



vis[®]



Veterinary Instant Soup



RAW
INGREDIENTS



TASTY AND
DELICIOUS



READY IN
1 MINUTE



**PRODUCT
INNOVATION**



Main Benefits:

General & Pharma sets completely new standards in pet food industry with VIS[®], Veterinary Instant Soup, the new way to feed your dog and cat.

General & Pharma has developed a new product category: **VIS[®] is the alternative to dry and wet food, with some great advantages:**

✓ The content is a raw product not treated at high temperature to preserve nutrients (the meat, vegetables, fruits, seeds and other ingredients are just dehydrated at low temperature or freeze dried); vitamins and functional ingredients added to the soup are not subjected to heat treatment.

✓ When the package is opened, the pet's owner can see each single ingredient

✓ Hydracare product: once hydrated with water the final serving is a tasty soup with high liquid content with hydration properties

VIS[®] provides the animal with calories, nutrients and high water content, and in the case of functional soups, offers also support to pets' wellbeing.

- ✓ The VIS[®] menus are very tasty and appetizing
- ✓ Completely customizable menu
- ✓ Wide range of ingredients, including grain-free

VIS[®] is available in two versions:

Food

Functional Food

The "Food" version contains **raw, high quality ingredients that feeds and hydrates the pet;** "Functional Food" version contains also functional ingredients that bring physical **benefits to the pet, creating a product that feeds, hydrates and cares the pet.**

Our aim is to improve the well-being of humans, animals and their relationship of friendship and trust, that's why we have created VIS[®], the new way to feed your dog and your cat.

RAW
INGREDIENTS

TASTY and
DELICIOUS

READY
in 1
MINUTE

HYDRACARE

HIGHLY
CUSTOMIZABLE

Food

CARBOHYDRATES



- Puffed Rice
- Potatoes Flakes
- Puffed Millet
- Puffed Amaranth
- Puffed Barley
- Oats

FRUITS



- Apple
- Blueberry
- Coconut
- Banana
- Avocado

PROTEINS



- Beef
- Ham
- Chicken
- Rabbit
- Crispy yeast proteins
- Salmon
- Buffalo
- Horse
- Insects

SEEDS



- Hemp
- Flex seed
- Sunflower
- Millet
- Pumpkin
- Chia

VEGETABLES



- Carrots
- Black Carrot
- Pumpkin
- Zucchini
- Spinach
- Tomatoes
- Peas
- Broccoli
- Potato Flakes
- Green beans

CHEESE

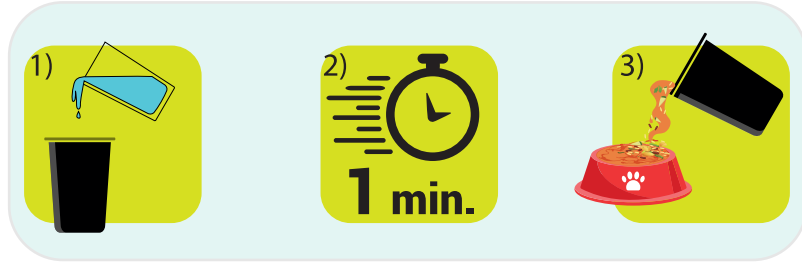





- Red Cheddar
- Gouda
- Emmental
- Edamer Cheese

Functional Ingredients to enrich your Soup

• Vitamins, Minerals and Oligoelements	• Joint Support (Glucosamine, Chondroitin Sulph., Msm, Hyalur. Acid, ...)	• Renal-care	• Eye-care
• Superfood (Spirulina Algae, Chlorella Algae)	• Puppy Support (Calcium, Vitamins, Minerals, ...)	• Obesity	• Dental-care
• Gastrointestinal Care (Pre/probiotics, Fibers, Yeast Nucleotides, ...)	• Derma-care	• Recovery	• Energy
• Probiotic and Prebiotic	• Urinary-care	• Hepato-care	• Fish Oils (Salmon Oil, Sardine Oil, ...)
• Osteoarthritis Support	• Senior-care	• Immunity	• Vegetable Oils (Hemp Seed Oil, Sunflower Seed Oil, Flaxseed Oil, ...)

VIS® is supplied in a single-serve pack of dry product, which instantly transforms itself into a delicious soup for dog and cat, just by adding some water.



1)  2)  3) 



Fast and Delicious



-  **RECYCLABLE PAPER**
-  **PACKAGING WITH OXYGEN BARRIERS**

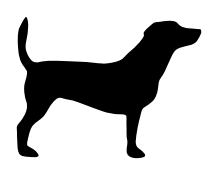
Available sizes of VIS - Veterinary Instant Soups



Cat / Toy dog



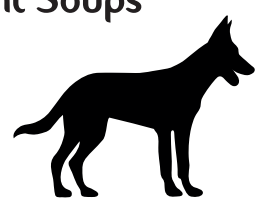
125 ml - 90 g
3.18 oz.



Small-Medium dog



225 ml - 150 g
5.29 oz.



Medium-Large dog



350 ml - 235 g
8.30 oz.



Large dog



450 ml 300 g
10.58 oz.

About US



General & Pharma operates in veterinary contract manufacturing of complementary feed for dogs and cats. General&Pharma was founded by a group of professionals with expertise in the veterinary pharmaceutical field and dedicated to the health and wellbeing of pets. The company is able to make its own formulation or to produce according to the customer's own formula.

