

A good thing that ain't bad

PLUTOS[®]

Functional chews



WHO ARE WE?

A Portuguese company founded in 2015 with a factory in Madeira Island.

At Plutos, we're on a mission to create sustainable, safe and healthy treats that truly support your dog's wellbeing – from dental care and digestion to relaxation, energy, skin and coat. Made in Europe, raw-hide-free, and crafted from natural ingredients, our treats deliver real benefits with irresistible flavour.

Through a unique manufacturing process, we craft 100% natural dog treats, now enjoyed in over 33 countries under our own brands and private labels.

Our mission is to create sustainable, safe, and healthy treats for our best friends.
Our vision is to imagine and build the difference.

At Pluto's, we're committed to sustainability and social responsibility. That's why we upcycle several ingredients used in our products, such as apples, bananas and sweet potatoes. Rather than letting these nutritious ingredients go to waste, we repurpose them into delicious and healthy treats for your pets. This not only helps reduce food waste but also contributes to a more environmentally friendly production process.

When you choose Pluto's Chews, you're not only selecting high-quality treats for your furry friends – you're also supporting our dedication to sustainability and ethical practices. We believe in being an equal opportunity company, prioritizing environmental stewardship, and making a positive impact on pets, pet families, and the planet.

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PLUTOS[®]
Functional chews



PLUTOS
CHEESE
CHEWS



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Functional chews

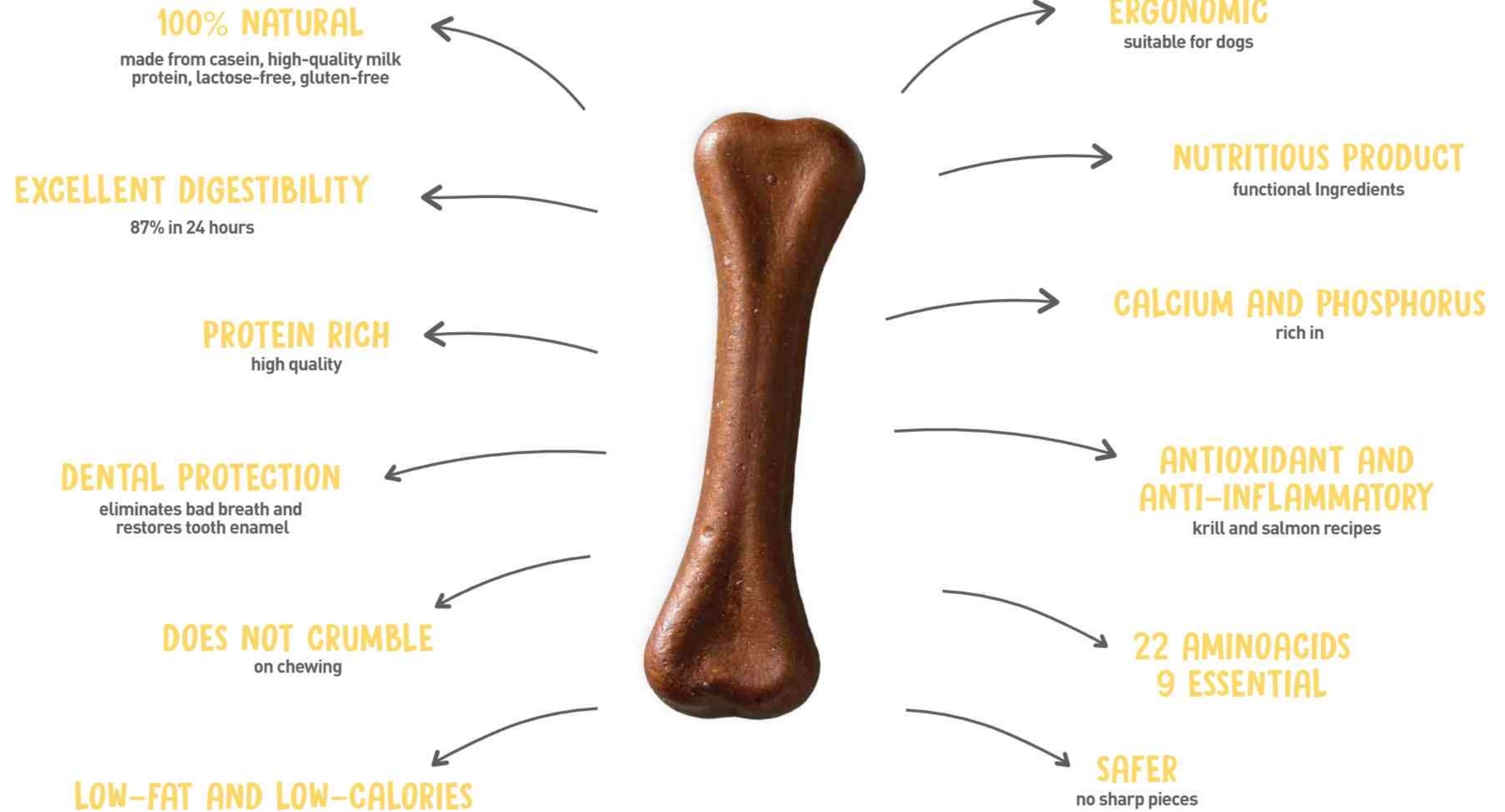
**PLUTOS
CHEESE
CHEWS**

Madeira Island Cheese Chew
Identificação individual/
Nr.: aPT8AA16122

Distribuído por: PLUTOSPETFOODS
Pav. A Módulo 1
9200-047 Coniçal
PORTUGAL
www.plutos.pet
contact@plutos.pet

