

369

Made in Canada / Fabriqué au Canada

369  
NATURAL  
WELLNESS

TM/MC



A FAMILY OF INNOVATIVE,  
ALL NATURAL NUTRACEUTICAL  
PET HEALTH AND  
WELLNESS PRODUCTS







# Hemp For Pet Health!

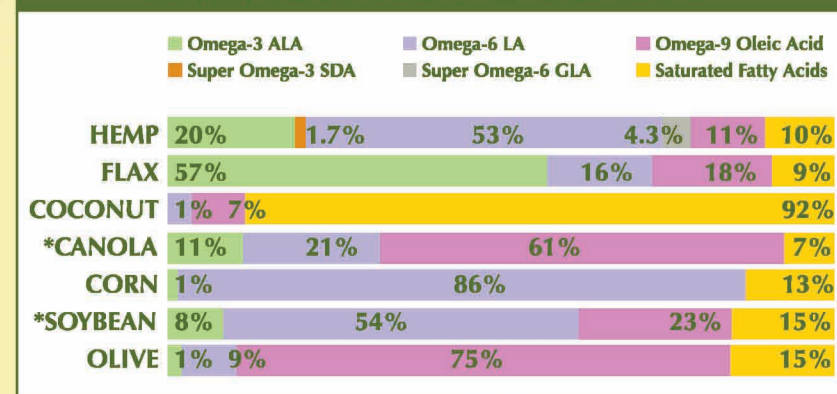
NuHemp™, is a revolutionary new offering that gives pets a healthy boost...naturally!

NuHemp™ is a an exciting Canadian developed and manufactured line of cutting-edge, natural and nutraceutically fortified products that provide dogs the natural nutrients needed to support health, vitality and longevity.

The common foundation for all of the NuHemp™ products is the synergistic formulation of Hempola™ brand of hemp

nutrients (either oil or meal), all-natural holistic ingredients and nutraceuticals (MSM, FortiFeed™ and Bio-MOS™) all combined given each of their targeted wellness, therapeutic and synergistic properties.

## OIL COMPARISON



Our NuHemp™ family of natural treats and dietary supplements provides natural nutrients to optimize performance, health and vitality at a reasonable cost. All products were scientifically formulated to address specific health concerns related to:

- ✦ Bone and joint health
- ✦ Antioxidant maintenance
- ✦ Skin and coat health
- ✦ Digestion health

## A Nutrition Powerhouse - The Hemp Plant is the best-balanced plant source of EFAs!

The fatty acid families, Omega 6 (Linoleic Acid), and Omega 3 (Alpha Linolenic Acid) cannot be manufactured by the body, therefore they must be added to the food ingredients or supplemented by a properly balanced food product, and are thus deemed essential. Few commercially prepared foods include the proper balance, which can lead to deficiencies in skin and coat condition, cardiovascular health, heart, immunity, energy levels, behaviour and joint health. Cell membranes must receive support from EFAs.

The "hempseed" is actually a fruit that is extremely nutritious for humans as well as animals. Hempseed is considered by leading researchers and doctors to be one of the most nutritious food sources on the planet It is made up of 25% protein, 30% carbohydrates and 15% insoluble fibre and contains calcium, magnesium, phosphorus, potassium and Vitamin A. It is the best vegetable source of the EFAs, containing Omega 3 linoleic acid (55%) and Omega 6 linolenic acid (25%) in a near-perfect ratio for absorption by the body and also contains the rare nutrient gama linolenic acid. These EFAs, which are 80% polyunsaturated fat are considered good fats. Hempseed also contains three times the Vitamin E contained in flax.

Hemp is the "non-drug" variety of the plant species cannabis sativa L., which was re-legalized for cultivation in 1998 by the Canadian government. It is administered and regulated by Health Canada. Hemp, with non-psychoactive properties, has been grown for thousands of years for seed, oil and fibre uses.

Other common ingredients in all NuHemp™ products are in our proprietary "NutriBlend™" comprised of 3 therapeutic nutraceuticals: **MSM (Methylsulfonylmethane)**, a naturally occurring form of sulfur compound used by the body to build connective tissue and amino acids; **FortiFeed® (fructooligosaccharides)**, a prebiotic fibre for companion and commercial animal feeds to promote a healthy digestive track; and **Bio-MOS™**, an innovative advance in biological gut microfloral modifiers to work against bad bacteria and flush it away.



