



mount araTM

2020 product catalog

meet mount ara™

mount ara™ offers calming and relaxing pet products with both CBD & non-CBD lines. Our products are made with one philosophy in mind: pets should enjoy living healthy lives.





we're a little bit different.

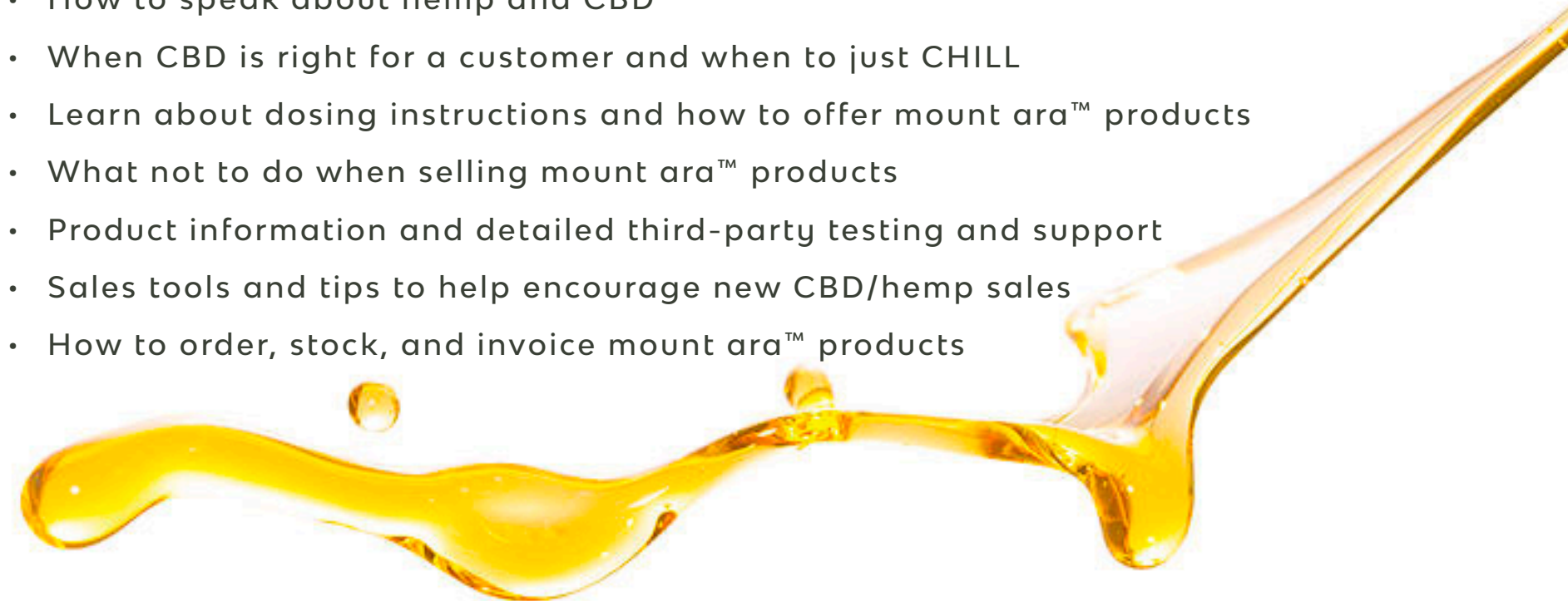
While there are many companies that specialize in calming or hemp/CBD products, there are few companies that focus on your pet's health and enjoyment. That's what mount ara™ is all about. We maximize the natural benefits of quality ingredients to ensure that your pet will love them as much as you do.

This mount ara™ catalog and sales book is a comprehensive guide for both distributors and retailers alike. With the oversaturation of calming and CBD products in the marketplace it has become more crucial than ever that consumers be given accurate and detailed information to support sales. Distributors and retailers will learn about what mount ara™ has to offer.

Retailers are encouraged to use this sales book as a resource to help with customer presentations, sales staff training, as well as to assist with inventory management and product descriptions.

