



July 8, 2009

Dear DOGSWELL® Customers,

I wanted to take a moment and assure you that DOGSWELL® products continue to be a healthy, safe, functional treat for your pets.

It has come to our attention that Consumer Labs has recently released a report referencing the Glucosamine and Chondroitin levels in our DOGSWELL® HAPPY HIPS® jerky treats. First and foremost, I want to assure you that we take this claim very seriously and have started investigating how their lab reports differ so drastically from our independent, third-party lab testing.

We have confirmed two things thus far. First, Consumer Labs is a for-profit company that does testing on behalf of other brands. This is not an objective view of our products or anyone else's listed in this report. Second, Consumer Labs was not able to confirm whether or not the labs they used had experience with testing pet treats, specifically those with high levels of protein, known to cause interference if not tested correctly.

When we started DOGSWELL® we had to search extensively for an independent, third-party lab with this type of experience, as supplement levels and functionality are extremely important to us. DOGSWELL® has continued to perform independent, third-party testing at Cornerstone Labs in Memphis, Tennessee for the last 4 years. Cornerstone Laboratories uses only FDA and APPA approved methods and specializes in pet food. I have attached a recent lab report that shows that Glucosamine and Chondroitin levels in DOGSWELL® HAPPY HIPS® jerky treats meet our expectations.

It is important to us that we investigate this claim seriously as we pride ourselves in making only the highest quality, functional, natural treats and food for pets. We will definitely continue to pursue this matter and continue our testing to ensure the functional benefits and most important the safety of your pets and ours.

Feel free to give us a call at 888.559.8833 or email us at [info@dogswell.com](mailto:info@dogswell.com) if you have any additional questions or concerns.

Thank you again,

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**CORNERSTONE  
LABORATORIES  
LLC**

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**DOGSWELL  
ATTN: MARCO GIANNINI  
1964 WESTWOOD BLVD., STE. 350  
LOS ANGELES, CA 90025**

**April 16, 2009**

**ACCOUNT #: 10-0290**

**REPORT NUMBER: 103-09-024**

**Reference: Happy Hips Chicken, Exp. 03/05/11.**

## LABORATORY REPORT CASE NARRATIVE

On April 13, 2009 the above referenced sample was submitted to the laboratory for analyses detailed on the chain of custody accompanying the sample. The sample was received unopened and in good condition. There were no analytical problems encountered and the results of the analysis are on the succeeding pages.

If you have any questions about this report please do not hesitate to contact me.

Thank you for using Cornerstone Laboratories.

Sincerely,

Samuel J. LaBonia  
President and Technical Director

**DOGSWELL**

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# Report of Analysis

**Laboratory Number: 59069**

**Sample ID: Happy Hips Chicken 5oz  
CH03TH0305**

<u>ANALYSIS</u>	<u>RESULT</u>	<u>METHOD</u>	<u>DATE/TIME ANALYZED</u>	<u>ANALYST</u>
Cyanuric Acid	None Detected	FDA/FCC T015	04/15/09 12:04	K. Shinn
Melamine	None Detected	FDA/FCC T015	04/15/09 12:04	K. Shinn
Ammeline	None Detected	FDA/FCC T015	04/15/09 12:04	K. Shinn
Ammelide	None Detected	FDA/FCC T015	04/15/09 12:04	K. Shinn
Escherichia coli	Negative	AOAC	04/13/09 15:30	R. Brandt
Salmonella spp.	Negative	AOAC	04/13/09 15:45	R. Brandt

<u>ANALYSIS</u>	<u>RESULT (avg.)</u>	<u>METHOD</u>	<u>DATE ANALYZED</u>	<u>ANALYST</u>
Crude Protein	68.5 %	AOAC	04/14/09	M. Blum
Crude Fat	3.7 %	AOAC	04/14/09	T. Tran
Crude Fiber	0.5 %	AOAC	04/14/09	T. Tran
Moisture	14.9 %	AOAC	04/14/09	M. Blum
Ash	3.9 %	AOAC	04/14/09	M. Blum

<u>ANALYSIS</u>	<u>RESULT</u>	<u>Detection Limit</u>	<u>METHOD</u>	<u>DATE ANALYZED</u>	<u>ANALYST</u>
Glycerin	None Detected	0.01 %	GC/MS	04/16/09	S. LaBonia
Diethylene Glycol	None Detected	0.00035 %	GC/MS	04/16/09	S. LaBonia

<u>ANALYSIS</u>	<u>RESULT (avg.)</u>	<u>METHOD</u>	<u>DATE ANALYZED</u>	<u>ANALYST</u>
Vitamin E	128 IU/Kg	HPLC/UV	04/15/09 15:36	S. LaBonia

<u>ANALYSIS</u>	<u>RESULT</u>	<u>METHOD</u>	<u>DATE/TIME ANALYZED</u>	<u>ANALYST</u>
Glucosamine	2,980 mg/Kg	HPLC/UV	04/16/09 07:12	S. LaBonia
Chondroitin	1,360 mg/Kg	HPLC/UV	04/16/09 09:17	S. LaBonia

<u>ANALYSIS</u>	<u>RESULT</u>	<u>RESULT</u>	<u>METHOD</u>	<u>DATE/TIME ANALYZED</u>	<u>ANALYST</u>
Starch	<100 mg/Kg	<0.01 %	AOAC	04/15/09 09:00	M. Blum

<u>ANALYSIS</u>	<u>RESULT</u>	<u>METHOD</u>	<u>DATE/TIME ANALYZED</u>	<u>ANALYST</u>
Arsenic	<0.1 ppm	ICAP	04/14/09 14:09	M. Blum
Cadmium	<0.1 ppm	ICAP	04/14/09 14:09	M. Blum
Lead	<0.1 ppm	ICAP	04/14/09 14:09	M. Blum
Mercury	<0.009 ppm	7040	04/15/09 15:00	T. Tran
Selenium	<0.1 ppm	ICAP	04/14/09 14:09	M. Blum