## Functional Treats & Dietary Supplements:



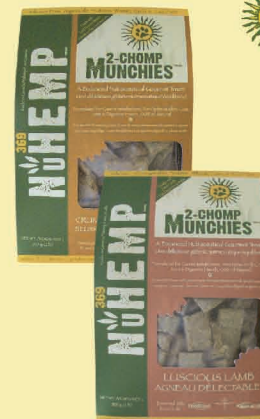
### Omega Sauce™

These all-natural supplement toppings are blends of pure, human-grade natural canola and hemp oils fortified with a synergistic blend of nutraceuticals (NutriBlend). The naturally flavoured sauces deliver an ideal combination of Essential Fatty Acids and Gamma-Linolenic Acids, essential for a beautiful skin, coat and optimum digestive health. Add to the pet's meal for much-needed dietary nutrients in the optimal amounts. **Features:** All-natural ingredients rich in EFAs (Omega 3, 6 and 9) and Vitamin E. No chemicals, salt, colour, artificial preservatives or water added. **Benefits:** A naturally potent anti-oxidant, improved digestion and nutrient utilization to promote skin, coat and joint health. **Gourmet Flavours:** Roasted Chicken, Luscious Lamb, Savory Roast Beef, and Succulent Bacon. **Size:** 250ml



### 2-Chomp Munchies™

Natural nutrition never tasted so good as these all-natural treats are enriched with our proprietary "NutriBlend" made from natural ingredients, baked in small batches for freshness and nutrient integrity, and hand cut. A nutrition powerhouse, each munchie contains the Omega 3, 6 and 9 EFAs and readily digestible gluten-free vegetable protein providing dogs with a healthy, nutritious treat. **Features:** All-natural human-grade ingredients, soluble high fibre, readily digestible gluten free vegetable protein with no chemicals, salt, colour or preservatives added. **Benefits:** A delicious, highly palatable natural treat, improved digestion and nutrient utilization, promotes skin, coat and joint health, sustained energy levels. **Gourmet Flavours:** Crunchy Peanut Butter and Luscious Lamb. **Sizes:** 1lb/2lb



### PrOmega Powder™

This high-fibre, nutraceutical dietary supplement superfood is a tasty, all-natural source of EFAs and Amino Acids. The gluten-free vegetable protein powder is fortified with our powerful NutriBlend™ for additional health benefits. Its formulation is nature's recipe for bridging the gap between a dog's nutritional requirements and deficiencies in most commercial foods. **Features:** All-natural, human-grade ingredients, soluble high fibre, readily digestible gluten-free vegetable protein with no chemicals, salt, colour or preservatives added. **Benefits:** Improved digestion and nutrient utilization, promotes skin, coat and joint health, sustained energy levels and improved metabolic health. **Size:** 454gr



## Therapeutic Health & Beauty Products:



### MSM Soothing Topical Gel

An innovative and convenient way to apply the numerous benefits of MSM-topically. A cool, water-based gel with hemp oil, this is specially formulated for fast-acting relief of sore, tight muscles and aching joints or any inflammation near the skin's surface. MSM Soothing Gel rubs in fast and readily absorbs for a quick, clean, no-mess application. Use daily as part of a joint regenerative, anti-inflammatory and maintenance program.

**Features:** All-natural human grade ingredients, no chemicals or colours. **Benefits:** MSM supplies nutritional sulfur, an important nutrient for the formation of resilient collagen protein tissues, resulting in anti-inflammatory and pain-reducing properties. **Sizes:** 85gr stick/500ml/1L



### PAWzitive Therapy™ Conditioning & Protection Stick

A convenient way to provide year-round soothing, moisturizing relief for a dog's cracked pads and skin abrasions, and shielded protection from ice salt and rough surfaces.

**Features:** Totally safe and non-toxic, all-natural 100% pure Canadian hempseed oil, an exclusive blend of natural botanical and essential oils with no colours added. **Benefits:** Leaves no residue and completely absorbs, provides protection while it soothes, conditions and moisturizes chapped pads without any mess or fuss. **Size:** 45gr



## Exciting NEW Products Available in 2006



### NuHemp "Omega Suds"™ Shampoo & "Omega Gleam"™ Conditioner

All-natural formulations blended with herbal extracts, tea tree oil, aloe vera, oatmeal and a touch of hemp oil for a clean and glossy coat. The 100% biological, lauryl sulfate free formulations will leave pets feeling refreshed and uplifted. **Size:** 300ml



### NuHemp "Omega Shoo-Away"™ Spray

A natural, safe and healthy lotion to protect pets from the many pests of the great outdoors It's DEET free and safe for pets and children. The active ingredient is a secret blend of seven steam-distilled essential oils and other synergistic ingredients, all derived from natural plants. The hemp oil base and high concentration of Omega EFAs are scientifically proven to rejuvenate damaged skin cells and deeply moisturize the skin. **Size:** 120ml



### NuHemp "Omega Shine"™ Coat Conditioning Spray

An all-natural, leave-in spray with a unique blend of hemp, tea tree and essential oils to create and prolong an intensified lustre while conditioning the skin. It makes coats smooth and sleek while accentuating body tone and definition. Spray on, towel in and brush out to for easy detangling and a luxurious shine. **Size:** 120ml



Daily use of nutritionally fortified dog treats and supplements is a convenient way to ensure that dogs receive the proper nutrition and live a longer and healthier life.



