Right:Ratio™

RIGHT:RATIO™ PRO:LOOP

A partnership built around the pet in front of you

For licensed veterinarians, certified canine nutritionists, certified trainers and select pet professionals.

A LETTER FROM OUR FOUNDER

Dear colleague,

Right:Ratio began in 2016 with a custom cannabinoid formula for one dog. For our first six years we made nothing but Custom formulas, one pet at a time, and we still do. Over ten years we have produced nearly 12,000 Custom tinctures for more than 3,000 pets.

Every one of those pets taught us something: about dosing, about which cannabinoids matter and in what ratios, and about how a pet's needs change over time. That learning is built into the Right:Ratio CBD Multiplier Software and into every bottle of the Right:Ratio Formulary line, launched in 2022.

Today, half of our customers seeking a Custom formula are referred to us by their veterinarian. We want to make that easier for them, and for you. When you recommend Right:Ratio, for a Custom formula or one of our five distinct Formulary tinctures, we take it from there. For Custom, our team designs the formula. For both, we take on your client's questions, dosing and follow-up, seven days a week, and keep you in the loop.

We believe in being a partner in each pet's care. We want what you want: the right care for the pet in front of you, and a pet parent who feels supported at every step. I would be glad to have you with us.

Warm regards,

Charles Lozow
Founder and CEO, Right:Ratio

OUR FOUNDATION

The discipline behind every formula

Right:Ratio is a clinical cannabinoid protocol company. Cannabis contains more than 500 compounds, including approximately 125 distinct cannabinoids and 120 terpenes. We determine the exact combination of cannabinoids, terpenes and holistic ingredients for every formula we make: the right cannabinoids, the right amounts, the right ratios.

10 yrs
formulating Custom tinctures, since 2016

Nearly 12,000
Custom cannabinoid tinctures produced

3,000+
pets through our Custom program

1 in 2
Custom customers are referred to us by their vet

How the Custom loop works

Every response refines the next formula, across thousands of pets.

Intake
Each pet's age, breed, weight, health history and current medications

→

Formulation
Veterinary cannabinoid experts and the CBD Multiplier Software determine the cannabinoids, terpenes, herbals and ratios

→

A tincture for one pet
A complex formula customized to the pet's unique situation, with dosing written for that pet

→

Response and refinement
At every reorder, the pet parent and vet report how the pet is doing, and the formula or dosing guidance is refined as needed

How the Formulary was built

Six years of that loop, put to work in 2022.

NEARLY 12,000 CUSTOM TINCTURES

each formulated for one pet from their intake

AGE · BREED · WEIGHT · HEALTH HISTORY · MEDICATIONS

PET PARENT AND VET REPORTED OUTCOMES

at every reorder, month one to year six

Right:Ratio CBD Multiplier Software

Veterinary cannabinoid experts and the software determine each formula, then refine it from how every pet responded. It gets smarter with every order.

CANNABINOIDS
TERPENES
HERBALS

in the right ratios

→



2022: We put the multiplier to work on six years of Custom data to design five formulas for the five most common areas of support. That is the Right:Ratio Formulary. The same loop runs on every Custom order today.

OUR PROTOCOLS

Our formulation protocols

1. **Designed for the individual pet.** Every recommendation starts from the pet's own profile. Custom formulas are designed for one pet; the Formulary offers five distinct formulas for the most common areas of support.
2. **Guided by the Right:Ratio CBD Multiplier Software.** Veterinary cannabinoid experts review every Custom intake and use our proprietary software to design the blend. It gets smarter with every order.
3. **The whole plant.** Natural, plant-derived cannabinoids with 100% natural terpenes and herbals, on whole-plant principles (F:1, our feline formula, is made without added terpenes). Research suggests cannabinoids and terpenes may work together, yet many pet products carry few terpenes or none.
4. **Dosing that follows the pet.** Dosing guidance comes with every Formulary order. With every Custom reorder, we review how the pet is responding and adjust the formula to keep pace.
5. **Tested, batch by batch.** Our cannabinoids are tested separately, and our supplements and terpenes come with their suppliers' certificates of analysis. Every Formulary batch is verified by an independent, accredited laboratory, with a certificate of analysis you and your clients can check.

