

# 2026

## CHEWS & TREATS

### CATALOG



**Nothin' to Hide**  
Collagen Based Chews





## Table of Contents

<b>About Nothin' to Hide .....</b>	<b>3</b>	<b>NTH Ultra .....</b>	<b>24-25</b>
<b>Nothin' to Hide Process .....</b>	<b>4</b>	<b>NTH Merchandising .....</b>	<b>26-27</b>
<b>NTH Chew Chart .....</b>	<b>5</b>	<b>Fieldcrest Farms .....</b>	<b>28</b>
<b>Cat Treats .....</b>	<b>6-7</b>	<b>Beef Chews .....</b>	<b>29</b>
<b>Rancher Chews .....</b>	<b>8-9</b>	<b>Pork Chews .....</b>	<b>29</b>
<b>NTH Bakery .....</b>	<b>10</b>	<b>Buffalo Horns .....</b>	<b>29</b>
<b>NTH Bully Flavor .....</b>	<b>11</b>	<b>Himalayan Yak Cheese ....</b>	<b>30</b>
<b>NTH Beef Flavor .....</b>	<b>12-13</b>	<b>Freeze Dried Toppers .....</b>	<b>31</b>
<b>NTH Chicken Flavor .....</b>	<b>14-15</b>		
<b>NTH Peanut Butter Flavor.....</b>	<b>16-17</b>	<b>Pup Ice / POW / Knash .....</b>	<b>32-39</b>
<b>NTH Bacon Flavor .....</b>	<b>18-19</b>		
<b>NTH Salmon Flavor .....</b>	<b>20-21</b>		
<b>NTH Granola Recipe .....</b>	<b>22-23</b>		



# Nothin' to Hide®



## Collagen Based Pet Chews & Treats

**High in Protein • Low in Fat & Calories • Irresistibly Good**

We believe pets deserve the very best which led to the development of Nothin' to Hide®... a labor of love!

We worked tirelessly to develop a long-lasting chew that is healthy and safe for pets. Here at Fieldcrest Farms®, we are passionate about our products, but more importantly, we are passionate about pets. Many of us have pets, some of us have many pets, so developing a chew that is healthy and safe was our top priority.

This is how Nothin' to Hide® became the premium collagen-based chew you can trust. Nothin' to Hide® comes in a variety of shapes and sizes as well as an assortment of flavors suitable for all breeds in all life stages. We use the highest quality, all-natural, limited ingredients so you can rest assured you're giving your pets the very best.

# Nothin' to Hide<sup>®</sup> Collagen Based Dog Chews

by Fieldcrest Farms<sup>®</sup>

## Nothin' to Hide<sup>®</sup> is the preferred chew.

Our collagen-based chews begin as a very fine powder, which is hydrated, shaped and oven baked. We then apply our savory bastings for maximum flavor and palatability.



### B E N E F I T S

- Promotes strong bones, tendons & ligaments
- Reduces fat & builds lean muscle
- Supports healthy joints
- Boosts healthy skin and shiny coat
- Strengthens nails, teeth & gums
- Improves digestive health
- Promotes healthy appetite management

## Our Process



### Step 1

Beef hide is ground into powder form and cooked at high temperatures to become Hydrolyzed Collagen.



### Step 2

The collagen is then mixed with other ingredients to create a paste. Afterwards it's shaped into various size dog chews.



### Step 3

A protein gravy is hand applied to each chew to ensure maximum taste enjoyment and palatability for your pet.



### Step 4

Finally, the glazed product is cooked for several hours at high temperatures in specialized ovens to create a highly digestible and long-lasting chew your dogs will crave.







# Nothin' to Hide®

by Fieldcrest Farms®

## Do you know your chew size?

It is important to select the correct size chew based on the size of your dog. Select a chew that is larger than your dog's mouth. If you're in doubt, choose a size up.

Always supervise your pet during chew time.

