



#ScienceHearted

# Eliminating guesswork in animal production.

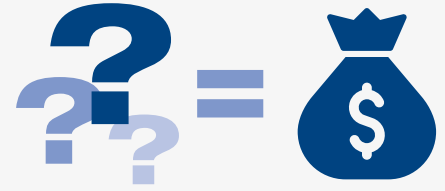


#ScienceHearted

At ARM & HAMMER™ we think big on a microscopic level to deliver solutions for resilient animals and safe food that drive business forward. We're your #ScienceHearted, local-and-global, animal and food production team.

# Not knowing could be costing you profit and productivity.

As a dairy, beef, swine or poultry producer, you make countless decisions every day based on your unique production environment. But making these choices on hunches or “How it’s always been done” can have costly consequences—not knowing could translate to thousands of dollars in vet bills or productivity losses. What if you could instead base decisions on a thorough understanding of what’s happening on your operation and the microbial level?



## What if you could get actionable intelligence from a leading-edge research and analysis lab?



### TAILORED INSIGHTS.

What if you could get actionable insights based on your environment’s unique challenges?



### KNOWING, NOT GUESSING.

What if the insights you use for key decisions came from a dedicated investment in tools and expertise across core competencies including microbial ecology, genomics and immunology?



### BUSINESS OBJECTIVES FIRST.

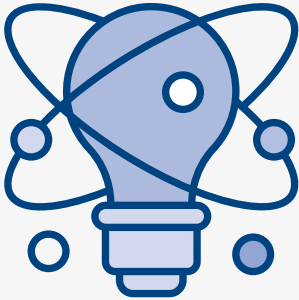
What if your partner network served as an extension of your business and production objectives?

## Only Arm & Hammer Animal and Food Production and its state-of-the-art research and analysis lab are:

- ✓ Expert at addressing specific disease challenges and assessing unique production environments using our Microbial Terroir™ platform.
- ✓ Fully invested in your success thanks to a multi-million-dollar investment in state-of-the-art technology and expertise.
- ✓ Committed to integrating science and service to align with your business and business objectives.

## Laser-focused on *your* challenges.

Whether it's providing expert assistance on specific disease challenges or addressing the unique needs of your production environment, we never take a one-size-fits-all approach. Instead, our integrated approach helps identify and implement what's best for your situation.



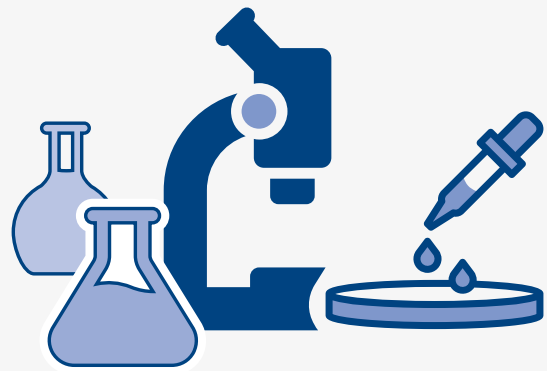
## The ideal platform for advanced intelligence.

The Microbial Terroir is the embodiment of the local environment (animals, housing, feed, water, weather and more) and its influence on the microbiota that influence the health and performance of the animal. By relying on insights from an operation's unique Microbial Terroir assessment, the ARM & HAMMER team can identify beneficial, proprietary strains of *Bacillus* to craft CERTILLUS™ products formulated to combat those challenges.



## Invested in your success.

Our research and analysis lab has the tools and resources to understand microbiological issues at the deepest possible level. It's an integral part of the investment that ARM & HAMMER™ continues to make each year in technology. Our advanced degrees coupled with years of hands-on experience help turn those resources into actionable insights.

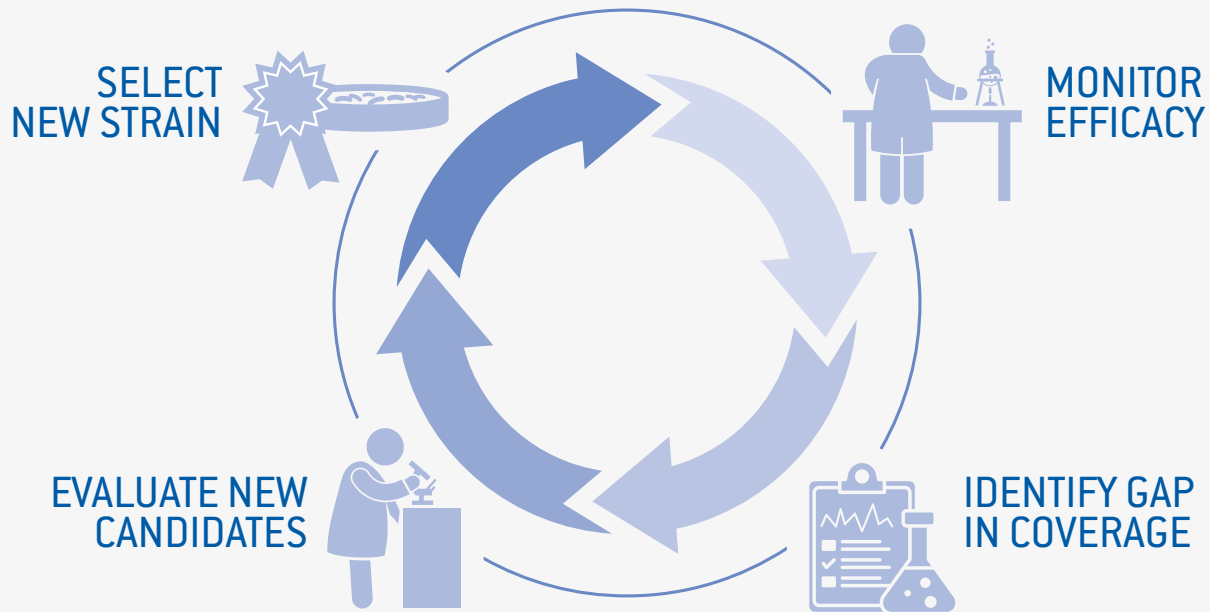


## Responding with "the best of the best."

Since the scientists in our research and analysis lab can access more than 20,000 *Bacillus* strains, they can choose the "best of the best" for each environment, closing the gap on what's happening at the production level. The result: Targeted Microbial Solutions™ that fit your unique production environment.

## New strains for existing challenges.

Our scientists routinely evaluate the efficacy of our *Bacillus* strains against customers' most pressing pathogenic challenges. If strains in a current product offering no longer adequately protect against an evolving challenge, they set out to locate a *Bacillus* strain better suited to effectively combat it. Working closely with technical services teams to maintain a pulse on production-level challenges, microbiologists develop customized solutions, integrating strains as needed as populations or challenges shift.



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**We're #ScienceHearted and we're here for you.**

We're ever-curious farm kids turned nutritional innovators, microbial pioneers and food safety game changers. We use scientific research to unlock the power of nature to create products that focus on you, your animals and worldwide food security. To learn more, contact your nutritionist, veterinarian or ARM & HAMMER™ representative or visit [AHfoodchain.com](http://AHfoodchain.com).

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