

**Right:Ratio™**

**RIGHT:RATIO FOR PROFESSIONALS**

# A partnership built around the pet in front of you

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

## OUR FOUNDATION

# Ten years of Custom behind every formula

10 yrs

formulating, since 2016

11,000+

Custom tinctures produced

2,900+

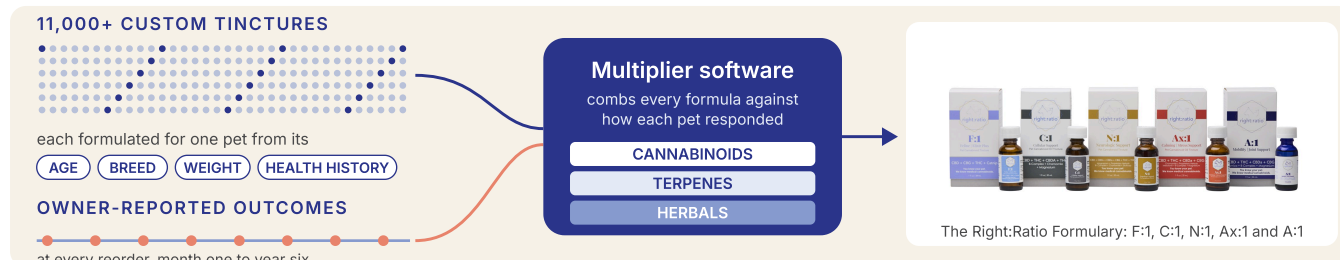
pets through our Custom  
program

1 in 2

Custom customers arrive vet-  
referred

## The Formulary, distilled from Custom

F:1 · C:1 · N:1 · Ax:1 · A:1

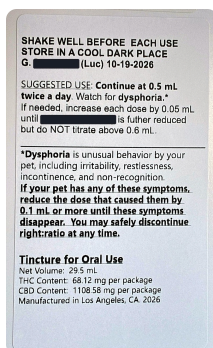


## Six years of Custom came before a single Formulary bottle

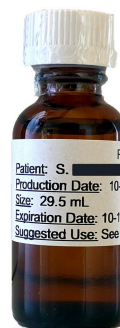
For six years we did nothing but Custom: following how individual pets responded over months and years, then adjusting and refining each formula. We learned as much about what doesn't work as what does, and how breed, age, weight and size change what a pet needs. That record runs through our proprietary multiplier software, and it is how we arrived at five distinct formulas for distinct support needs. No single formula is right for every pet, every need or every stage of life.



The Custom box



Back of box: dosing instructions for one pet



The bottle, sealed and labeled for one pet

## How we formulate

- Built from individual pets** **CUSTOM AND FORMULARY**  
Every formula starts from what thousands of individual pets taught us.
- Our multiplier software** **CUSTOM**  
Proprietary software, built on ten years of Custom data, calculates the ratios and dosing for each Custom pet. What it learned shaped the Formulary.
- The whole plant** **CUSTOM AND FORMULARY**  
Natural, plant-derived cannabinoids with 100% natural terpenes and herbals, on whole-plant principles (F:1 is made without added terpenes). Research suggests cannabinoids and terpenes may work together, yet many pet products carry few terpenes or none.
- Ratios and dosing that follow the pet** **CUSTOM RATIOS, DOSING FOR BOTH**  
We adjust Custom ratios over time as each pet responds, and guide dosing for every pet parent on either line.
- Third-party tested** **FORMULARY**  
Every Formulary batch is verified by an independent, accredited laboratory, with a certificate of analysis you and your clients can check.

TWO LINES, ONE CLINICAL SYSTEM

# The Formulary and Custom

## Right:Ratio Formulary

Five distinct formulas, each for a specific support need. Most pets start here: pet parents order on [rightratio.com](https://rightratio.com) with a credit card, and we ship directly to them.

### A:1 | Mobility & Joint Support

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

[View >](#)

### Ax:1 | Calming & Stress Support

Helps maintain emotional balance in response to occasional stress.

[View >](#)

### C:1 | Cellular Support

Helps support a normal immune system and healthy cellular function.

[View >](#)

### N:1 | Neurologic Support

Helps support normal neurologic and cognitive function.

[View >](#)

### F:1 | Feline Elixir Plus

For cats only. Helps support normal urinary, digestive and neurologic function, and emotional balance.

[View >](#)

## Custom Right:Ratio

FORMULATED FOR ONE PET

For pets with more than one need, or needs beyond a standard formula. Our team designs each formula from a detailed intake, using our multiplier software and ten years of Custom data, then adjusts the ratio and dosing as the pet responds. We work with the pet parent throughout and keep you informed.

1

### Intake

Your client completes our detailed [Custom intake form](#), with your code. It establishes the pet's baseline needs and records current prescriptions for potential contraindications.

2

### Formulation

Our team designs a formula for that pet.

3

### Adjustment

We require data at every reorder, so we can compare against the pet's baseline and adjust that pet's Custom Right:Ratio.

Nothing for you to stock or buy. Refer one client to see how it works.

WORKING TOGETHER

## Three ways to work with us

### OPTION 1

#### Refer

Your clients order the Formulary or Custom from us with your code, and we ship to them. This fits every practice, including fully virtual ones.

### OPTION 2

#### Wholesale

Order the Right:Ratio Formulary through our [wholesale portal](#), and your clients buy it directly from your clinic.

### OPTION 3

#### Both

Offer the Formulary in your clinic, and refer Custom patients and clients you see virtually or who live further away.

## WHAT YOU GET

# We do the work

- 1 We answer 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 code.
- 5 You earn.** Commission on your clients' orders, including reorders, plus two Formulary units to try with your own animals. Full terms come with your welcome.

## HOW TO JOIN

# Four steps to get started

- 1 Confirm your interest**  
Reply to the email this came with, or start an application: [application link].
- 2 Terms and portal**  
Kaiya Bercow, our COO, sends the partner terms and your portal invitation.
- 3 Onboarding call**  
30 minutes to set you up and answer your questions.
- 4 Choose your materials**  
Pick what helps your practice from the tools listed here.

## Materials and tools available

- ☐ Digital flyers for your website, email or social
- ☐ Printed cards for your clinic, personalised with your practice
- ☐ Front-desk fact sheet
- ☐ Talking points for client conversations
- ☐ Client dosing cards for each formula
- ☐ Certificates of analysis for every batch
- ☐ The research library and formula decision matrix

## 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.