



EARTHWISE Pet Supply



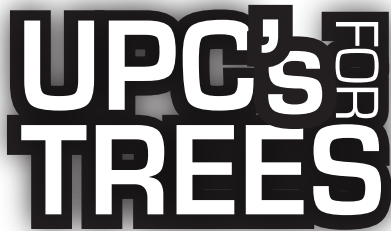
Our mission is in our logo

Mission Statement: "We strive to better the lives of pets and their owners through proper education, exceptional customer service, all natural products, and green business practices"

Green Leaf of a Banyan Tree - represents green products and green business practices

-The Banyan Tree is famous for putting down new roots above the ground to support new branches and give sustainable strength to support the whole tree. Each new store we open creates another root to support the franchise system and the local communities in which we live.

Wolf on Rock - represents our stance that proper nutrition is best understood by looking at the natural eating habits of our pets' ancestors (such as the wolf) and replicating their diet as much as possible



Our preferred brands support our pets, communities & the environment

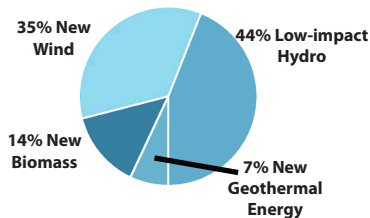
Natural Balance was the first to provide a natural alternative to chemically-preserved prescription allergy formulas.

Canine Caviar supports the Canine Caviar Pet Cancer Research Foundation and designs all of their formulations to aide in prevention of cancer in dogs and cats.

Nutrisource re-employed most of the residents of a small community in Minnesota based on their belief in supporting their local communities.

Earthborn Holistic uses renewable materials in their bags, prints all brochures and printed materials on recycled paper with soy ink, and plants trees in areas affected by deforestation when consumers send in UPCs.

Green SourceSM



Our stores use alternative energy sources if available

Some stores are in energy districts that allow for **Green SourceSM** energy which allows for 100% of electricity use to be offset by renewable sources.

Some stores use **wind energy** to supplement traditional energy sources.



SUSTAINABLE
FORESTRY
INITIATIVE

Our stores use SFI Certified paper products

Use of SFI Certified products ensures paper products come from a responsible source. These products also undergo a rigorous third-party certification and audit of sustainability.

SFI Certification also guarantees suppliers maintain ongoing control systems to review & report the integrity of their data.