The core business is research, development and production of a wide range of innovative formulations with a focus on new ways to administer nutritional and active ingredients to companion animals. General & Pharma provides regulatory support, formulation development, finished product production, label and packaging development.

Proprietary Technologies



JELLIES

JPet®

Developed as a "delivery system" to ensure an innovative, smart and tasty way of administering complementary foods to dogs, facilitating use and improving the absorption of active ingredients in the animal thanks to a rapid release profile.



SOLID OILS

Lipotabs®

Lipotabs® is a lipophilic matrix, obtained with a specific blend of oils and fats of vegetable origin. It is as easy to administer as a tablet, as palatable as an oral paste. Applications: pill masking and delivery of high dosage vegetable and animal oils (fish oil).

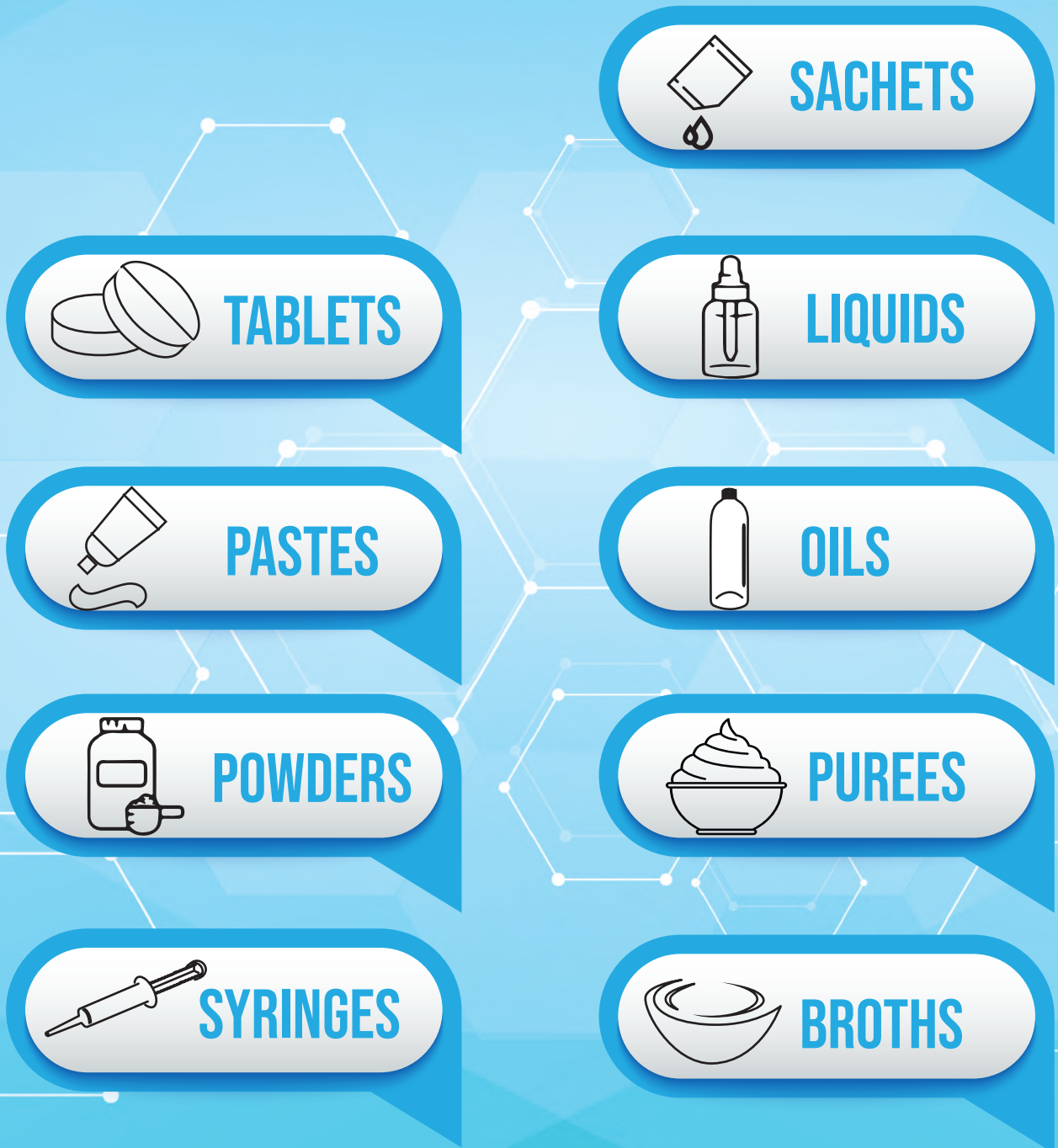


INSTANT SOUPS

VIS®

The content is a raw product not treated at high temperature to preserve nutrients (the meat, vegetables, fruits, seeds and other ingredients are just dehydrated at low temperature or freeze dried); vitamins and functional ingredients added to the soup are not subjected to heat treatment.

Standard Technologies



This communication is only intended for business-to-business operators. This communication is not intended for consumers of final consumer goods. All content here shown (texts, graphics, images) is copyright of General & Pharma Srl and its suppliers. All Rights Reserved.



General & Pharma Srl
Via Monte Baldo 60 - 25015
Desenzano del Garda (Bs) - Italy
Ph. 0039.030.6150398
info@generalandpharma.com
www.generalandpharma.com

SCAN ME