OUR CHEESE CHEWS

AIR DRIED, NOT SMOKED

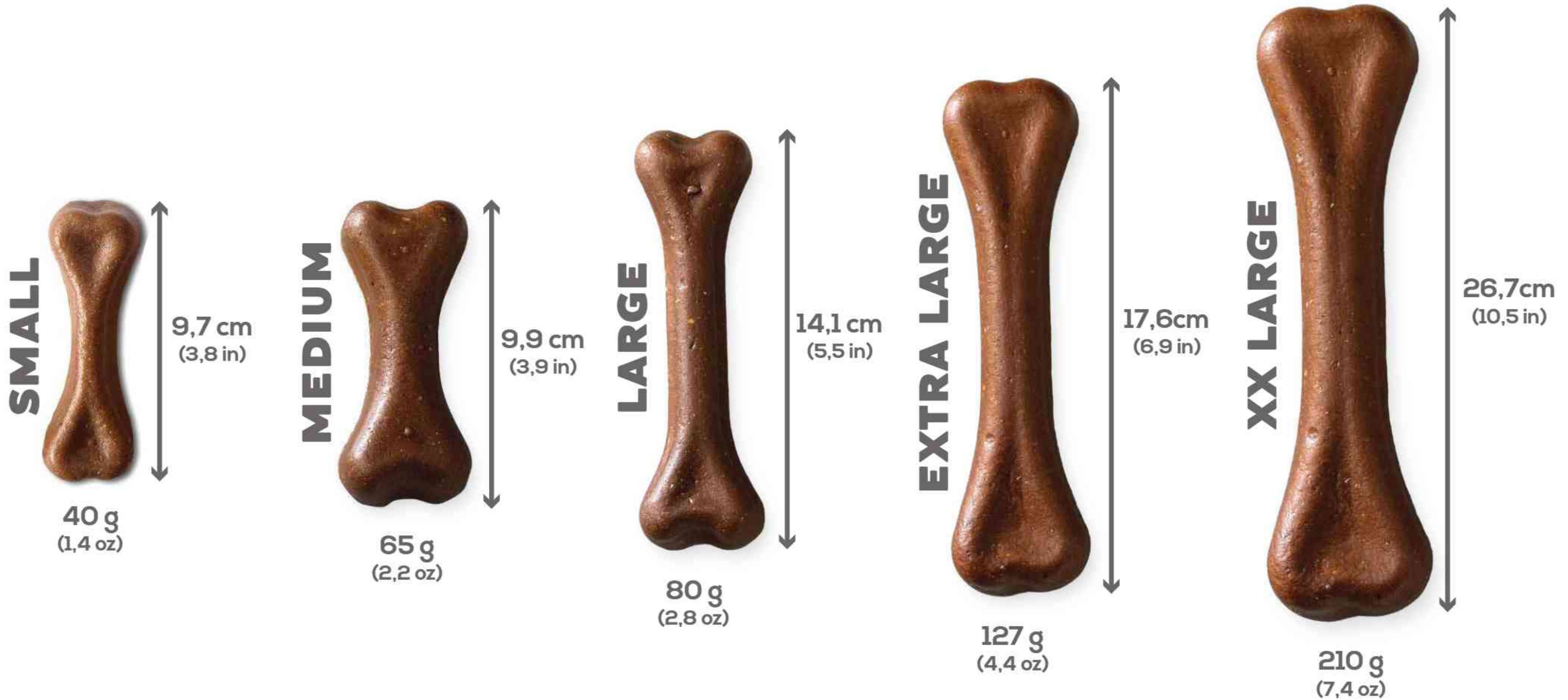


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PLUTOS
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SHAPE & SIZE COMPARISON