### RECOMMENDED CHEW SIZES

BREED SIZE	NTH CHEWS	RANCHER CHEWS
up to 15lbs	Twist Stix Rings & Bones 3" ULTRA Knotted Bone 3" ULTRA Wishbone	
up to 25lbs	5" Roll 3" Bagel 5" ULTRA Wishbone	5" Bar
up to 35lbs	5" Roll 3" Bagel Flip Chips 5" & 7" ULTRA Wishbone 9" ULTRA Knotted Bone	5" Bar
up to 50lbs	10" Roll	10" Bar
over 50lbs	10" Roll 24" Roll 7" ULTRA Wishbone 9" ULTRA Knotted Bone	10" Bar



**NEW**



**HIP HIP  
HOORAY FOR  
CREAMY  
PURRÉES!**

**Available in 4 flavors with multiple pack options**



**ONE-A-DAY  
TREATING  
MADE EASY!**

### 7 CT POUCHES

#7335 7PK POUCH CHICKEN FLAVOR  
077234073353 BOX: 077234273357

#7336 7PK POUCH TUNA FLAVOR  
077234073360 BOX: 077234273364

#7337 7PK POUCH SALMON FLAVOR  
077234073377 BOX: 077234273371

#7338 7PK POUCH DUCK FLAVOR  
077234073384 BOX: 077234273388



**CHICKEN  
TUNA  
DUCK  
SALMON**



### 21 CT FLAVOR BOXES

#7331 CREAMY CAT PURÉES  
21PK CHICKEN FLAVOR  
077234073315

#7332 CREAMY CAT PURÉES  
21PK TUNA FLAVOR  
077234073322

#7333 CREAMY CAT PURÉES  
21PK SALMON FLAVOR  
077234073339

#7334 CREAMY CAT PURÉES  
21PK DUCK FLAVOR  
077234073346

**12CT  
PDQ**



### 21 CT VARIETY BOX

#7330 CREAMY CAT PURÉES  
21PK ASST. FLAVORS  
077234073308



### 50 CT VARIETY BOX

#7339 CREAMY CAT PURÉES  
50PK ASST. FLAVORS  
077234073391

- HIGHLY PALATABLE & IRRESISTIBLE
- SMOOTH, CREAMY TEXTURE
- MOIST, LICKABLE FORMAT SUPPORTS HYDRATION
- GREAT FOR BONDING
- IDEAL FOR CATS OF ALL AGES

**3  
WAYS  
TO TREAT**



**BY HAND**

**IN A DISH**

**AS A TOPPER**





# Nothin' to Hide®

## CRUNCHY'n CREAMY

### CAT TREATS

MADE WITH  
**COLLAGEN**



CRUNCHY & CREAMY  
IRRESISTIBLY FLAVORED



Meow



Tuna Flavor Collagen Cat Treats

ITEM	UPC
#500 3 oz Pouch	810002635007
#501 8 oz Tub	810002635014



Salmon Flavor Collagen Cat Treat

ITEM	UPC
#502 3 oz Pouch	810002635021
#503 8 oz Tub	810002635038



Catnip Flavor Collagen Cat Treats

ITEM	UPC
#504 3 oz Pouch	810002635045
#505 8 oz Tub	810002635052



Chicken Flavor Collagen Cat Treats

ITEM	UPC
#506 3 oz Pouch	810002635069
#507 8 oz Tub	810002635076



NEW

*Nothin' to Hide*  
**RANCHER  
CHEWS**



HIGH-PROTEIN COLLAGEN DOG CHEWS



## Simple Ingredients

- Beef gelatin (source of collagen)
- Chicken liver or duck liver or beef liver or spinach
- Sorbic acid (preservative)



