



3/17/2017

Dear Valued Retailer,

At WellPet, our team takes food safety matters very seriously, so in an abundance of caution, we are voluntarily recalling a limited amount of one canned dog food product.

Recalled Product Details:

- Wellness 95% Beef Topper for Dogs – 13.2 oz
- Best-By Dates of 02 FEB 19, 29 AUG 19 and 30 AUG 19, located on the bottom of the can

A small amount of one recipe has the potential to contain elevated levels of naturally occurring thyroid hormone. Elevated levels may affect a dog's metabolism and can be associated with increased thirst, increased urinary output, restless behavior and weight loss. Even though the chance of a dog being affected is remote, we are voluntarily recalling this recipe and only these three best-by dates as an extra precaution.

Our Consumer Affairs team has received no reports of any health problems as a result of feeding this recipe. No other Wellness products are affected.

Given that the recipe is a mixer or topper and intended for intermittent or supplemental feeding only, the likelihood of a dog being affected is remote. Multiple studies indicate that, for the vast majority of pets, symptoms are reversible as soon as the pet stops eating product with elevated thyroid hormone.

Please know that safeguarding the health and wellbeing of pets is of the utmost importance to us. We fully intend on maintaining the trust you have placed in us to keep your pets healthy and happy, and are removing this product as part of our ongoing commitment to quality and food safety.

We are partnering with our WellPet Distributors to help us with this process. If you have any of these products in your store, please remove the product from sale right away and set aside the inventory. Please hold these products until your Distributor representative processes your inventory. If you need help right away, please contact Stericycle at 1-877-227-9587.





Please do not discard any affected product as the returned product will be needed for credit reimbursement. We ask that you complete the attached Effectiveness Check form. The form may be scanned and emailed to returns@wellpet.com.

Sincerely,

A handwritten signature in purple ink, appearing to read 'Camelle Kent', is positioned above the printed name.

Camelle Kent
Chief Executive Officer





February 15, 2017

Dear Valued Retailer,

Attached please find the WellPet letter detailing the 7 products to be removed from retail shelves.

UPP #	Description	Recipe	Best By Date
1108810	Wellness Canned Cat 12.5 oz	Chicken & Herring	08/04/2019
1108812	Wellness Canned Cat 12.5 oz	Chicken	08/03/2019 & 08/04/2019
1109015	Wellness Canned Cat 12.5 oz	Chicken & Lobster	08/04/2019
1108809	Wellness Canned Cat 12.5 oz	Turkey & Salmon	08/05/2019
1108813	Wellness Canned Cat 12.5 oz	Turkey	08/04/2019 & 08/05/2019
1108811	Wellness Canned Cat 12.5 oz	Beef & Chicken	08/05/2019
1109022	Wellness Canned Cat 12.5 oz	Beef & Salmon	08/05/2019

Please remove these products from your shelves, and return them to us for credit.

Please work with your inside sales rep to arrange pick up and reorder new inventory.

If you have any questions, please contact your WellPet field sales rep or your inside sales rep.

We regret this inconvenience, but we appreciate WellPet taking this voluntary measure to remove these items from the market to make sure there is no chance of harming any pet or pet parent.

Even though the WellPet letter directs you to call Stericycle, that is not necessary as we are more than happy to take care of these returns as quickly as possible.

We appreciate your business and support of the WellPet product lines.

A handwritten signature in blue ink that reads "Maureen Costello".

Maureen Costello
President



February 10, 2017

Dear Valued Retailer,

We were notified this week that a very small amount of our Wellness canned cat product may not have been manufactured to our high-quality standards, and so we have decided to request that you remove it from your stores.

Keeping your trust in our brand is so important to us, and so we wanted to let you know right away. Since the products may not have been made consistent with our recipes and quality assurance guidelines, we want to replace them. Our Quality team learned that a foreign material was found in non-WellPet products made in the same facility, and so we are taking this additional step to further safeguard our cats and to put our customers' minds at ease.

We are asking for the return of the following products:

	Recipe	Best By Date
Wellness Canned Cat 12.5 oz	Chicken & Herring	08/04/2019
Wellness Canned Cat 12.5 oz	Chicken	08/03/2019 & 08/04/2019
Wellness Canned Cat 12.5 oz	Chicken & Lobster	08/04/2019
Wellness Canned Cat 12.5 oz	Turkey & Salmon	08/05/2019
Wellness Canned Cat 12.5 oz	Turkey	08/04/2019 & 08/05/2019
Wellness Canned Cat 12.5 oz	Beef & Chicken	08/05/2019
Wellness Canned Cat 12.5 oz	Beef & Salmon	08/05/2019

We are partnering with our WellPet Distributors to help us with this process. If you have any of these products in your store, please remove the product from sale right away and set aside the inventory. Please hold these products until your Distributor representative processes your inventory. If you need help right away, please contact Stericycle at 1-877-227-9587.

Please do not discard any affected product as the returned product will be needed for credit reimbursement.





At WellPet, our mission is to deliver the most nutritious, highest quality natural pet food. We feed this to our own pets, and know quality nutrition is core to animal well-being. We greatly appreciate your assistance and continued support of the Wellness brand, especially in Cat with our Year of the Cat.

Sincerely,

A handwritten signature in purple ink, appearing to read 'Camelle Kent', is positioned above the printed name.

Camelle Kent
Chief Executive Officer