**PLUTOS
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BENEFITS

MORE ENERGY

**REDUCES STRESS
AND ANXIETY**

**REINFORCES THE
IMMUNE SYSTEM**

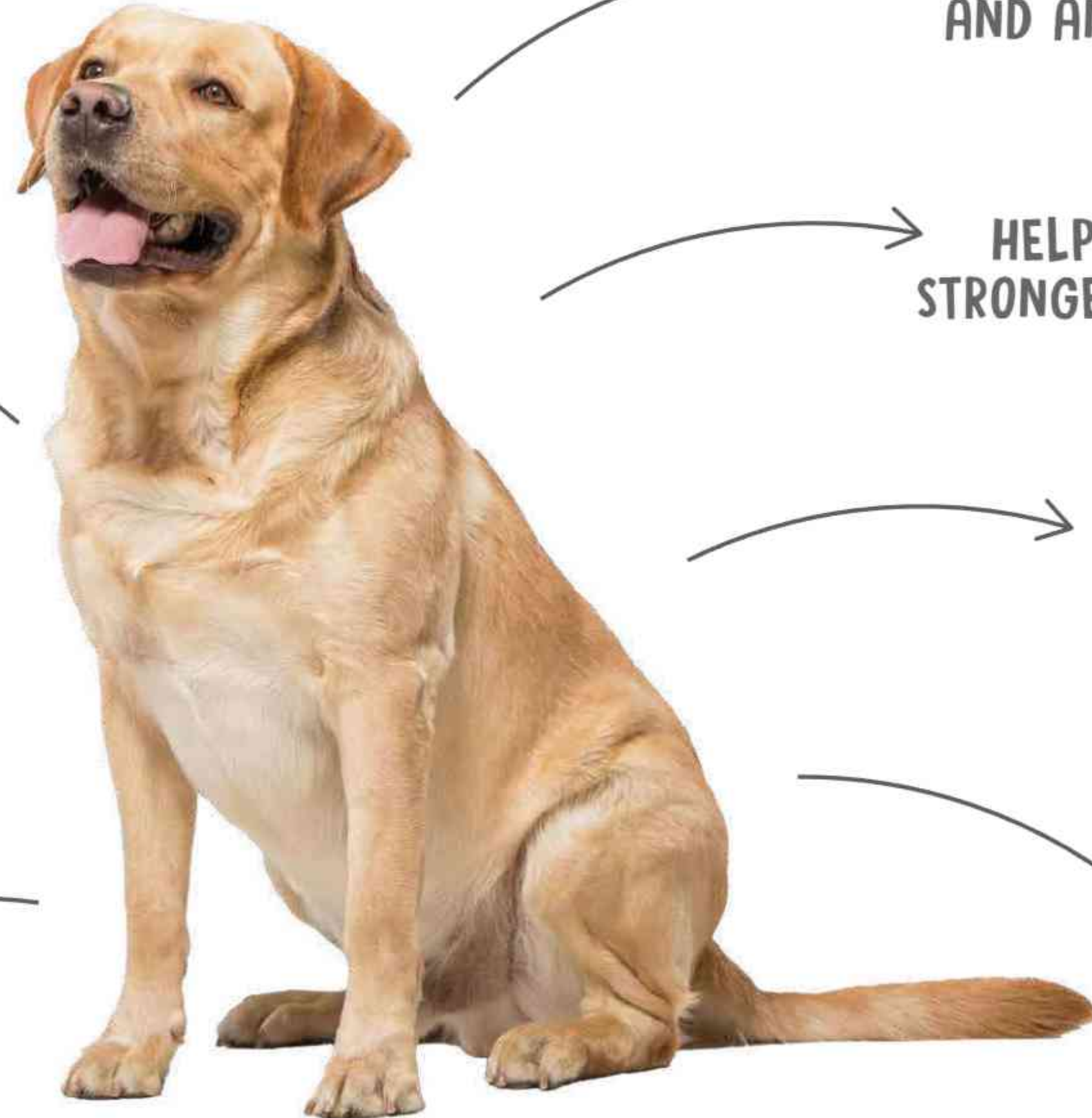
**HELPS BUILD
STRONGER MUSCLES**

LOW CALORIE

LESS TARTAR

**INCREASES
SATIETY**

**FRESHER
BREATH**



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CHEESE CHEWS

CHEESE & BACON

CHEESE CHEWS

SIZES AVAILABLE

S M L XL

INGREDIENTS: milk protein (Lactose-free and Low-fat), pea protein, apple flour, natural flavour, fat and calcium.

NATURAL ADDITIVES: preservatives, antioxidants (vitamin E), pectin and Lecithin.

CALORIES: 303kcal/100g

Protein	55%
Moisture	16%
Crude ash (minerals)	11%
Soluble carbohydrates	9.9%
Fat	2%
Crude fiber (min).....	1.5%



QTY SRP/PDQ

YELLOW BOX

Small: 24 chews
Medium: 20 chews
Large: 15 chews
Extra Large: 10 chews

WHITE BOX

Medium: 10 chews
Large: 6 chews
Extra Large: 5 chews



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CHEESE CHEWS

CHEESE & BEEF

CHEESE CHEWS

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CHEESE CHEWS

CHEESE & CHICKEN

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CHEESE CHEWS

CHEESE & DUCK

CHEESE CHEWS

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CHEESE CHEWS

CHEESE & LAMB

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CHEESE CHEWS

CHEESE & PEANUT BUTTER

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CHEESE CHEWS

CHEESE, SALMON & KRILL

CHEESE CHEWS	SIZES AVAILABLE
	S M L XL

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NATURAL ADDITIVES: preservatives, antioxidants (vitamin E), pectin and Lecithin.