PATENT PENDING



95% High Quality  
Collagen



Simple  
Ingredients



Easily  
Digestible



Artificial Colors  
or Flavors





## High-Protein Collagen Dog Chews



### Rancher Chews - Duck Liver

ITEM	UPC
#551 - 5" 2pk	810002635519
#553 - 10" 2pk	810002635533

### Rancher Chews - Spinach

ITEM	UPC
#555 - 5" 2pk	810002635557
#557 - 10" 2pk	810002635571

### Rancher Chews - Chicken Liver

ITEM	UPC
#559 - 5" 2pk	810002635595
#561 - 10" 2pk	810002635618

### Rancher Chews - Beef Liver

ITEM	UPC
#563 - 5" 2pk	810002635632
#565 - 10" 2pk	810002635656

**LONG-LASTING FOR DOGS THAT LOVE TO CHEW.....AND CHEW...**

### AVAILABLE IN :

- TWO SIZES : 5" AND 10"
- FOUR FLAVORS
- 24PC BULK PDQ BOX
- 2PK POUCH



#550BX - 5" DUCK LIVER  
BAR - 810002635502  
BOX - 810002634505

#552BX - 10" DUCK LIVER  
BAR - 810002635526  
BOX - 810002634529

#554BX - 5" SPINACH  
BAR - 810002635540  
BOX - 810002634543

#556BX - 10" SPINACH  
BAR - 810002635564  
BOX - 810002634567

#558BX - 5" CHICKEN LIVER  
BAR - 810002635588  
BOX - 810002634581

#560BX - 10" CHICKEN LIVER  
BAR - 810002635601  
BOX - 810002634604

#562BX - 5" BEEF LIVER  
BAR - 810002635625  
BOX - 810002634628

#564BX - 10" BEEF LIVER  
BAR - 810002635649  
BOX - 810002634642

- LONG-LASTING
- HIGH PROTEIN
- SIMPLE INGREDIENTS
- MADE WITH REAL BEEF GELATIN

### Benefits of Collagen for Pets

- Supports Joint Health
- Enhances Skin & Coat
- Aids Digestion & Gut Health
- Boosts Immune Function

*If the chew feels too hard for certain chewers, it can be softened up by soaking in warm water for a few minutes.*



# Nothin' to Hide®



Family Owned  
AND OPERATED

## BAKERY COLLECTION



### Collagen Based Dog Chews



**NEW**

6" Croissant 20CT Box

ITEM UPC

#361BX 810002632617



**NEW**

4" Pretzel 10CT Box

ITEM UPC

#362BX 810002632624



5.5" Medium Braided Stix 3PK

ITEM UPC

#384 810002633843



## Simple Ingredients

Beef gelatin (source of collagen), chicken, pea protein, beef, vegetable glycerin, grade 1 caramel, xanthan gum, natural cultured whey (natural preservative), vitamin E.



**67%  
HIGH  
PROTEIN  
CHEWS**





# Nothin' to Hide®



## Collagen & Bully Dog Chews

Beef Bully Flavored Collagen chews are coated in BULLY - one of the most palatable flavors known to dogs!

Spiral shapes enrich the chewing experience with the challenge to work through the twisted chew.



5" Small Rolls 2PK

ITEM	UPC
#520	810002635205



10" Large Rolls 2PK

ITEM	UPC
#521	810002635212



Small Twist Stix 10PK

ITEM	UPC
#522	810002635229



Flip Chips 8PK

ITEM	UPC
#523	810002635236



3" Spirals 6PK

ITEM	UPC
#524	810002635243



5" Spirals 3PK

ITEM	UPC
#525	810002635250



8" Spirals 2PK

ITEM	UPC
#526	810002635267



10" Spiral

ITEM	UPC
#527BX PDQ qty - 24	810002635274 BOX-810002634277

## Simple Ingredients

Beef gelatin (source of collagen), chicken, tapioca starch, beef, vegetable glycerin, pea protein powder, chicken liver, beef pizzle, xanthan gum, citric acid (preservative), carmine (color).



with  
**COLLAGEN &  
BEEF PIZZLE**



# Nothin' to Hide®

## Beef Flavored Collagen Based Dog Chews



**75%  
HIGH  
PROTEIN  
CHEWS**

### Simple Ingredients

Beef gelatin (source of collagen),  
beef, tapioca, vegetable glycerin,  
sorbic acid (preservative).