# Who are we?

We're an established, innovative "mom and pop" company that is first and foremost comprised of pet lovers and pet advocates. Our commitment to high quality ingredients is unfailing, as is our commitment to our customers.

At KicX Nutrition, we consider ourselves innovators on the cutting edge of pet nutrition. Long before healthy eating and proper nutrition became fashionable, we recognized that commercial pet foods and treats were not adequately meeting the nutritional needs of our pets. KicX offers your pets all-natural, human-grade alternatives to grocery-store-type products that exist in abundance in the marketplace.

- ✦ We custom-build pet treats and supplements that are way beyond the ability of the larger manufacturers. We ensure the ultimate vitality and freshness of our special products by manufacturing in small batches and purchasing our ingredients on an "as-needed" basis from our suppliers. This minimizes the nutrient loss that occurs during months of warehousing.
- ✦ Compare our labels to other pet treats and supplements. You will see our products have short ingredient lists, high quality ingredients and no added salt, sugar, corn or chemicals that can harm your pet. Minimal ingredients with maximum flavour!
- ✦ We believe that we have developed the highest quality nutritional products available using Mother Nature as our teacher.



For additional information on the many benefits of Hemp please visit  
[www.nuhemp.com](http://www.nuhemp.com)

## NuHemp™ PRODUCT SPECIFICATIONS

					CASE CONFIGURATIONS				PALLET CONFIGURATIONS			
	SKU 678659	UPC Life	Shelf / Inner	Units / Master	L (in)	W (in)	H (in)	CUBE (ft)	# of Cases	Units / Layer	# of Layers	
OMEGA SAUCES - 250ML												
Succulent Bacon	19006 1	10 MO	6	4x6	12.875	8.875	7.75	63.73	96	16	6	
Roasted Chicken	19007 8	10 MO	6	4x6	12.875	8.875	7.75	63.73	96	16	6	
Luscious Lamb	19008 5	10 MO	6	4x6	12.875	8.875	7.75	63.73	96	16	6	
Savoury Roast Beef	19009 2	10 MO	6	4x6	12.875	8.875	7.75	63.73	96	16	6	
Counter Top Display (3x4)	19014 6	10 MO	12	4x12	16.375	12.125	7.5	45.62	40	8	5	
Mixed Case (6x4)	19013 9	10 MO	6	4x6	12.875	8.875	7.75	63.73	96	16	6	
2-CHOMP “MUNCHIES”												
1 Lb Luscious Lamb	19002 3	12 MO	n/a	1x12	16.5	8	7	51.31	60	10	6	
1 Lb Crunchy Peanut Butter	19022 1	12 MO	n/a	1x12	16.5	8	7	51.31	60	10	6	
2Lb Luscious Lamb	19023 8	12 MO	n/a	1x8	14.5	14.375	10.875	30.34	18	6	3	
2 Lb Crunch Peanut Butter	19003 0	12 MO	n/a	1x8	14.5	14.375	10.875	30.34	18	6	3	
PROMEGA POWDER												
454 gr Canister	19001 6	12 MO	n/a	1x6	12.563	8.375	7	54.57	96	16	6	
PAWZITIVE THERAPY												
45 gr. Conditioning Stick	19015 3	18 MO	8	4x8	11.188	9.93	5.5	63.05	160	20	8	
MSM SOOTHING TOPICAL GEL												
85 ml Stick	19020 7	18 MO	8	4x8	12.02	11.14	5.04	64.89	112	16	8	
500 ml	19010 8	18 MO	n/a	1x12	10.125	7.625	9.125	58.69	110	22	5	
1L	19011 5	18 MO	n/a	1x8	13.5	6.75	11.875	47.64	60	15	4	
4L w/pump top	19012 2	18 MO	n/a	1x4	10.875	10.875	11.875	48.23	48	12	4	

Authorized NuHemp™  
Representative

Made for/Fabriqu  pour



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[www.kicxnutrition.com](http://www.kicxnutrition.com)

**Why the addition of our nutraceutical NutriBlend™ in all NuHemp™ consumable products?**

- ✦ Nutraceuticals rid the body of chemical toxins, free radicals and protection against environmental pollutants.
- ✦ Fight infection and protect against intestinal parasites.
- ✦ Ensure the proper absorption of nutrients as they will be more bio-available.
- ✦ Naturally build antibodies and boost the immune system.
- ✦ Prevent poor coats, excessive shedding, joint difficulties, allergies and weight problems.