CALORIES: 303kcal/100g

Protein	55%
Moisture	16%
Crude ash (minerals)	11%
Soluble carbohydrates	9.9%
Fat	2%
Crude fiber (min)	1.5%
Omega 3 (ALA108: EPA 266: DHA 199)	mg/100g
Astaxanthin	45mg/100g



QTY SRP/PDQ	
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PLUTOS
COOKIES
& STICKS



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**PLUTOS
COOKIES
& STICKS**

SHAPE & SIZE COMPARISON

COOKIE



4,8 cm
(1,8 in)

12 g
(0,4 oz)

STICK



12,5 cm
(4,9 in)

45 g
(1,5 oz)

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**PLUTOS
COOKIES
& STICKS**

COOKIES

CHEESE & KRILL

PLUTOS Cheese & Krill Cookie are 100% NATURAL and made with high-quality milk protein, rich in protein, calcium, essential amino acids, phospholipids, omega-3 and astaxanthin. Our cookies are lactose and gluten-free. They do not splinter, allowing dogs to chew and enjoy them until the end. PLUTOS cookie contain casein milk protein, which has an antibacterial effect that neutralizes bacteria in teeth, preventing plaque formation and eliminating bad breath.

NO NYLON
NO RAWHIDE
NO LACTOSE

100%
Guaranteed
**GMO
FREE**



COOKIES	QTY PER BAG	QTY SRP/PDO
	10 UNITS (120g/4.23oz)	10 BAGS

INGREDIENTS: sweet potato or apple flour, milk protein (Lactose-free), krill meal, fat and calcium.

NATURAL ADDITIVES: emulsifiers, preservatives, gelling agents, and antioxidants (vitamin E).

Crude protein (max)	30%
Moisture (max)	27%
Crude fat (max)	5%
Crude fiber (min)	3%

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PLUTOS COOKIES & STICKS

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STICKS

CHEESE & PEANUT BUTTER

STICKS	RECIPES	QTY SRP/PDO
	high quality (36% protein)	4 UNITS (190g/6.7oz)
	premium (+50% protein)	4 UNITS (160g/5.6oz)

INGREDIENTS: milk protein (Lactose-free), sweet potato or apple flour, fat, peanut butter and calcium.

NATURAL ADDITIVES: emulsifiers, gelling agents, preservatives, and antioxidants (vitamin E).

Grude protein (max).....38%
 Moisture (max).....18%
 Grude fat (max).....6%
 Grude fiber (min).....3%



QTY SRP/PDO
10 BAGS



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STICKS

CHEESE & CHICKEN

STICKS	RECIPES	QTY SRP/PDO
	high quality (36% protein)	4 UNITS (190g/6.7oz)
	premium (+50% protein)	4 UNITS (160g/5.6oz)

INGREDIENTS: milk protein (Lactose-free), sweet potato or apple flour, fat, chicken flavour, fat and calcium.

NATURAL ADDITIVES: emulsifiers, gelling agents, preservatives, and antioxidants (vitamin E).

Grude protein (max)	35%
Moisture (max)	18%
Grude fat (max)	6%
Grude fiber (min)	3%



QTY SRP/PDO
10 BAGS

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COOKIES
& **STICKS**

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STICKS

CHEESE & BEEF

STICKS	RECIPES	QTY SRP/PDO
	high quality (36% protein)	4 UNITS (190g/6.7oz)
	premium (+50% protein)	4 UNITS (160g/5.6oz)

INGREDIENTS: milk protein (Lactose-free), apple flour, pea protein, beef flavour, fat and calcium.

NATURAL ADDITIVES: emulsifiers, gelling agents, preservatives and antioxidants (vitamin E).

Crude protein (max).....36.7%
Moisture (max).....16%
Crude fat (max).....4%
Crude fiber (min).....5.2%



QTY SRP/PDO
10 BAGS

PLUTOS CRUNCHIES



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PLUTOS
Functional chews

**PLUTOS
CRUNCHIES**

OUR CRUNCHIES

BALANCED & NUTRITIOUS SNACK

EASY DIGESTION

NATURAL SOURCE OF FIBRE

CRUNCHY TEXTURE



NO SUGAR

NO SALT

WITH FOOD-GRADE INGREDIENTS

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Functional chews

CRUNCHIES

SWEET POTATO & CHICKEN

CRUNCHIES

QTY PER BAG

100g/3,52oz

INGREDIENTS: wheat flour, sweet potato flour, eggs, milk, wheat fibre, Lard, yeast, beef flavouring and butter flavouring.



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CRUNCHIES

SWEET POTATO & LAMB

CRUNCHIES

QTY PER BAG

100g/3,52oz

INGREDIENTS: wheat flour, sweet potato flour, eggs, milk, wheat fibre, Lard, yeast, Lamb flavouring and butter flavouring.



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CRUNCHIES

SWEET POTATO & PEANUT BUTTER

CRUNCHIES

QTY PER BAG

100g/3,52oz

INGREDIENTS: wheat flour, sweet potato flour, eggs, milk, wheat fibre, Lard, yeast, peanut butter and butter flavouring.



