-10 lb | ½ chew daily |
| 16-30 lb | ½ chew daily | 11-20 lb | 1 chew daily |
| 31-60 lb | 1 chew daily | 21-30 lb | 1½ chews daily |
| 61- 100 lb | 2 chews daily | | |
| Over 100 lb | 2 ½ chews daily | | |

Phycox® soft chews are available in sizes of 60 count and 120 count.

Phycox® small bites are available in 120 count.

Phycox® and Phycox® small bites are available from leading veterinary distributors.

Patented

U.S. Patent No. 7,025,965

Phycox is a registered trademark of and U.S. Patent No. 7,025,965 is property of Pharma Chemie, Syracuse, NE.

Phycox® Soft Chews

by Pharma Chemie



A novel patented joint support matrix containing **Phycocyanin**, an extract of blue-green algae, found to function as a **COX-2 inhibitor**

*Data on file, Pharma Chemie, Inc.

Phycox® Soft Chews

by Pharma Chemie

Phycox® Soft Chews contain Phycocyanin, an extract of blue-green algae, found to function as a COX-2 inhibitor.*

Phycox® is a patented concentrated source of Phycocyanin

Phycox® is a naturally derived extract of wild blue-green algae grown in the United States. Blue-green algae are a rich source of phytonutrients including Phycocyanin, a biliprotein that has scientifically demonstrated health benefits. The Phycox® patented process produces a highly concentrated source of Phycocyanin, offering strong joint support and relief of discomfort in two ways:

- 1. Proven Cyclooxygenase-2 (COX-2) Inhibition:** Numerous studies demonstrate the high concentrations of Phycocyanin found in Phycox® specifically inhibit the COX-2 enzyme, blocking the synthesis of inflammatory eicosanoids, the natural mediators of inflammation in the body.
- 2. Dynamic Antioxidant:** Phycocyanin has powerful free radical scavenging properties. It can help enhance the body's defense against the degradative effects of free radicals that cause cellular damage and play a role in a host of degenerative conditions in dogs.

Turmeric

Turmeric is a natural botanical extract from the roots of the *Curcuma longa* plant with well-researched health benefits. Due to its ability to inhibit leukotriene biosynthesis and modify prostaglandin production, Turmeric has demonstrated anti-inflammatory and antioxidant capabilities.

Methylsulfonylmethane (MSM)

MSM provides dietary sulfur that aids in the efficient function of cellular membranes and supports healthy muscles and joints by reducing inflammation.

Omega-3 Fatty Acids

Omega-3 Fatty Acids help reduce inflammation by altering the production of inflammatory mediators and support joint health by inhibiting enzymes involved in cartilage matrix destruction.

JOINT SUPPORT

The Phycox® formula offers a joint support matrix for healthy synovial maintenance as well as bone and muscle support.

Glucosamine HCl

As a precursor for glycoaminoglycans, glucosamine supports joint health by stimulating GAG production. Glucosamine reduces the activity of inflammatory mediators and damaging enzymes that can degrade cartilage.

Boron

Normal bone metabolism requires the mineral Boron. Boron supplementation increases bone strength and the mineral content of the bone organic matrix.

Creatine Monohydrate

Creatine is a significant amino acid found in skeletal muscle and it plays a role in muscular energy and may have value in improving muscle strength enabling the dog to feel more energetic.

Antioxidants

The Phycox® formula also contains a special blend of antioxidants to complement the potent protection from oxidative damage offered by Phycocyanin and Turmeric.

- Alpha Tocopheryl Acetate (Vitamin E)
- Alpha Lipoic Acid
- Ascorbic Acid (Vitamin C)
- Citrus Bioflavonoids
- Grape Seed Extract
- Selenium
- Zinc



Phycox® is Proven Safe for Dogs

An observational safety study* conducted in dogs documents the safety of Phycox®. Sixty-nine (69) dogs were orally administered 0, 1, 2, 4, 8 and 16 times the labeled dosage of Phycox® for 120 days. Test parameters included body weight, feed consumption, physical examination and daily observation.

The animals in this study tolerated Phycox® well. Dogs remained healthy and maintained body weight throughout the course of the study. Food consumption was normal. No dose-related adverse effects were seen.

*Data on file, Pharma Chemie, Inc.

Phycox® is Proven...

SAFE for Dogs

Highly **EFFICACIOUS** in Dogs

Highly **PALATABLE** for Dogs



* US Patent No. 7,025,965