### 5" Small Rolls

ITEM	UPC
#150BX Beef PDQ qty - 24	810002630507 BOX-810002631504

### 5" Small Rolls 2PK

ITEM	UPC
#151 Beef	810002631511

### 10" Large Rolls

ITEM	UPC
#152BX Beef PDQ qty - 24	810002630521 BOX-810002631528

### 10" Large Rolls 2PK

ITEM	UPC
#153 Beef	810002631535



### 3" Bagels

ITEM	UPC
#155BX Beef PDQ qty - 24	810002630552 BOX-810002631559

### 3" Bagels 2PK

ITEM	UPC
#158 Beef	810002631580

### Flip Chips 8PK

ITEM	UPC
#156 Beef	810002631566



### Twist Stix 10PK

ITEM	UPC
#154 Beef	810002631542

### Twist Stix 50PK

ITEM	UPC
#330 Beef	810002633300

### Twist Stix 100PK

ITEM	UPC
#328BX Beef PDQ qty - 100	810002632280

### 24" Extra Large Roll

ITEM	UPC
#175 Beef #174DS - 24 pc display (see pg. 30)	810002631757



# Nothin' to Hide®

## Chicken Flavored Collagen Based Dog Chews



**75%  
HIGH  
PROTEIN  
CHEWS**

### Simple Ingredients

Beef gelatin (source of collagen),  
chicken, tapioca, vegetable glycerin,  
sorbic acid (preservative).







**5" Small Rolls**

ITEM	UPC
#142BX Chicken	810002630422
PDQ qty - 24	BOX-810002631429



**5" Small Rolls 2PK**

ITEM	UPC
#143 Chicken	810002631436



**10" Large Rolls**

ITEM	UPC
#144BX Chicken	810002630446
PDQ qty - 24	BOX-810002631443



**10" Large Rolls 2PK**

ITEM	UPC
#145 Chicken	810002631450



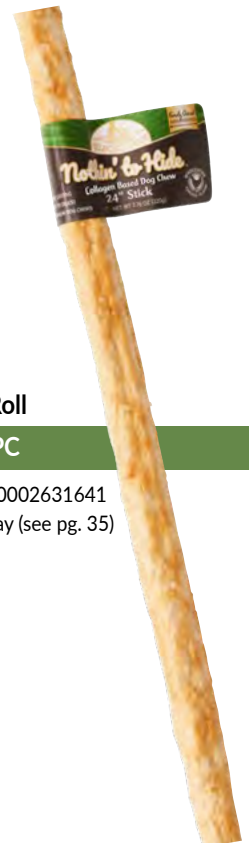
**3" Bagels**

ITEM	UPC
#147BX Chicken	810002630477
PDQ qty - 24	BOX-810002631474



**Flip Chips 8PK**

ITEM	UPC
#148 Chicken	810002631481



**24" Extra Large Roll**

ITEM	UPC
#164 Chicken	810002631641
#163DS - 24 pc display (see pg. 35)	



**Twist Stix 10PK**

ITEM	UPC
#146 Chicken	810002631467



**Twist Stix 50PK**

ITEM	UPC
#331 Chicken	810002633317

**Twist Stix 100PK**

ITEM	UPC
#329BX Chicken	
PDQ qty - 100	810002632297



# Nothin' to Hide®

## Peanut Butter Flavored Collagen Based Dog Chews



**75%  
HIGH  
PROTEIN  
CHEWS**

### Simple Ingredients

Beef gelatin (source of collagen), sweet potato, tapioca, vegetable glycerin, sorbic acid (preservative), natural peanut butter flavor.

**ALLERGEN-FREE**







## Collagen Based Dog Chews



5" Small Rolls

ITEM	UPC
#166BX	810002630668
PDQ qty - 24	BOX-810002631665

5" Small Rolls 2PK

ITEM	UPC
#167	810002631672

10" Large Rolls

ITEM	UPC
#168BX	810002630682
PDQ qty - 24	BOX-810002631689

10" Large Rolls 2PK

ITEM	UPC
#169	810002631696



Twist Stix 10PK

ITEM	UPC
#170	810002631702



3" Bagels

ITEM	UPC
#171BX	810002630712
PDQ qty - 24	BOX-810002631719



Flip Chips 8PK

ITEM	UPC
#172	810002631726



# Nothin' to Hide<sup>®</sup>

## Bacon Flavored Collagen Based Dog Chews



**75%  
HIGH  
PROTEIN  
CHEWS**

### Simple Ingredients

Beef gelatin (source of collagen),  
pork, tapioca, vegetable glycerin,  
sorbic acid (preservative).







