



# LIQUID BIOCELL PET

## Frequently Asked Questions

### Why Liquid BioCell® Pet?

Liquid BioCell® Pet was created after the stunning success of its original Liquid BioCell® Life formulation. When thousands of users reported incredible results, Jusuru saw the enormous potential for four-legged users, as well as people. Liquid BioCell® Pet is specifically formulated to support normal joint structure, function, and flexibility, as well as promote optimal overall health and well-being. And that's not all; Liquid BioCell® Pet has the added benefit of providing a shiny, healthy coat. That means your pet will look and feel fantastic!

### Can I give my pet Liquid BioCell® Life?

Liquid BioCell® Life was designed for human consumption only, and many pets have allergies to fruits. For this reason, it is unique in that it has the active ingredient Liquid BioCell®, without the ingredients that may pose potential allergic reactions in an animal. Now your pets can supplement their diets, as you do, with the assurance that it is safe and effective.

### How does it work?

Liquid BioCell® Pet provides your pet with all-natural, multi-patented Liquid BioCell®. It is exclusively available from Jusuru in a ready-to-absorb liquid supplement for your pets. It contains a matrix of beneficial properties, including:

- **The most abundant protein found in the body.** (1) Hydrolyzed collagen provides the structural framework of connective tissues to keep your pet's joints active and fluid.
- **The amazing shock-absorbing properties of cartilage.** (2) A naturally-occurring element of joint cartilage and the dermis, depolymerized chondroitin sulfate makes your pet's joint cartilage and skin strong, and makes his coat lustrous and healthy.
- **Lubrication for joints.** (3) Thanks to a patented process, hyaluronic acid (HA) becomes highly bioavailable, adding moisture back to your pet's body. Fast acting, HA levels increase by 60-fold in a 28-day period. (4) Your pet will glide through your home, the park, and play with ease.

### How much does my pet need to take?

Follow the guidelines on the back of the bottle for dosage recommendations. Since a pet's weight varies greatly, we recommend giving your pet the correct amount depending on his or her weight. For example, a large Rottweiler will need a larger daily dose than a small terrier. Liquid BioCell® Pet is designed for both cats and dogs, so you don't need separate products for your family of pets!

### Does Liquid BioCell® Pet need to be refrigerated?

Yes, after opening, store Liquid BioCell® Pet in your refrigerator. Prior to opening, it may be kept at room temperature in a cool, dry location such as your pantry, until the expiration date printed on each bottle.

### Will I need to continue to give my pets multi-vitamin supplements?

Liquid BioCell® Pet was designed specifically for joint health and shiny coats. Continue your pet's typical diet, which includes choice of food, ample water, and multi-vitamins. If you are currently using a pet food that contains glucosamine or multi-vitamins, you may continue its use. For joint health purposes, Liquid BioCell® Pet alone is sufficient, and you may consider buying regular pet food if you choose.

### How soon will my pet notice a difference?

The powerful Liquid BioCell® Pet formulation goes to work immediately. Noticeable biological changes occur within hours of taking the product, including elevating your pet's HA levels within hours (5). Most pets feel a difference somewhere between a few weeks and a few months, depending on the extent of their immobility or discomfort. A minimum of three month's use is recommended to feel the optimal benefits. Plus, Liquid BioCell® Pet offers a number of preventative and maintenance effects that will keep your pet healthy and active, with continued use.

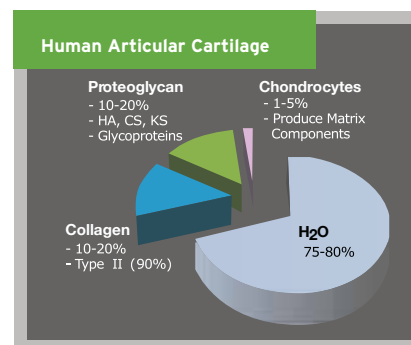
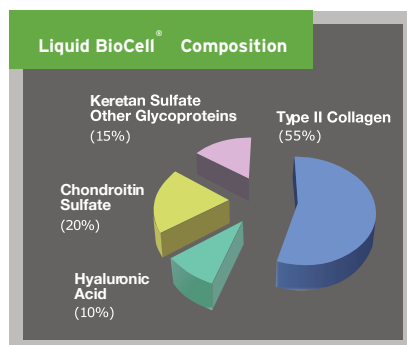
#### Dosage recommendations:

Body Weight	Serving Size	Servings per Container
<24 lbs	2 ml / day	60
25 - 49 lbs	4 ml / day	30
50 - 100 lbs	6 ml / day	20
100 + lbs	8 ml / day	15

**Suggested Use:** As a supplement for dogs and cats for healthy hips, joints, skin, and a shiny coat. Feed directly, or with food or favorite treats.