In this sales book, retailers and distributors can learn:

- What sets mount ara™ apart from most other calming pet companies
- How our hemp products differ from others in the market
- How to speak about hemp and CBD
- When CBD is right for a customer and when to just CHILL
- Learn about dosing instructions and how to offer mount ara™ products
- What not to do when selling mount ara™ products
- Product information and detailed third-party testing and support
- Sales tools and tips to help encourage new CBD/hemp sales
- How to order, stock, and invoice mount ara™ products



where the story begins...

The family owned business that has become mount ara™ stays true to the inspiration of the wilderness and the outdoors.

mount ara™ is inspired by the abundance of health found just outside your doors and the natural benefits of a life spent close to nature.



“When our family dog, Sevook, got older and began showing discomfort, we started experimenting with natural remedies. We expected to improve his well-being but instead saw little results. **After eliminating likely culprits, and incorporating full-spectrum hemp oil, our family dog became his lovable, active self again. A bit of research uncovered that not all CBD products are created equal.**” – Barb Seferian, Owner

What started as a family experiment in a kitchen expanded into a mission: make clean, honest, full-spectrum hemp products attainable for all. mount ara™ was then launched with the goal of offering clean, effective products with a simple and easy to use approach.

”

meet
sevook!



The mount ara™ difference

It's not just about putting natural ingredients at the forefront of every product or ensuring that we stand by our quality and claims. mount ara™ is about maximizing wholesome ingredients to promote a happy, healthy lifestyle.

If you can't pronounce it, we don't use it. We use simple ingredients that are always free of additives. Our natural formulas allow pets to experience all the benefits our ingredients have to offer.

if you can't
pronounce
it...

...we don't
use it.

Whether it's our calming spread with chamomile or our full-spectrum hemp dog bites, what we leave out is just as important as what we put in.

Crafted so you don't have to compromise on quality or aesthetics, each mount ara™ product is designed to heighten engagement and support a healthy lifestyle.



high-quality, wholesome ingredients

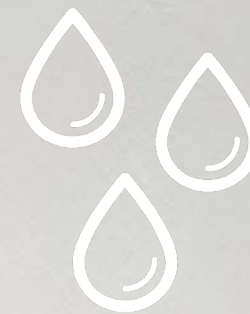
All mount ara™ products are made with high-quality, wholesome ingredients. As a matter of fact, we test most of the products on ourselves for taste and effect! The most important ingredient in our CBD line is the mount ara™ full-spectrum hemp oil with naturally occurring CBD. It's sourced from our partner farm in Colorado and undergoes testing both prior to use and after the final product is created.



MADE IN
USA

n a s c
proud members of National
Animal Supplement Council

mount ara™ is a proud member of the National Animal Supplement Council. Every company that is serious about ensuring their products are suitable for sale across the country should be working closely with the NASC. mount ara™ adheres to all guidelines and principles around packaging and marketing.



We've made sure that our full-spectrum hemp oil maintains a high bioavailability. What exactly does that mean? Since hemp oil containing CBD is hard for the body to absorb, our emulsification process breaks down hemp oil into tiny particles that allow easy absorption. In other words, mount ara™ products work fast and effectively.



No meat fat! Despite the continued practice of many companies, the importance of CBD/hemp products being administered without meat fat makes all the difference.

That's why mount ara™ makes a vegan product. Even a small amount of meat or meat fat can quickly diminish the effectiveness of the CBD.



so...why mount ara™?

It's true; there are countless CBD companies across the US and each have a claim that their hemp is the best. So, why should you bother stocking more CBD with mount ara™?

here's what people are saying:

70%

A recent survey conducted by a Chicago based market research firm found that 70% of consumers with little to no hemp or CBD familiarity and who were not currently purchasing hemp for their pets chose mount ara™ over competing national brands.



When asked to define why mount ara™ was chosen, consumers used terms "easy, approachable and simple," to define the packaging and instructions of mount ara™.

45%

The second most expressed reason for not purchasing hemp was price as confirmed by 45% of those surveyed. mount ara™ products are priced to allow a solution at every price point giving all consumers an option for trying and benefitting from this super oil.

"I was giving my dog one of the leading national brands of hemp oil. Honestly, when my customers would ask me which one I used, I could never remember. There were so many varieties even I got confused. We started selling mount ara™ because the customers seemed more comfortable with their products."