5" Small Rolls

ITEM	UPC
#332BX	810002633324
PDQ qty - 24	BOX-810002632327

5" Small Rolls 2PK

ITEM	UPC
#333	810002633331

10" Large Rolls

ITEM	UPC
#335BX	810002633355
PDQ qty - 24	BOX-810002632358

10" Large Rolls 2PK

ITEM	UPC
#334	810002633348



Twist Stix 10PK

ITEM	UPC
#336	810002633362



3" Bagels

ITEM	UPC
#337BX	810002633379
PDQ qty - 24	BOX-810002632372



Flip Chips 8PK

ITEM	UPC
#338	810002633386



# Nothin' to Hide®

## Salmon Flavored Collagen Based Dog Chews



**75%  
HIGH  
PROTEIN  
CHEWS**

### Simple Ingredients

Beef gelatin (source of collagen),  
tapioca, vegetable glycerin, salmon  
sorbic acid (preservative).







**5" Small Rolls**

ITEM	UPC
#340BX	810002633409
PDQ qty - 24	BOX-810002632402



**5" Small Rolls 2PK**

ITEM	UPC
#341	810002633416



**10" Large Rolls**

ITEM	UPC
#342BX	810002633423
PDQ qty - 24	BOX-810002632426



**10" Large Rolls 2PK**



**Twist Stix 10PK**

ITEM	UPC
#344	810002633447



**3" Bagels**

ITEM	UPC
#345BX	810002633454
PDQ qty - 24	BOX-810002632457



**Flip Chips 8PK**

ITEM	UPC
#346	810002633461



# Nothin' to Hide®

## Granola Recipe Collagen Based Dog Chews



### Simple Ingredients

Beef gelatin (source of collagen), tapioca, maltodextrin, oats, pumpkin seeds, brown rice, wheat flour, sorbic acid (preservative), guar gum.

### COATED IN DELICIOUSNESS







## Collagen Based Dog Chews



5" Small Rolls



5" Small Rolls 2PK

ITEM	UPC
#375BX	810002633751
PDQ qty - 24	BOX-810002632754

ITEM	UPC
#376	810002633768



10" Large Rolls



10" Large Rolls 2PK



Flip Chips 8PK

ITEM	UPC
#377BX	810002633775
PDQ qty - 24	BOX-810002632778

ITEM	UPC
#378	810002633782

ITEM	UPC
#379	810002633799



# Nothin' to Hide<sup>®</sup> Collagen Based

## ULTRA Premium Dog Chews

**4X**  
LONGER - LASTING  
THAN ORIGINAL  
*Nothin' to Hide<sup>®</sup>*  
CHEWS

**75%**  
HIGH  
PROTEIN  
CHEWS



Nothin' to hide<sup>®</sup> ULTRA premium dog chews are made with the same collagen formula as our original Nothin' to Hide<sup>®</sup> chews, now more dense and significantly longer-lasting for more aggressive, heavy chewers.

Injection molding condenses the material at high pressure to eliminate air pockets. This means our ULTRA chews contain 2.5 times more product and last 3-4 times longer compared to equivalent Nothin' to Hide<sup>®</sup> chews\*.

\*As shown by independent testing.



# Nothin' to Hide®

## ULTRA

### Collagen Based Dog Chews



**3" Ultra Knotted Bones 12PK**

ITEM	UPC
#300 Beef	810002633003
#314 Chicken	810002633140

**9" Ultra Knotted Bones 2PK**

ITEM	UPC
#301 Beef	810002633010
#315 Chicken	810002633157

**9" Ultra Knotted Bone 1PK**

ITEM	UPC
#305 Beef	810002633058

**9" Ultra Knotted Bone**

ITEM	UPC
#307BX Beef	810002633072
PDQ qty - 14	BOX-810002632075
#318BX Chicken	810002633188
PDQ qty - 14	BOX-810002632181



**3" Ultra Wishbones 12PK**

ITEM	UPC
#302 Beef	810002633027

**5" Ultra Wishbones 2PK**

ITEM	UPC
#303 Beef	810002633034

**7" Ultra Wishbones 2PK**

ITEM	UPC
#304 Beef	810002633041
#317 Chicken	810002633171

**7" Ultra Wishbone 1PK**

ITEM	UPC
#306 Beef	810002633065



## 2 FLAVORS





# MERCHANDISING

Please see our Planogram and Endcap catalog for all merchandising options.

