



BSMPartners[™]

Nutrition Services

Fueling Pet Health with Science-Backed Nutrition That Delivers Results.

The pet industry is evolving rapidly, and consumers are demanding scientifically validated, nutritionally advanced products tailored to their pets' unique needs. Brands must rise to the challenge of delivering credible health benefits while navigating complex regulatory landscapes and fierce market competition.

Our Nutrition Services practice is your strategic partner in meeting these demands. We combine PhD nutritional expertise, scientific rigor, and deep industry knowledge to help you create safe, effective, and innovative pet nutrition solutions. From substantiating marketing claims to designing functional diets, we provide the tools and insights needed to deliver products that pet owners trust and veterinarians recommend.

We don't just solve problems—we help you lead the future of pet nutrition with confidence and credibility.

Solutions That Drive Your Business Forward

Nothing is impossible. **BSM Partners**TM

PhD-Formulated Claims for Marketing

Differentiate your products with science-backed claims designed to resonate with consumers and align with regulatory standards.

Claims Substantiation, Reviews, and Research

Validate your product claims through rigorous literature reviews, clinical trials, and regulatory documentation.

Ingredient Reviews for Safety & Approval

Ensure ingredient safety, quality, and efficacy with comprehensive evaluations and supplier validation.

Formulation Review, Assessment & Creation

Strengthen your product line with optimized formulations that meet AAFCO standards and address market demands.

Functional Diets for Health Concerns

Meet consumer demand for specialized nutrition with targeted diets addressing mobility, digestion, skin health, and more.

Technical Writing and Training

Equip your teams with expert educational materials, white papers, and sales training tools to support product success.

Clinical Nutrition Consulting

Deliver custom nutrition solutions with therapeutic diets, personalized plans, and home-cooked diet guidance.

Specialized Services and Research Support

Advance product performance with digestibility studies, sustainability assessments, and regulatory consulting.





We Solve Business Challenges Like These Every Single Day

Substantiate product claims with scientific research and clinical trials to build consumer trust.

Navigate complex regulatory requirements to bring products to market faster and with confidence.

Minimize ingredient safety risks through comprehensive reviews and supplier validation.

Stand out in a crowded market with compelling, science-backed marketing claims.

Gain regulatory approval for novel ingredients with expert guidance and submission support.

Scale product formulations effectively with stable, efficient, and manufacturing-ready solutions.

Lead in functional product development with innovative formulations targeting specific health benefits.

Meet growing consumer demand for sustainability with responsible ingredient sourcing and product design.

Strengthen product credibility through independent third-party claim validation.

Launch products successfully with technical documents and persuasive sales support materials.

Optimize ingredient sourcing with access to safe, high-quality, and cost-effective suppliers.

Align product innovation with emerging market trends in pet health and wellness.

Improve existing products through targeted reformulation for enhanced performance and consumer appeal.

Expand into specialty nutrition markets with breed-specific, life stage-specific, and performance-driven diets.

Communicate complex science effectively with expert technical writing for claims, marketing, and regulatory needs.



Fuel Pet Health with Smarter Nutrition—Now.

The demand for science-backed, effective pet nutrition is greater than ever. Brands that prioritize credibility, innovation, and consumer trust will lead the next era of the pet industry.

With our deep veterinary expertise and industry insights, we help you meet these challenges head-on and deliver products that make a lasting impact.

Let's create the next generation of trusted pet nutrition together. Contact us today to start building products that pet owners believe in and veterinarians stand behind.