



Layn Natural Ingredients Tackles Pet Weight Management with Natural, Plant-Based Ingredient Solution for Pet Food, Treats and Supplements

IRVINE, Calif., Nov. 8, 2021 – Layn Natural Ingredients, one of the world’s largest innovators of natural botanical extract ingredients and solutions serving the biggest brands in pet and animal nutrition, food, beverage, nutraceuticals and personal care, today announced the launch of **TruGro® Weight Management** natural, plant-based ingredient solution for pet food, treats, and supplements.

TruGro® Weight Management is comprised of plant-based ingredients scientifically supported to help support healthy weight in pets, featuring standardized, polyphenol-rich botanical extracts containing compounds naturally occurring in green tea (*Camellia sinensis*) leaves.

“The bond between humans and their pets has never been stronger and pet owners love to reward their pets with treats, which can have some weighty consequences,” said Collette Kakuk, VP of global marketing at Layn Natural Ingredients. “COVID-19 has exacerbated obesity and weight gain problems in both humans and their pets. 53% of pet owners reported giving their pets treats for no particular reason since the start of COVID-19. However, just like in humans, being obese also isn’t healthy for pets. Helping pets stay healthy by losing weight requires a combination of diet and exercise, and supplementing pet diets with ingredients that help support healthy weight can give pet owners a jump start to stay ahead of pet weight challenges.”

TruGro Weight Management natural ingredient solution is NASC certified, and utilizes a multi-pronged approach to help address root causes of weight management challenges in pets. The all natural solution:

- **Boosts Metabolism** – contains scientifically supported EGCG
- **Supports Healthy Inflammation Response** – unmanaged inflammation has been linked to obesity; *TruGro® Weight Management* is a potent metabolic antioxidant
- **Supports Healthy Blood Sugar** – aids glucose absorption and mitigates conversion of non-absorbed glucose into fat
- **Improves Lipid Profile & Metabolism** – contains catechins that help break down excess fat cells



“Obesity-related metabolic dysfunction, or ORMD, is related to metabolic syndrome described in obese humans, and involves obesity, dyslipidemia, high blood pressure, high insulin levels and low levels of adiponectin. According to recent studies, the rate of obese canines suffering from ORMD is over 20 percent,” said Juan Javierre, Senior Nutrition Scientist at Layn Natural Ingredients. “Research has shown that green tea extracts can help improve the metabolic status of obese dogs by reducing the expression of inflammatory cytokines, resulting in lower levels of liver inflammation induced by high fat diets. Studies have also identified the metabolic pathways linking metabolic oxidation with inflammation and helping to confirm that the root causes of ORMD in obese dogs is exacerbated by oxidative stress.”

The TruGro by Layn R&D team designed the TruGro Weight Management solution to leverage natural green tea extracts to most effectively support healthy weight in canines and felines without the use of synthetic ingredients.

In 2021, the Banfield Exchange conducted a survey of 1,000 pet owners for their Veterinary Emerging Topics (VET) Report and found that up to 93% of the pet owners experienced challenges in the last year in helping their pets maintain a healthy weight.

Layn Natural Ingredients provides pet food, treat and supplement manufacturers polyphenol-rich botanical extracts targeted to pet health and well-being through its **TruGro Care** product line. TruGro Weight Management contains polyphenols from green tea, perfectly suited to serve as a complementary approach in effective pet weight management strategies.

For more information on the TruGro Weight Management Solution for pets, contact info@layn-usa.com or visit www.layncorp.com/pet-nutrition/.

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About Layn Natural Ingredients:

Layn Natural Ingredients is one of the world’s largest innovators of natural botanical extract ingredients and solutions serving the biggest brands in food, beverage, flavor, nutraceutical, sports nutrition, personal care, animals and pets for over 25 years. Truly vertically integrated, Layn offers nearly three decades of experience in providing a fully secure, manufacturer-direct, transparent and scalable supply chain. From seeds and agronomy, to extraction and formulation, Layn is committed to quality, innovation and sustainability. Its world-class R&D

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operation includes more than 2.2 million square feet of state-of-the-art extraction, and global innovation centers throughout the world to conduct research, ensure quality, and provide formulation and application guidance. Layn is also the parent company of wholly owned subsidiary, HempRise, a US-based entity specializing in the direct manufacture and innovation of CBD and hemp extract ingredients. Botanify your product portfolio now with Layn Natural Ingredients – Email botanify@layn-usa.com, or visit: www.layncorp.com.