## PDQ BOXES

All bulk products come in their own shelf-ready, heavyweight box with product specific label.



## STANDS

24" Rolls come in a metal stand.



163DS  
24" Chicken Flavor Roll Display  
QTY: 24 pcs  
UPC: 810002631634

174DS  
24" Beef Flavor Roll Display  
QTY: 24 pcs  
UPC: 810002631740



**PLANOGRAMS** 2', 3' and 4' planogram options offer a one stop, plug'n play solution for retailers. These POGs allow for easy implementation and merchandising.



## WIRE RACK

5 adjustable wire tiers offer angled or flat merchandising options for shelf-ready PDQ boxes. Sign attachments at top of rack.

## PREMIUM 2-SIDED WOOD DISPLAY

Showcase product on both sides on hooks and in bins. Swivel wheels allow ease of placement and mobility to the highest traffic areas at the retail level.



## SIDE A



## SIDE B







*All Natural  
Treats & Chews*







## All-Natural, Long-lasting, Single Ingredient Chews.

Our pets deserve the very best. We know first-hand that wholesome nutrition is essential to their health and happiness. Our mission is to provide only the highest quality, all-natural, limited ingredient chews for our furry family members.

### NATURAL BEEF CHEWS



Cow Ears

ITEM	UPC
#112BX	BOX-810002631122
PDQ qty - 100	

### NATURAL PORK CHEWS



Smoked Pig Ears (bulk)

ITEM	UPC
#128BX	BOX-810002631283
PDQ qty - 100	



### BUFFALO HORNS



Small Buffalo Horn - 80g min. wt.

ITEM	UPC
#197BX	810002630972
PDQ qty - 20	BOX-810002631979



Medium Buffalo Horn - 160g min. wt.

ITEM	UPC
#198BX	810002630989
PDQ qty - 12	BOX-810002631986



Large Buffalo Horn - 280g min. wt.

ITEM	UPC
#199BX	810002630996
PDQ qty - 10	BOX-810002631993

- Fill with peanut butter or other spreadable favorites
- Tumbled, polished and smoothed to prevent sharp edges & splintering
- Washed clean and virtually odorless





# HIMALAYAN YAK CHEESE



**Large Yak Cheese Chew**  
2.3 OZ min. wt.



**Large Yak Cheese Chews 2PK**  
4.6 OZ min. wt.



**X-Large Yak Cheese Chew**  
3.35 OZ min. wt.



**Jumbo Yak Cheese Chew 1PK**  
4.6 OZ min. wt.

ITEM	UPC
#365BX	810002633652
PDQ qty - 30	BOX-810002632655

ITEM	UPC
#366	810002633669

ITEM	UPC
#367BX	810002633676
PDQ qty - 24	BOX-810002632679

ITEM	UPC
#368	810002633683



- **High Protein**
- **Gluten-Free**

**HIGHLY DIGESTIBLE HARD CHEWS**  
**MADE ONLY with YAK & COW MILK,**  
**SALT & LIME JUICE.**



THAT'S IT!



Fieldcrest Farms® Himalayan Yak Cheese Chews are dense, tasty treats made with all-natural, limited ingredients. Yak cheese is a healthy, long-lasting, easily digestible snack packed with protein and deliciousness to keep dogs satisfied for hours. Its hard texture helps support clean teeth, healthy gums and strong jaw muscles during chewtime.





**NEW**



# ALL NATURAL FREEZE-DRIED RAW TOPPERS



Beef Liver Toppers 12OZ Bag

ITEM	UPC
#7757	077234077573



Chicken Liver Toppers 12OZ Bag

ITEM	UPC
#7758	077234077580



Duck Liver Toppers 12OZ Bag

ITEM	UPC
#7787	077234077870



Turkey and Chicken Toppers 12OZ Bag

ITEM	UPC
#7788	077234077887



Lamb and Chicken Toppers 12OZ Bag

ITEM	UPC
#7789	077234077894



## SPRINKLE

MIX INTO WET FOOD  
OR ON TOP OF KIBBLE FOR  
ADDED PROTEIN & FLAVOR

## SNACK

REWARD GOOD BEHAVIOR  
WITH A HEALTHY &  
DELICIOUS TREAT

## SERVE

- REAL INGREDIENTS
- HIGH IN PROTEIN
- PACKED WITH FLAVOR

**NO**  
additives  
or fillers

# IMAGINELLES<sup>®</sup>

PET TREATS REIMAGINED



CHEW TO STAY COOL



RAWHIDE FREE - VITAMIN & MINERAL ENRICHED





# MERCHANDISING

Please see our Planogram and Endcap catalog for all merchandising options.