“

"Every week we get at least one new customer and a lot of that has to do with the mount ara™ products we stock. Customers seem happier to try mount ara™ than most of our other products. And they always come back for more."

”

mount ara™ creates NEW CBD customers!

With easier instructions, cleaner packaging, and a more assorted product range, mount ara™ encourages new customers in the CBD marketplace. Over 70% of mount ara™ first time customers return for an additional purchase within one month's time.



learn your C.B.D's

A Brief History

CBD is derived from the hemp plant and was made legal towards the end of 2018 with the passing of the Farm Bill. This bill legalized hemp products with a THC below 0.3%. The law was passed in 2018 but the sale of CBD products did not go into effect until January 2019. As of now, there are still a number of states with more strict requirements around CBD and you should check with your local laws and regulations.

Many companies founded in states with less stringent CBD/THC laws were ready and on the scene to provide CBD products as soon as the January deadline was reached. While marketing dictates that the first company on the scene is often the most successful, the expansion and awareness within the industry as a whole has demanded that manufacturers of CBD innovate to meet demands of a more educated and aware clientele.

It has become increasingly difficult for consumers to be sure their CBD purchase is the best for their pets and themselves. With the sudden expansion and growth of the industry, many storeowners are often stocking product that has become outdated, ruled ineffective, or in some extreme cases, fined and shut down by the government.

This catalog will help you sort through the hype around hemp and CBD to decide what is best for your business.



why full-spectrum matters.

Full-spectrum hemp containing CBD supports a number of health benefits including support to keep your pet calm and relaxed, helping joint flexibility and mobility, and promoting long-term health.

Each mount ara™ product is designed to support overall health and wellness. It is important to be aware that different products may be better suited for different conditions.

mount ara™ bites can improve stress related to more common issues such as separation, sound adverse behavior such as thunderstorms or fireworks, car rides, or veterinarian visits. More persistent stress usually manifests with paw licking, shaking, or destructive behavior.



A number of mount ara™ products can support curbing this type of chronic stress. For more persistent issues, mount ara™'s full-spectrum hemp oil is the best fit.

Joint and mobility related concerns often take longer to repair but consistent and appropriate use of mount ara™ products can aid by supporting circulation, joint flexibility, and overall mobility.

Seizures are often scary and upsetting for owners and full-spectrum hemp oil has been shown to aid in such events. Given within the first minute of a seizure, studies show that CBD can aid in preventing and minimizing the length of seizures.



chill, we're not just a CBD company.

Free of hemp or CBD, Chill by mount ara™ is the calming product for everyone. While CBD has become the go-to for anxiety in pets, it's not the only option. Chill by mount ara™ takes advantage of tried and true ingredients, including chamomile and melatonin, to help make life a bit easier and fun for our furry friends.

Each Chill by mount ara™ product is crafted with the philosophy that cool, calm, and collected doesn't need to mean boring, bland and bogus.

When we first began looking for natural ingredients to help relieve the daily stress of our family pets, we came across chamomile. Not only was it reputed to help encourage a more calm, relaxed state, but we found numerous studies related to its benefits for skin and coat support.

Melatonin is loaded with antioxidants and supports a calming effect by reducing restlessness, which we quickly realized just how effective it was at supporting our dog's healthy lifestyle. However, most companies use amounts of melatonin far too low to get any of its true benefits. That's why you will find each of our product servings include 1 mg of melatonin to ensure your pet gets a full range of benefits.

We carefully researched and designed products that maximize the health benefits of ingredients you know and coupled them with the calming support and stress relief properties of ingredients like **chamomile and melatonin.**

Check out our Chill by mount ara™ kit with a fillable BPA-free bone and calming peanut spread – the first of its kind!



we're proud of our retail partners.

mount ara™ is dedicated to the success of our independent retailers. That's why our products, programs, and pricing are designed around working with you.

How to stock mount ara™ products: Both our CBD and Chill line work best when stocked together. Independent retailers report stronger and more confident purchases by consumers who are shown both CBD and non-CBD options supporting stress and anxiety relief in their pets.

Many customers feel that being shown non-CBD options indicates loyalty to their needs and focuses less on market fads.