OUR PRODUCT LINE

Two lines, one clinical system

Right:Ratio Formulary

Five ready-made formulas, each for a common area of support. Pet parents order directly from us with your code, and we ship to them.

A:1 | Mobility & Joint Support

Helps support normal joint mobility and comfort associated with regular activity and aging.

Ax:1 | Calming & Stress Support

Helps maintain emotional balance in response to occasional stress.

C:1 | Cellular Support

Helps support a normal immune system and healthy cellular function.

N:1 | Neurologic Support

Helps support normal neurologic and cognitive function.

F:1 | Feline Elixir Plus

For cats only. Helps support normal urinary, digestive and neurologic function, and emotional balance. Formulated without added terpenes.

Custom Right:Ratio

For complex cases or veterinary referrals.

A tincture built for one pet. Our veterinary cannabinoid experts review every intake and use our proprietary software to design the cannabinoid, terpene and holistic blend for that pet, with dosing written for them, then adjust it as their needs change.

1. **Tell us about the pet**
   Your client completes our intake form and names you as their referring professional: age, breed, weight, current medications and supplements, and how the pet is doing now.
2. **The team designs the formula**
   Formulated fresh and shipped the same day it's designed.
3. **Reorders and ongoing support**
   With every reorder, the pet parent tells us how the pet is responding, so the formula keeps pace.



Custom
Pet Cannabinoid Tincture

PATIENT	Spot
PRODUCED	10-12-26
SIZE	29.5 mL
EXPIRES	10-12-27

SUGGESTED USE

Continue at 0.5 mL twice a day. If needed, increase each dose by 0.05 mL, but do not go above 0.6 mL.

Example label

OUR SERVICE

We do the work

1. **We communicate with your clients.** Dosing, adjustments and follow-up, by real people, 8 AM to 8 PM PT, seven days a week.
2. **We keep you in the loop.** Ingredients, dosing and how the pet is doing, whenever you want it.
3. **We educate.** Materials for you, your team and your clients.
4. **Your clients save.** 10% off their first order with your unique partner code, assigned once your agreement is in place.
5. **You earn.** Commission on your clients' Formulary and Custom orders, including reorders, plus two Formulary units to try with your own animals. Full terms come with your welcome.

WORKING TOGETHER

Two ways to refer your clients

REFER TO

Right:Ratio Formulary

Your client orders at rightratio.com with your unique partner code, and saves 10% on their first order. We ship to them, so it works for every practice, including fully virtual ones.

REFER TO

Custom Right:Ratio

Your client completes our intake form and names you as their referring professional. Our team designs the formula and stays in touch with them, and with you.

Interested in carrying the Right:Ratio Formulary in your clinic? Wholesale is a separate program, with its own application: rightratio.com/pages/wholesale

HOW TO JOIN

Four steps to get started

1. **Confirm your interest**
   Reply to the email this came with, or start an application: rightratio.com/pages/partners.
2. **Terms and portal**
   Kaiya Bercow, our COO, sends the partner terms. Once they're signed, he assigns your unique partner code and portal access.
3. **Onboarding call**
   30 minutes to set you up and answer your questions.
4. **Choose your materials**
   Pick what helps your practice or business from the tools listed here.

Materials and tools available

Available materials may include:

- [ ] Client dosing cards for each formula
- [ ] Fact sheet for your front desk or clients
- [ ] Talking points for client conversations
- [ ] Printed cards, personalized with your practice or business
- [ ] Certificates of analysis for every Formulary batch
- [ ] Research and guides

What we ask

- Recommend Right:Ratio where it fits your client's needs, with your code.
- Encourage clients to complete their pet's profile and keep it updated.
- Share feedback on your Custom and Formulary patients, so together we can guide each pet parent well.

QUESTIONS

info@rightratio.com · 310-600-7347

8 AM to 8 PM PT, seven days

These statements have not been evaluated by the Food and Drug Administration. Right:Ratio products are not intended to diagnose, treat, cure or prevent any disease. © 2026 IVMA Inc. and IVMIP LLC.