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THE GOOD
CHEESE
DOG CHEW





LAIKA'S
CHEESE
CHEWS





OUR CHEESE CHEWS

AIR DRIED, NOT SMOKED

100% NATURAL
made from casein, high-quality milk protein, lactose-free, gluten-free

EXCELLENT DIGESTIBILITY
87% in 24 hours

PROTEIN RICH
high quality

DENTAL PROTECTION
eliminates bad breath and restores tooth enamel

DOES NOT CRUMBLE
on chewing

LOW-FAT AND LOW-CALORIES



ERGONOMIC
suitable for dogs

NUTRITIOUS PRODUCT
functional ingredients

CALCIUM AND PHOSPHORUS
rich in

ANTIOXIDANT AND ANTI-INFLAMMATORY
krill and salmon recipes

22 AMINOACIDS
9 ESSENTIAL

SAFER
no sharp pieces

**LAIKA'S
CHEESE
CHEWS**

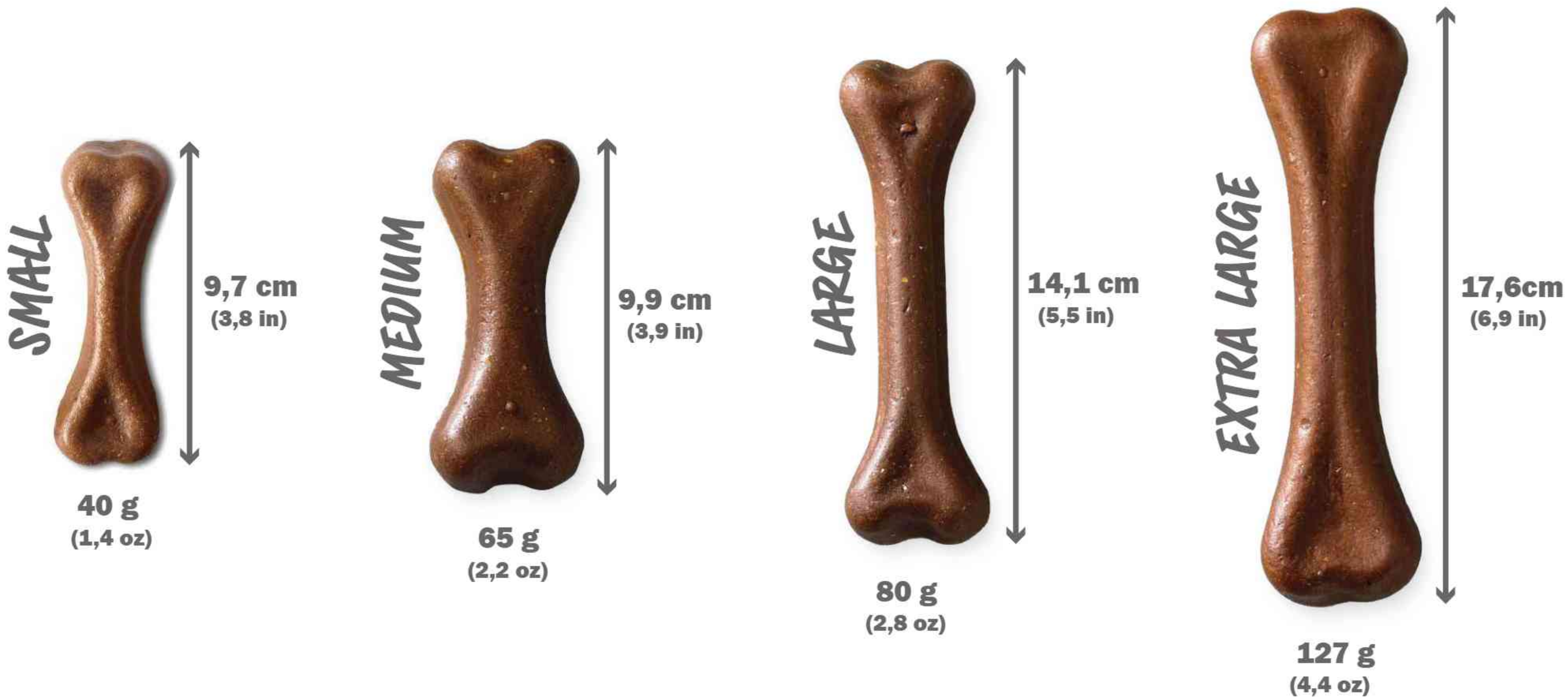
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SHAPE & SIZE COMPARISON

LAIKA'S
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CHEESE CHEWS

CHEESE & BACON

CHEESE CHEWS	SIZES AVAILABLE			
		S	M	L

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CHEESE & PEANUT BUTTER

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CHEESE CHEWS

CHEESE, SALMON & KRILL

CHEESE CHEWS	SIZES AVAILABLE
	S M L XL

INGREDIENTS: milk protein (lactose-free and low-fat), pea protein, apple flour, natural flavour, fat and calcium.

NATURAL ADDITIVES: preservatives, antioxidants (vitamin E), pectin and lecithin.