ASTRO LOYALTY



ASTRO Loyalty – mount ara™ has partnered with ASTRO to provide loyalty programs and rewards to customers. Retailers unfamiliar with ASTRO loyalty should reach out to the mount ara™ marketing department to learn more, or directly to ASTRO Loyalty.

Marketing Support – Many independent stores need resources to help develop marketing campaigns. Let mount ara™ help. We offer retailers access to our marketing team for development of high-resolution images and branding material either for social media, affiliate marketing, or printing purposes.



Training Programs – Our retail partners are encouraged to take part in the mount ara™ training program. This web-based learning is a three-part course that can help enhance in-store sale's knowledge. Retailers who complete all three courses receive discounts on mount ara™ orders and free mount ara™ gear.

mount ara™ general rules

While CBD-rich hemp can be delivered by oil or bite, there are several DO's and DON'T's that can help maximize the benefits.



- Be sure to administer hemp products outside of feeding windows by 30 minutes. Most diets for pets today are high in meat and meat fat, which can minimize the oil's effect.
- mount ara™ products, especially hemp oil, should be delivered directly, not used with other foods or water.
- For calming support, expect the food products to begin affecting the pet within 30 minutes. Do not wait for the triggering incident to attempt to give your pet mount ara™ as most pets will be too upset to want to eat a bite.
- Finding the perfect dose: When using hemp products, start with the recommended dose and increase gradually. If no benefits are noticed from the first event, increase on the next treatment.



- If your goal is to improve pain management of more chronic issues or more severe stress, it is important to note that hemp oil containing CBD may take a few days to become effective.
- We recommend dividing the doses in half and delivering one dose in the morning and another in the afternoon/evening.



mount ara™ product line

mount ara™ product lines include both CBD and non-CBD options.

We aren't just a CBD company; our goal is to make healthy and fun calming products that actually work. The Chill by mount ara™ line consists of an assortment of calming products for those looking for CBD alternatives.

Each mount ara™ product is made here in the US and packaged in our facility just outside of Chicago, Illinois. We pay special attention to our ingredients and ensure that only the best batches make it into your hands.



Active Ingredients per Bite: Full-spectrum Hemp Oil... 55mg, (Contains 5 mg of actively occurring CBD)

Inactive Ingredients: Cinnamon, Coconut Oil, Garbanzo Bean Flour, MCT Oil, Molasses, Oat Bran, Oat Flour, Tumeric (Apple & Pumpkin)

MSRP \$24.99

mount ara™ bites



enhances joint mobility



Perfect before a thunderstorm



helps keep your dog calm



mount ara™ hemp oil *with naturally occurring cbd*



helps keep your dog calm



blended with nutrient-rich MCT oil



perfect for dogs of all ages

mount ara™ full-spectrum hemp oil (500mg) is the go-to natural solution for your pet! Our oil contains 16 mg of actively occurring water soluble CBD per milliliter.

Active Ingredients: Organic Full-spectrum Hemp Oil containing naturally occurring CBD.

Inactive Ingredients: Organic MCT Oil

Each dropper contains 84 mg of Full-spectrum Hemp, 16 mg being Active CBD

MSRP \$79.99



mount ara™ playtime kit

mount ara™ is excited to introduce the first ever CBD-toy combo! Each package includes one mount ara™ chew toy and one mount ara™ full-spectrum hemp spread with real peanut butter for taste.

Simply squeeze out our spread into either end (or both) of the toy and toss it to your furry pal! Guaranteed to keep your pet busy and calm. For longer playtime, try freezing the combo first!



all natural BPA-free rubber



helps reduce plaque buildup and supports a healthy bite



MCT oil and organic oat-bran to support a healthy lifestyle



playtime... upgraded.