### How does Liquid BioCell® Pet compare to a glucosamine pet supplement?

You may have used a glucosamine pet supplement or are considering one. Liquid BioCell® Pet is only similar in that they are both intended and used for joint health. However, Liquid BioCell® Pet goes far beyond glucosamine by providing the body with other critical nutrients, such as collagen, chondroitin sulfate, and hyaluronic acid in a patented, molecularly optimized form. Articular cartilage (whose degradation causes joint discomfort) is comprised of collagen, chondroitin sulfate, and hyaluronic acid. Feeding your pet's body with those precise compounds, derived from a single, all-natural source, is what makes Liquid BioCell® Pet so effective and bioavailable. The research conducted on glucosamine supplements showed no better results than placebo (6), whereas our key ingredient, Liquid BioCell®, showed significant improvement in joint health due to its comprehensive approach. (7) No other ingredient can demonstrate such excellent and comprehensive clinical data, and no other supplement contains patented Liquid BioCell®.



### Where can I purchase Liquid BioCell® Pet?

Liquid BioCell® Pet is available for purchase through our growing network of independent representatives. Speak with the person who introduced you to Jusuru about both Liquid BioCell® Pet for your pets, and Liquid BioCell® Life, for you.

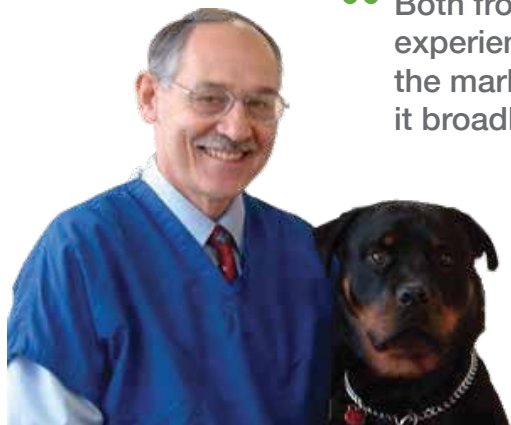
### Can I give Liquid BioCell® Pet to horses?

Liquid BioCell® Pet is specifically formulated for dogs and cats and is not intended to be given to horses. It is recommended that you give your horses Liquid BioCell® Equine, as it is specifically tailored to provide optimal results for equine.

### My veterinarian recommended Liquid BioCell® Pet for my dog. May I give Liquid BioCell® Pet to my cat and other dog at home?

Absolutely. All of your pets, whether or not they suffer from joint health problems or in pre-or post-surgery stages, will profit from the multiple benefits. Liquid BioCell® Pet will keep your dog or cat more active and more resilient to natural aging effects on joints and connective tissues, and keep their skin and coat healthy, strong and shiny. Think of it as necessary nutrition for every pet's daily diet.





## Meet Dr. George A. Malnati

George A. Malnati, DVM, MS, is a graduate of Williams College (1967), the College of Veterinary Medicine at Cornell University (1971) and received his MS in small animal surgery at the University of Georgia (1977-1980). He is also a Diplomate of the American College of Veterinary Surgeons with over 30 years of experience as a surgical specialist.

### Dr. Malnati Q&A:

#### What is your personal experience with Liquid BioCell Life?

I am a board-certified specialist in veterinary surgery and mainly do orthopedic surgery. My hands were becoming immobile and performing surgery was becoming difficult and uncomfortable, which was very troubling because I love what I do. It had gotten to the point that when I was typing the surgery report and writing to the referring doctor after surgery, my hands would ache severely. I had to change how I was using instruments in surgery to decrease the discomfort.

After taking Liquid BioCell Life for a month, I saw a large improvement. I am typing with no discomfort. My hands are much more flexible. My skin is softer. I am amazed at the changes and the speed of the results! Now I am confident that I can continue practicing my profession for as long as I choose.

