



BSM Partners[™]

Veterinary Services

Where Veterinary Expertise Meets Product Innovation.

As the pet industry grows more competitive, brands face increasing pressure to deliver scientifically backed, safe, and effective products that meet evolving consumer expectations. Consumers demand products that improve pet health, but developing functional products that are both safe and effective requires expert veterinary insight and scientific validation. Failing to meet these demands can result in reputational damage, product recalls, and lost market share.

Our Veterinary Services practice bridges the gap between science and product success. We offer expert veterinary consulting, rigorous safety and efficacy testing, and regulatory guidance to help you create products that pet owners trust and veterinarians recommend. From functional product development to clinical studies and crisis mitigation, we provide the veterinary expertise needed to drive innovation and ensure product integrity.

Solutions That Drive Your Business Forward

Nothing is impossible. **BSM Partners**TM

Vet Formulated & Developed Pet food and Supplements

Strengthen product development with veterinary researched, formulated and substantiated products for functional nutrition and safety.

Veterinary Technical Sales and Support

Equip sales teams and stakeholders with veterinary-backed education, training, and product support.

New Pet Food Ingredient Approvals

Identify and manage the right regulatory pathway for each client's unique new ingredient to achieve regulatory approval.

Dental Product Expertise

Develop and validate safe, effective dental products with expert guidance and VOHC claim support.

VOHC and CRO Functional Product Feeding Studies

Manage third-party studies and clinical research to validate health claims and secure industry certifications.

Customer and Consumer Service Support by Expert Veterinarians

Veterinarians as resources for your Consumer/Customer service team inquiries and information requests.

Regulatory Compliance for Product Claims Substantiation

Navigate complex regulations with veterinary consulting on FDA, AAFCO, and international compliance.

Specialized Veterinary Services

Advance product innovation with expert guidance on safety and efficacy for functional product development.

Product Liability, Expert Witness & Crisis Mitigation

Protect your brand with expert support for product safety incidents, consumer complaints and product recall challenges.

In-Home AAFCO Feeding Studies

Conduct in-home feeding trials to meet AAFCO standards and substantiate product safety and performance.



We Solve Business Challenges Like These Every Single Day

Functional claims lack credibility without validation; we provide veterinary-backed testing to substantiate product benefits.

Species-specific nutrition is complex; we offer expert guidance to develop safe and effective formulations.

Product safety concerns risk recalls; we perform clinical safety reviews and product efficacy studies.

Regulatory compliance can stall product launches; we guide you through FDA, AAFCO, and international regulations.

Inadequate claim validation weakens marketing; we deliver veterinary-validated claims to strengthen consumer trust.

Legal challenges can damage brands; we offer expert witness services for product liability cases.

Product recalls are costly; we provide crisis communication and regulatory support to mitigate damage.

Sales teams often lack technical expertise; we deliver veterinary-led training to enhance product knowledge.

VOHC certification is difficult to achieve; we guide dental products through testing and VOHC approval.

Product launches frequently miss market alignment; we advise on emerging veterinary health trends to meet consumer demand.

Ineffective ingredient testing leads to product failures; we conduct comprehensive functional ingredient assessments.

Limited research resources slow innovation; we coordinate clinical studies and CRO partnerships to accelerate R&D.

Poor regulatory understanding risks non-compliance; we review marketing materials for veterinary accuracy and compliance.

Customer complaints damage trust; we investigate issues and develop solutions to protect your brand.

Lack of veterinary authority in product development weakens differentiation; we position your products with credible veterinary expertise.



Science-Backed. Vet-Approved. Launch with Confidence.

Pet owners expect safe, effective products backed by science. With veterinary expertise driving product development, safety validation, and regulatory compliance, your brand can deliver on those expectations and lead the market with confidence.

Let us help you build products that pet owners trust and veterinarians stand behind.

Contact us today to bring veterinary-backed innovation to your product portfolio and safeguard your brand's success.