



PetShure®
TURNING IMAGINATION INTO REALITY



balchem

PetShure:
Choline products you
can trust.



Do you know where your Choline comes from?

Our **97% Choline Chloride** and
98% Choline Bitartrate are the **ONLY**
Choline products for pets that are:

Made in the USA*
Human-Grade
& AAFCO Compliant

At Balchem, we understand the importance of maintaining integrity in pet food formulations. That's why we're excited to bring you PetShure® Choline – a solution crafted specifically for pet food manufacturers committed to non-grain, non-GMO standards.

Join the growing number of pet food manufacturers who are achieving compliance with label claims while setting new standards for quality and transparency in pet nutrition with PetShure Choline. **Let's work together to give pets the best with ingredients you – and pet owners – can trust.**

For more information, samples, or support, please contact our team at ANH.Marketing@Balchem.com.

- ▶ **Non-Grain, Non-GMO** – With PetShure® Choline, you can confidently meet the growing demand for pet foods that align with clear, transparent labeling. These ingredients help you stay in compliance with non-grain and non-GMO claims, offering a reliable source of choline without compromise.
- ▶ **Transparent Labeling** – PetShure Choline empowers you to accurately characterize your formulas, adding credibility and trustworthiness to your brand's products. This means you can connect with pet owners who prioritize ingredient quality.
- ▶ **Meets Today's Pet Nutrition Standards** – As more consumers seek out products free from grains and GMOs, PetShure Choline supports a well-rounded diet for pets that meets the evolving standards of the pet food industry.

FAMILY OF PRODUCTS

▶ **POROSITY & TEXTURE
MANAGEMENT**

▶ **STRUCTURING & FORMING
TECHNOLOGIES**

▶ **SENSORY SYSTEMS**

▶ **pH CONTROL SYSTEMS**

▶ **CHOLINE**

*with domestic and imported ingredients

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