“ Both from the medical perspective and my personal experience, Jusuru is the best product I have seen on the market. I will continue to use it and recommend it broadly. ”

#### How can a dog or cat benefit from taking Liquid BioCell Pet?

My experience with nutraceuticals over the last 20 years has been that they vary in their effectiveness. Some would work well with some patients and not in others. Liquid BioCell is different in that Liquid BioCell is well absorbed by the body and therefore gives consistent results. I am certain that we will find that the product will have many more effects throughout the body. Collagen is the basic structural material from which the body is built. Essential tissues are comprised of collagen, including skin, cartilage, tendons, ligaments, and bones. Hyaluronic acid is the glue that holds the tissue together. Our bodies, whether dog, cat, horse or human, need a bioavailable (usable by the body) and absorbable source of these building blocks.

I perform a lot of knee surgeries in animals. With Liquid BioCell Pet, I see a significant improvement in my animal patients, as they tend to have ligament damage and joint degradation that results in discomfort. These patients do much better with the nutritional support that Liquid BioCell Pet provides.

#### Why does Liquid BioCell Pet fit in so well with your practice?

I have recognized the importance of nutritional supplementation and an excellent overall diet for decades. If a patient can be improved with nutrition, then there will be less need for pharmaceuticals that may have side effects. Often, the pet owners are so impressed with the results in their pets that they become mutually interested in Liquid BioCell for themselves.

#### How does having a healthy skin and coat relate to the overall health of your pet?

The skin is a dynamic organ and does far more than just cover the underlying structures. The coat reflects the condition of the skin. Healthy skin and coat are the external signs of what is going on internally. A healthy skin and coat suggests the rest of the body is on a good nutritional plane.



### Certificate of Quality

PRODUCT NAME: Liquid BioCell™ Pet

PRODUCT CODE: JUS59800P

NET CONTENTS: 4 fl oz.

Liquid BioCell Pet is manufactured in a cGMP compliant (21CFR part III) facility that is certified by NSF, and is certified as an NSF sport facility. The manufacturer holds a Drug Manufacturing License issued by the State of California Food and Drug Branch and is registered as a Drug Establishment with the FDA. The manufacturer also holds a Pet Food Manufacturing License issued by the State of California Food and Drug Branch.

### PHYSICAL ANALYSIS

PARAMETERS	SPECIFICATIONS	METHOD
FORM	Clear Liquid	Organoleptic
ODOR	Characteristic	Organoleptic
COLOR	Light Amber	Organoleptic

### INGREDIENTS PROFILE

#### Each 2 ml contains the following ingredients:

Crude Protein, minimum 8%  
 Crude Fat, minimum 0.1%  
 Crude Fiber, maximum 1%  
 Moisture, maximum 85%

#### Other Ingredients:

Purified Water, Liquid BioCell® (hydrolyzed sternal cartilage collagen type II extract containing chondroitin sulfate and hyaluronic acid), Citric Acid, Natural Flavor, Potassium Sorbate

### CHEMICAL ANALYSIS

PARAMETERS	SPECIFICATIONS	METHOD
PH	2.6-3.6	pH Meter

### MICROBIAL ANALYSIS

PARAMETERS	SPECIFICATIONS	METHOD
STANDARD PLATE COUNT	NMT 1000 cfu/ml	AOAC Petrifilm
YEAST	NMT 100 cfu/ml	AOAC Petrifilm
MOLD	NMT 100 cfu/ml	AOAC Petrifilm
COLIFORM	NMT 10 cfu/ml	AOAC Petrifilm
E. COLI	Negative/10 ml	USP
SALMONELLA	Negative/10 ml	USP
STAPHYLOCOCCUS AUREUS	Negative/10 ml	USP
PSEUDOMONAS AERUGINOSA	Negative/10 ml	USP