Active Ingredients: Full-spectrum Hemp Oil...500mg (with 45 mg of actively occurring CBD)

Inactive Ingredients: MCT Oil, Organic Molasses, Organic Oat Bran, Organic Oat Flour, Peanut Butter (for flavor)

Serving Size: One tsp filled cavity.
4 - 8 servings with kit (3.2mg/ side)

MSRP \$24.99



mount ara™ hemp spread

with naturally occurring cbd

For the more discerning pets, mount ara™ is excited to offer our hemp spread made with real peanut butter. This delicious spread is great on its own or as a topping on your dog's favorite treats. It also pairs perfectly with our fillable Chew toy.

mount ara™ hemp spread is made with full-spectrum hemp containing naturally occurring CBD and is a fun, exciting alternative to most other hemp and CBD products.

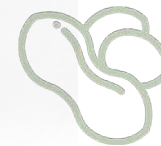
Active Ingredients: Full-Spectrum Hemp Oil...
(with 90 mg of actively occurring CBD)

Inactive Ingredients: MCT Oil, Organic Molasses, Organic Oat Bran, Organic Oat Flour, Peanut Butter (for flavor)

MSRP \$24.99



**blended with
nutrient-rich
MCT oil**



**made with real
peanut butter
for flavor**



helps keep your dog calm & relaxed



Chill by mount ara™ product line

Chill by mount ara™ Bites are the perfect blend of taste, wholesome ingredients, and calming support. Made with real peanut butter and featuring chamomile and melatonin, these slow-baked bites offer the crunch your dog is craving.

Whether your dog struggles with fireworks, car rides, or trips to the vet, mount ara™ Chill Bites are the perfect addition to their diet to support a calm and healthy lifestyle. The antioxidants and digestive-supporting ingredients are the perfect benefit to keep your dog happy and healthy, too!



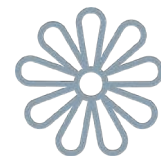
**Each bag
contains
30 bites**

Active Ingredients: Chamomile.. 50mg,
Melatonin.. 1mg

Inactive Ingredients: Cinnamon, Coconut Oil,
Garbanzo Bean Flour, MCT Oil, Molasses, Ota
Bran, Oat Flour, Peanut Butter

MSRP \$15.99

Chill by mount ara™ bites



**made with
melatonin &
chamomile**



**Perfect before a
thunderstorm**



**helps keep your
dog calm**

mount ara™ superbite™



all natural BPA-free rubber



**helps reduce plaque buildup and
supports a healthy bite**



perfect for dogs of all ages

Chill by mount ara™'s super bite
chew toy is made of BPA-free
rubber and features a reinforced
core. The unique geometric edges
help reduce plaque buildup and
support a healthy bite!

MSRP \$12.99

***"This bone is basically
indestructible - it's been weeks
now and my dog can't get
through it." - customer & long
time store owner.***

Chill by mount ara™ playtime kit

Each package comes with our Chill by mount ara™ durable chew toy and one pouch of mount ara™'s calming spread made with real peanuts for taste.

Simply fill one end, or both, of the Chill by mount ara™ chew bone with our calming spread and throw it to your rambunctious pup. By the time he's finished licking it clean, the chamomile and melatonin in each serving will have helped ease any stress or anxiety.



all natural BPA-free rubber



helps reduce plaque buildup and supports a healthy bite



made with real peanut butter for flavor



playtime...Upgraded.

Chill products do not contain CBD.

Active Ingredients: per 1 tsp (8g): Chamomile.. 50mg, Melatonin.. 1mg

Inactive Ingredients: Cinnamon, Coconut Oil, Oat Bran, Oat Flour, Peanut Butter

MSRP \$19.99





Chill by mount ara™ calming spread

with chamomile & melatonin

Perfect for refilling mount ara's Super Bite or as a topping on your dog's favorite meal, the mount ara Chill spread is perfect for any size pup.

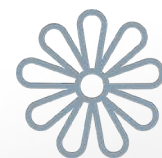
Natural chamomile and melatonin blends help support a calm and relaxed behavior for your dog.

Active Ingredients: per 1 tsp (8g): Chamomile.. 50mg, Melatonin.. 1mg

Inactive Ingredients: Cinnamon, Coconut Oil, Oat Bran, Oat Flour, Peanut Butter

Chill products contain no CBD.

MSRP \$24.99



**made with
melatonin &
chamomile**



**Perfect before a
thunderstorm**



made with real peanut butter for flavor





www.mountara.com

follow us [@mount_ara](#)

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