CALORIES: 303kcal/100g

Protein	55%
Moisture	16%
Crude ash (minerals)	11%
Soluble carbohydrates	9.9%
Fat	2%
Crude fiber (min).....	1,5%
Omega 3 (ALA108; EPA 266; DHA 199)	mg/100g
Astaxanthin.....	45mg/100g



QTY SRP/POQ
Small: 24 chews
Medium: 20 chews
Large: 18 chews



Madeira Island Cheese Chew
 Identificação individual/
 Nr.: aPT8AA16122

Distribuído por: PLUTOSPETFOODS
 Pav. A Modulo 1
 9200-047 Caniçal
 PORTUGAL
 www.plutos.pet
 contact@plutos.pet

1 CAT, 1 BAG,
1 MONTH

CECIL

THE CIVILIZED CAT. CAT LITTER.



WHO IS CECIL?

Cecil, the Civilized Cat, is a sophisticated and eco-conscious feline who represents modern values and sustainable living. He is a character that promotes better habits for both cats and humans, focusing on environmental awareness, innovation, and thoughtful decision-making.

THE CASSAVA CAT LITTER REVOLUTION BY CECIL: A SUMMARY

Traditional mineral-based cat litter has several drawbacks: heavy packaging, persistent odors, environmental harm, and inefficiency. In response, a revolutionary cassava-based cat litter was developed that is lighter, longer-lasting, highly odor-absorbing, biodegradable, and flushable. Users have experienced fresher air, easier handling, and reduced waste. This eco-friendly alternative is transforming households and reducing environmental impact, proving that small changes in everyday products can yield significant benefits for pets, people, and the planet.



100%
**BIODEGRADABLE
& NATURAL**

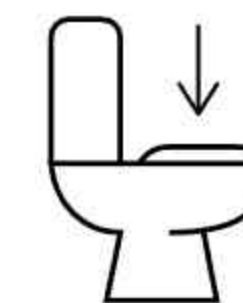
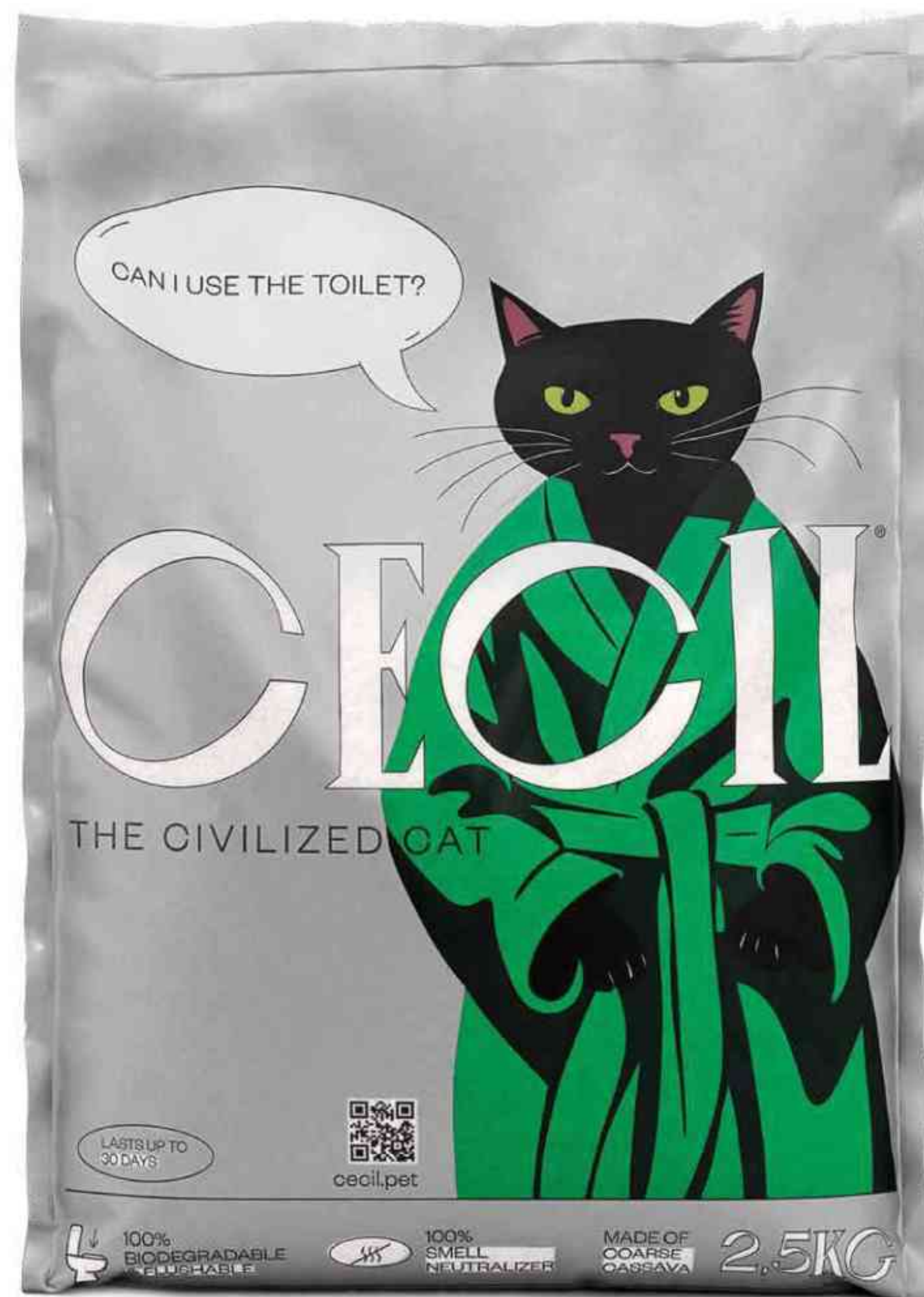


100%
**SMELL
NEUTRALIZER**



OUR PREMIUM CAT LITTER

MADE FROM CASSAVA



100%
FLUSHABLE



FAST
& EASY
CLUMPING

2.5 KG

LONG LASTING
LASTS UP TO
30 DAYS

CECIL

THE CIVILIZED CAT. CAT LITTER.

