



Because
pets are
family too

beaphar[®]

Because pets are family too

Our Brand Values

We reflect our brand values in everything we are and do.

What we stand for:



Family focus

We care for pets like we care for our family and we do everything we can so pet owners can enjoy a healthy and happy bond with their pets. Everything we do is driven by our **passion** and fundamental insight that **pets are part of the family**.

We are a family company, we know what family means. We create a sense of **belonging** and **work together**; trusting, understanding and supporting each other. We foster a warm bond with all our stakeholders, internal and external, to ensure other families can take care of the health and well-

being of their loved ones.

We have a personal, warm approach and we cherish the emotional bond between pet and the owner as we believe this improves the quality of life.



Accessibility

We offer **good value for money** - our products are affordable for the family pet owner. We commit to an affordable pricing and open distribution, without concessions on quality. Our products and services are within **easy reach** for our customers, both physically and digitally - you can buy them wherever you search for them.

We provide quick and simple access to Customer Service and product expertise. We are approachable for consumers, customers, colleagues, and all stakeholders that share our values.

We hold close working relationships with one another, we have short communication lines and are open to each other's feedback. We use clear and simple language at all times.



Quality & Care

We are pet lovers and are **internally motivated** to do the best we can in all areas of our business. We are committed to achieving high standards and advancing best practice. Our products do what they promise and solve everyday problems. We use quality ingredients and strictly controlled production processes to ensure we deliver. **Product safety, effectiveness** combined with **sustainability** sit at the heart of everything we do - globally.

We value our customers; **we build long-term relationships** and are a trusted adviser for daily care, health and well-being of pets.

We **are dedicated** to delivering on promises and exceeding expectations, each and every time. We would be nothing without the loyalty, commitment, expertise and hard work of our employees, we care, retain and reward.



The Healthcare Specialist

Valuing our heritage and manufacturing products for cats, dogs, small animals, reptiles, and birds.

Export

2026

 = supplied by Beaphar



Providing for our family

Providing for your family is the founding principle of Beaphar. When we began in 1942, Bernard Aa's only motivation was to feed his newborn son at a time when food was scarce. Demand was high and customers came calling, all with the same desire: **to provide the best care they could for their families.**

The years may have passed and Beaphar's focus may have shifted to providing for a different family member, but the desire remains, and this desire has fed into every aspect of Beaphar's development.

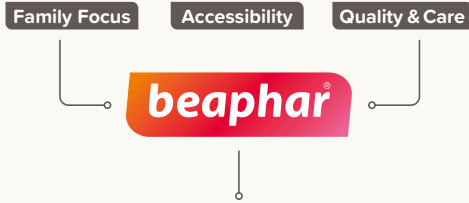
It is the desire to provide for their families that has driven first Bernard, then his son Henk, and now his grandson Daan, **to build and develop the company into the leading global pet healthcare manufacturer it is today.**

It is the desire of our employees – 90% of whom are pet owners – to develop new products and improve existing ones.

And it is the desire of the consumers to find affordable, quality, trustworthy products **to ensure their cherished pets are happy and healthy.**

But while we are a global company, at heart the core focus remains, the reason that Bernard began over 80 years ago. To provide the best care for our family. And for our pets.

Why?



1 company
1 family



Building our Brand

We stand for family focus, accessibility, quality & care. These values are the three cornerstones of Beaphar, and the very essence of our company.

The colours red, orange and magenta in our logo reflect the wide spectrum of pet solutions we offer, and add a sense of warmth that pet owners feel for their furry or feathered friend.

Our three-tone gradient logo also supports the product classification system. It places the Beaphar product range into **three core sectors – health, care and nutrition.** This will bring the product range into a consistent form globally, and ensure a bigger impact and wider recognition on the shelf.

Because our pets are a valued member of the **family**, Beaphar believes pet owners should have **easy access to quality** pet healthcare and medicinal products that are **affordable.**

Why?

Building a strong future

Beaphar provides pets and their families in over 90 countries with affordable and qualitative health, care, and nutritional products, but we want to do more.

Our pets are not just animals. They are our companions, our friends, our family. Beaphar believes they deserve the very best care, and so we will always strive to deliver our products to more customers, both trade and consumer. We want all pets and their families to have access to quality, affordable, trustworthy health, care, and nutritional products, and **we can do that with you.**

We have global and local sales & marketing teams who not only have an abundance of knowledge and expertise, but a passion for pets and their health.

By stocking our products you can benefit from our bespoke point-of-sale and digital support, which will make it easier for your customers to find the products they need and boost your sales.

Together, we can support the health of pets and their families across the world.

Why?

**Because pets are family too
...And family deserves the best.**

Scratch out fleas for good



beaphar

Because pets are family too

Beaphar Anti-Parasite Collars



Beaphar Anti-Parasite Spot-Ons



Because their teeth are just as important as yours



beaphar

Because pets are family too

Beaphar Dental Care
The complete range

FRESH BREATH

PLAQUE & TARTAR CONTROL



Cats will
be cats



beaphar

Because pets are family too

Beaphar Behaviour Range

Comfort from Pheromones

PERHOMONE
TECHNOLOGY ✓



Calming rooted in nature



Beaphar Supplements

Their daily healthy
treat



beaphar

Because pets are family too

Beaphar Lactol Milkreplacer

Tender loving care
from the start



beaphar

Because pets are family too

Treat your pet
to the perfect meal



beaphar

Because pets are family too

Beaphar Care+[®]
Premium Food

DEVELOPED BY
NUTRITIONISTS

ALL IN ONE
NO SELECTIVE EATING



The joy of motion

Evolving Joint Care



Because pets are family too

CBD Oil

For changes in daily environments



Because pets are family too



Beaphar sensitive skincare

Gentle care for delicate skin



beaphar

Because pets are family too

Eye, Ear & Paw care

Protect, cleans, cares



beaphar

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