## References

- Ref 1. Bhosale A. M. et al. Articular Cartilage: structure, injuries, and review of management. Brit. Med. Bulletin. 2008 87:77-95.
- Ref 2. Monfort J, et al. Biochemical basis of the effect of chondroitin sulfate on osteo arthritis articular tissues. AnnRheum Dis. 2008 Jun; 67(6): 735-40.
- Ref 3. Whiteside RA. Effective lubrication of articular cartilage by an amphiphilic hyaluronic acid derivative. ClinBiomech.2011.
- Ref 4. Judy, W. Clinical study shows hyaluronic acid in BioCell Collagen® found to have significant absorption and bioavailability. 2004 SIBR.
- Ref 5. Judy, W. Clinical study shows hyaluronic acid in BioCell Collagen® found to have significant absorption and bioavailability. 2004 SIBR.
- Ref 6. Wandel S, et al. Effects of glucosamine, chondroitin, or placebo in patients with osteo arthritis of hip or knee: network meta-analysis. 2010. BMJ. doi: 10.1136/bmj.c4675.
- Ref 7. Sheldon, E. A randomized double blind clinical pilot trial evaluating the safety and efficacy of hydrolyzed collagen type II (BioCellCollagen®) in adults with osteo arthritis. 2003. Miami Research Associates.

## FDA Disclaimer

These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.

## Legal Disclaimer

The information contained in this document (including but not limited to literature, abstracts, clinical studies, research data, historical uses, advertisements, publications and any other information that is provided in the form of email or attachment) is solely intended for the purposes of education and knowledge, and should not be used as medical advice. Jusuru International, Inc. ("Jusuru") will not assume responsibility for how you use this information in the future. Not all of the clinical studies referenced and contained in this document are on Liquid BioCell® Life; the other studies are included as background information. Jusuru is not making any legal representation as to the information provided herein. While efforts have been made to ensure the accuracy of the content and information contained herein, Jusuru gives no warranty as to the accuracy of the information contained in the content of this document. Jusuru reserves the right to withdraw or delete information at any time.

- Ref 1. Bhosale A. M. et al. Articular Cartilage: structure, injuries, and review of management. Brit. Med. Bulletin. 2008 87:77-95.
- Ref 2. Monfort J, et al. Biochemical basis of the effect of chondroitin sulfate on osteo arthritis articular tissues. AnnRheum Dis. 2008 Jun; 67(6): 735-40.
- Ref 3. Whiteside RA. Effective lubrication of articular cartilage by an amphiphilic hyaluronic acid derivative. ClinBiomech.2011.
- Ref 4. Judy, W. Clinical study shows hyaluronic acid in BioCell Collagen® found to have significant absorption and bioavailability. 2004 SIBR.
- Ref 5. Judy, W. Clinical study shows hyaluronic acid in BioCell Collagen® found to have significant absorption and bioavailability. 2004 SIBR.
- Ref 6. Wandel S, et al. Effects of glucosamine, chondroitin, or placebo in patients with osteo arthritis of hip or knee: network meta-analysis. 2010. BMJ. doi: 10.1136/bmj.c4675.
- Ref 7. Sheldon, E. A randomized double blind clinical pilot trial evaluating the safety and efficacy of hydrolyzed collagen type II (BioCellCollagen®) in adults with osteo arthritis. 2003. Miami Research Associates.

\* Liquid BioCell® is the exclusive highly bioavailable liquid form of BioCell Collagen® TF

All content included in this document, such as text, graphics, logos, images and data compilations is the sole property of Jusuru or its content suppliers and/or vendors and protected by United States and International Copyright Laws. The compilation of all content in this document is the exclusive property of Jusuru and protected by U.S. and International Copyright Laws.

## Trademarks

Jusuru®, Liquid BioCell® Life (Logo and Design); and other marks indicated in our document are registered, or are currently under registration of trademarks of Jusuru International, Inc., or its subsidiaries, in the United States and other countries. Jusuru's graphics, logos, scripts, and service names are trademarks or trade dress of Jusuru or its subsidiaries. Jusuru's trademarks and trade dress may not be used in connection with any product or service that is not Jusuru in any manner that is likely to cause confusion among customers or in any manner that disparages or discredits Jusuru.

All other trademarks not owned by Jusuru or its subsidiaries that appear in this document are the property of their respective owners, who may or may not be affiliated with, connected to, or sponsored by Jusuru or its subsidiaries. Liquid BioCell® (Logo and Design) is a registered trademark of BioCell Technology, LLC.

## Applicable Law

You agree that the laws of the State of California, without regard to principles of conflict of laws, will govern these Conditions of Use and any dispute of any sort that might arise between you and Jusuru or its affiliates.