**PLANOGRAMS** offer a one stop, plug'n play solution for retailers.

These POGs allow for easy implementation and merchandising.



## POWER WINGS



## SHELF-READY PDQ





**FREEZE  
AT HOME**



**#7246 Pup Ice Choccy Lollies 2pk**  
Peanut and Chocolate Flavor  
UPC - 077234072462



**#7244 Pup Ice Rocket Lollies 2pk**  
Banana and Chocolate Flavor  
UPC - 077234072448



**#7241 Pup Ice Rocket Lollies 2pk**  
Strawberry and Blueberry Flavor  
UPC - 077234072417



**#7247 Pup Ice Rocket Lollies 2pk**  
Yogurt, Strawberry and Banana Flavor  
UPC - 077234072479



**#7245 Pup Ice Fruity Lollies 3pk**  
Pineapple Flavor  
UPC - 077234072455



**#7243 Pup Ice Fruity Lollies 3pk**  
Watermelon Flavor  
UPC - 077234072431



**#7242 Pup Ice Waffle Cone 2pk**  
Strawberry Flavor  
UPC - 077234072424



**#7240 Pup Ice Waffle Cone 2pk**  
Vanilla and Peanut Butter Flavor  
UPC - 077234072400



## CHEW TO STAY COOL dog treats you can freeze at home



Available power wing display and PDQ shelf ready display unit with a tear off lid to protect the product.



Pup Ice does not melt or drip and it is not messy or sticky when wet. Your pup's tongue will not stick to the surface.

A unique and totally edible yummy frosty treat to cool off your pup...

- \* No added sugars or artificial colors or flavors
- \* Made from vegetable starch & chicken (highly digestible),
- \* With added calcium & prebiotics
- \* 100% edible and safe for your pup
- \* Just place in your freezer for 3 hours and serve
- \* Chew time 2/3 x longer when frozen





freeze at home dog treats

# PUP ICE™

## Fill & Freeze

CHEW TO  
STAY COOL



## FILLABLE TREATS



Fill with your  
dog's favorite treat

Pup Ice Fill & Freeze is a new treat, which you can fill with your dog's favorite treat and then freeze. Your dog can lick or chew to enjoy. Simply pour, spread or stuff the filling into the specially designed cavities and freeze!



peanut butter



yogurt



And freeze!



#7723

PUP ICE FILL & FREEZE PAW SM 3PK

UPC - 077234077238

- ❄ No added sugars or artificial flavors
- ❄ 100% edible and safe for your pup
- ❄ Chew time 2/3 x longer when frozen

🐾 Fill with favorite treat 🐾 Freeze 🐾 Enjoy

© Imaginelles 2025. All brands trademarked & all products registered designs. All rights reserved. Patent pending. All product content may be subject to change.



# POW

## JERKY

# NEW

THE TASTY, DIGESTIBLE,  
LONGER LASTING JERKY DOG GHEW

A unique blend of  
delicious meat  
combined with  
collagen for  
longer-lasting  
enjoyment.

## DENTIES

MEATY DENTAL STICKS FOR DOGS  
GHEW TO CLEAN FRESHENS BREATH



#7724  
POW JERKY DENTIES 4PK - BEEF  
077234077245



#7725  
POW JERKY DENTIES 4PK - CHICKEN  
077234077252

## Toughies

BOREDOM BUSTER • TOUGH & TASTY GHEW  
NYLON AND RAWHIDE FREE



#7727  
POW JERKY TOUGHIES LG 1PK - CHICKEN  
077234077276

#7741PW  
POW ASST. 51PC POWER WING  
077234077412



#7728  
POW JERKY TOUGHIES LG 1PK - BEEF  
077234077283



#7726  
POW JERKY TOUGHIES MD 1PK - BEEF  
077234077269



#7731  
POW JERKY TOUGHIES MD 1PK - CHICKEN  
077234077313



Products featuring this badge  
are crafted with a high  
percentage of premium meat  
jerky, ensuring they  
are full of flavor.