CECIL'S CAT LITTER

WHY CASSAVA

1 - RENEWABLE RESOURCES

Cassava is a fast-growing and renewable crop, making it a more sustainable option compared to non-renewable resources used in other types of cat litter, like bentonite.

2 - LOW ENVIRONMENTAL IMPACT

Cassava has less environmental impact because it is biodegradable, so it doesn't contaminate the soil as silica and bentonite does. Cassava also doesn't have the negative impact that tofu has because it consumes 25 times less water.

3 - CLIMATE ADAPTABILITY

Cassava is well adapted to Brazil's tropical climate, meaning its production is efficient in terms of water and energy resources.

4 - BIODEGRADABILITY

Cat litter made from cassava is biodegradable, reducing environmental impact after disposal.

5 - UTILIZATION OF BY-PRODUCTS "NON-FOOD"

We use byproducts from the cassava processing industry, promoting a circular economy.

6 - GENERATING LOCAL ECONOMY

The production of cassava for cat litter creates economic opportunities for rural communities in Brazil.

7 - ALTERNATIVE TO MINING

The use of cassava offers a sustainable alternative to the extraction of bentonite and other minerals used in traditional cat litters.

CECIL

THE CIVILIZED CAT. CAT LITTER.

CECIL'S CAT LITTER

ONE MINUTE TO DESTROY



NINE MONTHS TO CREATE



YOUR CHOICE MATTERS

A single blast from a bentonite mine scars the earth in seconds.
It takes nine patient months to nurture a cassava field that gives life back.

**YOU'RE NOT BUYING TONS OF ROCKS!
YOU'RE BUYING A SOLUTION FOR THE PLANET!**

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COMPARISON TABLE

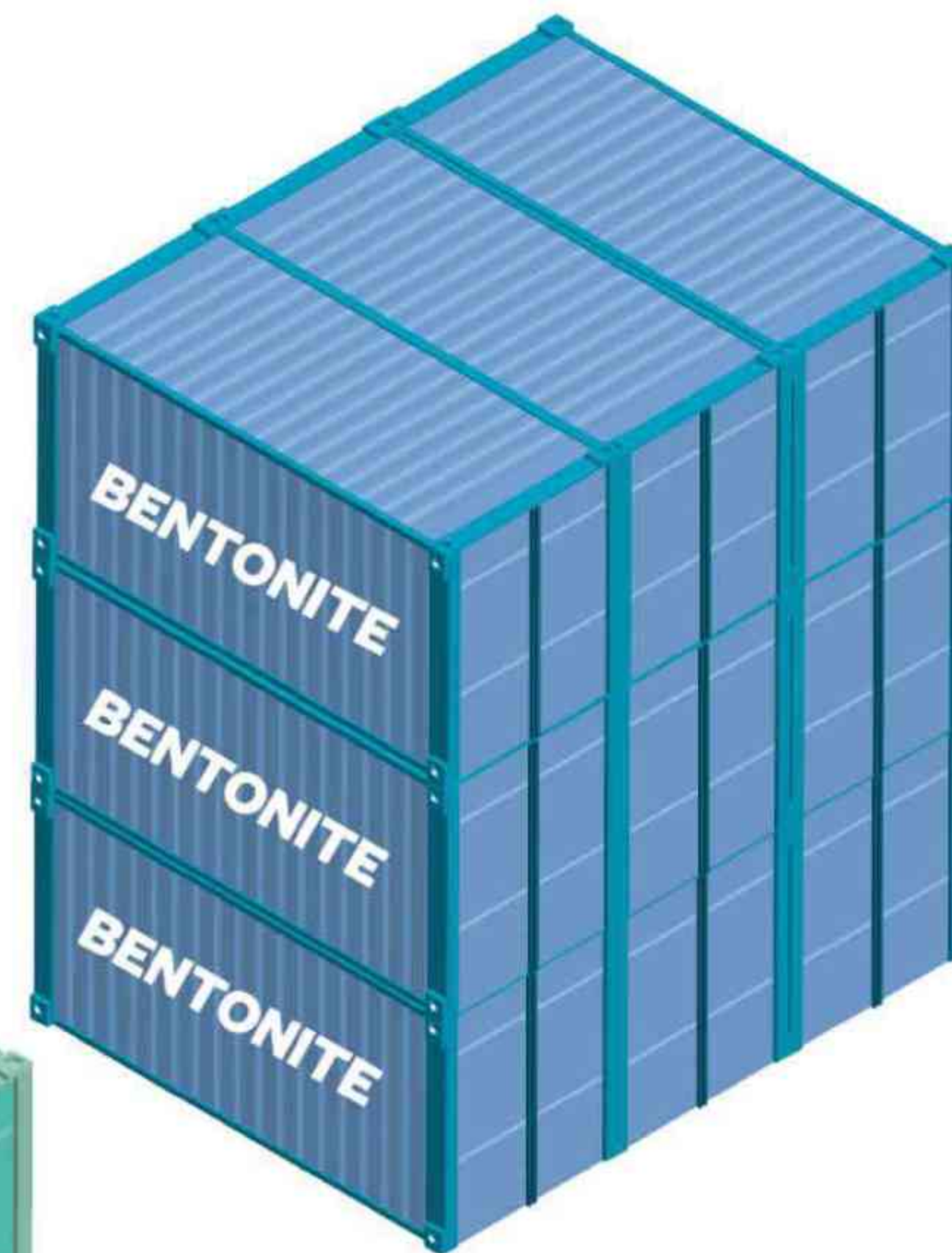
Characteristic	Cassava	Bentonite
Total weight of the container	26 000 kg	26 000 kg
Density (kg/m ³)	550	1 000
Total volume (liters)	46 763 L	26 000 L
Monthly use per cat (30 days)	4,1 L	20 L
Cats served by 1 container	11 406 cats	1 300 cats
Retail cost per liter (example)	4,67€ / 2,5L bag = 1,87€/L	0,50€ / L
1 container	87 353€	13 000€
To serve 950 cats/year	1 container	9,5 containers
Total cost to serve 950 cats/year	87 353€	123 560€