- 60% MEAT FOR TASTE
- 14% BEEF COLLAGEN FOR JOINTS
- MINERALS FOR HEALTH
- FLAXSEED OIL FOR SKIN
- PARSLEY FOR FRESH BREATH
- SODIUM HEXAMETAPHOSPHATE FOR CLEAN TEETH

RAWHIDE FREE • VITAMIN & MINERAL ENRICHED



INNER PACKS COME IN A  
FULL-COLOR PDQ SHELF DISPLAY

© Imaginelles 2026. All brands trademarked & all products registered designs. All rights reserved. Patent pending. All product content may be subject to change.





**2 LAYERS  
OF TASTY**

**full of flavor**  
A DOG CHEW WITH A REAL POW. FEED YOUR DOG'S INSTINCTS WITH OUR DELICIOUS TWO-LAYERED TREAT, MADE WITH REAL CHICKEN FOR AN IRRESISTIBLE TASTE THEY'LL LOVE.



#7716  
POW MEATY WRAPS 12PK - DUCK / RICE  
UPC - 077234077160



#7719  
POW DUO FILLED BONES 2PK - CHICKEN / DUCK  
UPC - 077234077191



#7720  
POW TWISTED STICKS 4PK - CHICKEN / PEANUT BUTTER  
UPC - 077234077207

**MADE WITH REAL  
JUICY MEAT**

**DELICIOUS TEXTURED TREATS  
MADE WITH REAL CHICKEN FOR AN  
IRRESISTIBLE TASTE THEY'LL LOVE**



#7721  
POW BUDDY NUGGETS DINO 13PK - CHICKEN  
UPC - 077234077214



#7722  
POW BUDDY NUGGETS DINO 13PK - DUCK  
UPC - 077234077221

**FREE FROM ARTIFICIAL COLORS & FLAVORS** **RAWHIDE FREE • VITAMIN & MINERAL ENRICHED**

© Imaginelles 2025. All brands trademarked & all products registered designs. All rights reserved. Patent pending. All product content may be subject to change.



**knash**  
dental care

**NEW**

## dental chew rings

Treat your dog's knashers with knash uniquely shaped chews, packed with tasty ingredients and no added artificial colors or flavors.



#7729  
KNASH DENTAL RINGS SM 5PK  
PEANUT BUTTER  
077234077290

#7742PW  
KNASH ASST. 40PC POWER WING  
077234077429



#7730  
KNASH DENTAL RINGS MD 2PK  
PEANUT BUTTER  
077234077306



Made with hexametaphosphate to help tackle plaque & tartar build up on teeth.

Contains Omega 3 and 6 fatty acids from flaxseed oil to help support a healthy skin and coat.



**Dental Care for Puppies and Senior Dogs.**

INNER PACKS COME IN A FULL-COLOR PDQ SHELF DISPLAY

© Imaginelles 2026. All brands trademarked & all products registered designs. All rights reserved. Patent pending. All product content may be subject to change.



# knash™

## dental care



#7717  
KNASH SUPER WOOFA MD 7PK  
UPC - 077234077177



#7718  
KNASH BRUSH SM 6PK  
UPC - 077234077184



Treat your dog's knashers with knash uniquely shaped chews, packed with tasty veggies and no added artificial colors or flavors.

Made with hexametaphosphate to help tackle plaque & tartar build up on teeth.

© Imaginelles 2025. All brands trademarked & all products registered designs. All rights reserved. Patent pending. All product content may be subject to change.



# Premium Dog Chews



**Nothin' to Hide**  
Collagen Based Chews



**Ethical Products** LLC

© 2026 Ethical Products, Inc., 27 Federal Plaza, Bloomfield, NJ 07003 | Tel: 973.707.0700 | Fax: 973.707-0701  
[www.nothingtohidechews.com](http://www.nothingtohidechews.com) | [www.ethicalpet.com](http://www.ethicalpet.com)

© 2026 Ethical Products, Inc.