Savings when using cassava instead of bentonite → 36 207€

To supply the same 950 cats for one year, the retailer spends a 36 200€ less by using cassava sold at 4,67€ per 2,5 L bag than bentonite at 0,50€ per liter.

1 CONTAINER OF CECIL
CASSAVA CAT LITTER
IS EQUIVALENT OF
9,5 CONTAINERS OF BENTONITE

CECIL'S
CAT
LITTER



6 IMMEDIATE DISTRIBUTION LOGISTICS BENEFITS



Reduced Shipping Costs:

Smaller, lighter packages reduce transportation expenses, including fuel costs and shipping fees.

Efficient Use of Space:

Quarter-size packaging allows for more units per pallet or container, optimizing storage and transport space.

Lower Handling Risks:

Smaller packages can be easier to manage, reducing the risk of damage during loading, unloading, or transit.

Faster Turnaround:

Smaller units can lead to more frequent, efficient replenishment cycles, improving overall supply chain responsiveness.

Flexibility in Distribution Channels:

The compact size may open opportunities for diverse distribution methods (e.g., postal services, courier networks) and allow easier integration with e-commerce logistics.

Improved Inventory Management:

Distributors can adjust order quantities more precisely, aligning supply with actual demand and reducing overstock risks.

These benefits contribute to a more streamlined, cost-effective, and responsive distribution system for cat litter sold in quarter-size packages.

5 IMMEDIATE RETAIL BENEFITS



Lower Inventory Costs:

Carrying smaller unit sizes means less storage space is needed and reduces the risk of overstocking products that may expire or become outdated.

Increased Flexibility:

Offering smaller quantities allows retailers to cater to customers who prefer to buy in smaller portions, which can be especially attractive for first-time buyers or those with limited storage space.

Reduced Waste:

Customers can purchase only what they need, minimizing product waste and potentially lowering returns or unsold inventory due to expiration.

Enhanced Cash Flow:

Lower upfront investment per sale can free up capital, enabling the business to invest in other areas or diversify product offerings.

Better Price Point Options:

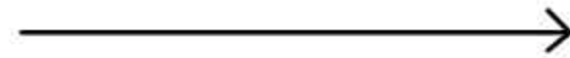
Smaller package sizes can be positioned at a lower price point, making the product more accessible and appealing to a broader range of customers.

Market Testing:

Retailers can test demand for new products or variations with less risk by offering smaller quantities, gathering consumer feedback before committing to larger stock orders.

These benefits contribute to a more efficient, customer-friendly, and financially sustainable retail model.

10 CONSUMER BENEFITS



Product satisfaction guaranteed

*Fast and easy clumping effect

*100% odor control

*100% biodegradable product and packaging

*100% flushable - one-way product!

*100% sustainable

30% savings compared to bentonite

Senior-friendly product - less weight to carry

Ideal for closed and open litter boxes

Healthy for cats

CECIL'S
CAT
LITTER



WE ALSO DO PRIVATE LABEL!

You can have our incredible product sold in a totally personalized package with your brand. You can choose the recipe, the packaging, the shape and the flavor, and we'll take care of everything else.

A great product deserves great packaging. That's why we also offer in-house packaging design, tailored to your brand and market.

We have already developed some packaging for private label clients. Some of them are already in use. Take a look:



A good thing that ain't bad

PLUTOS®

Functional chews