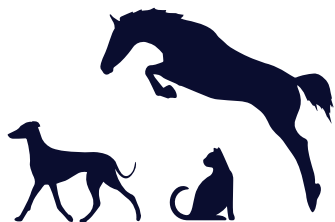
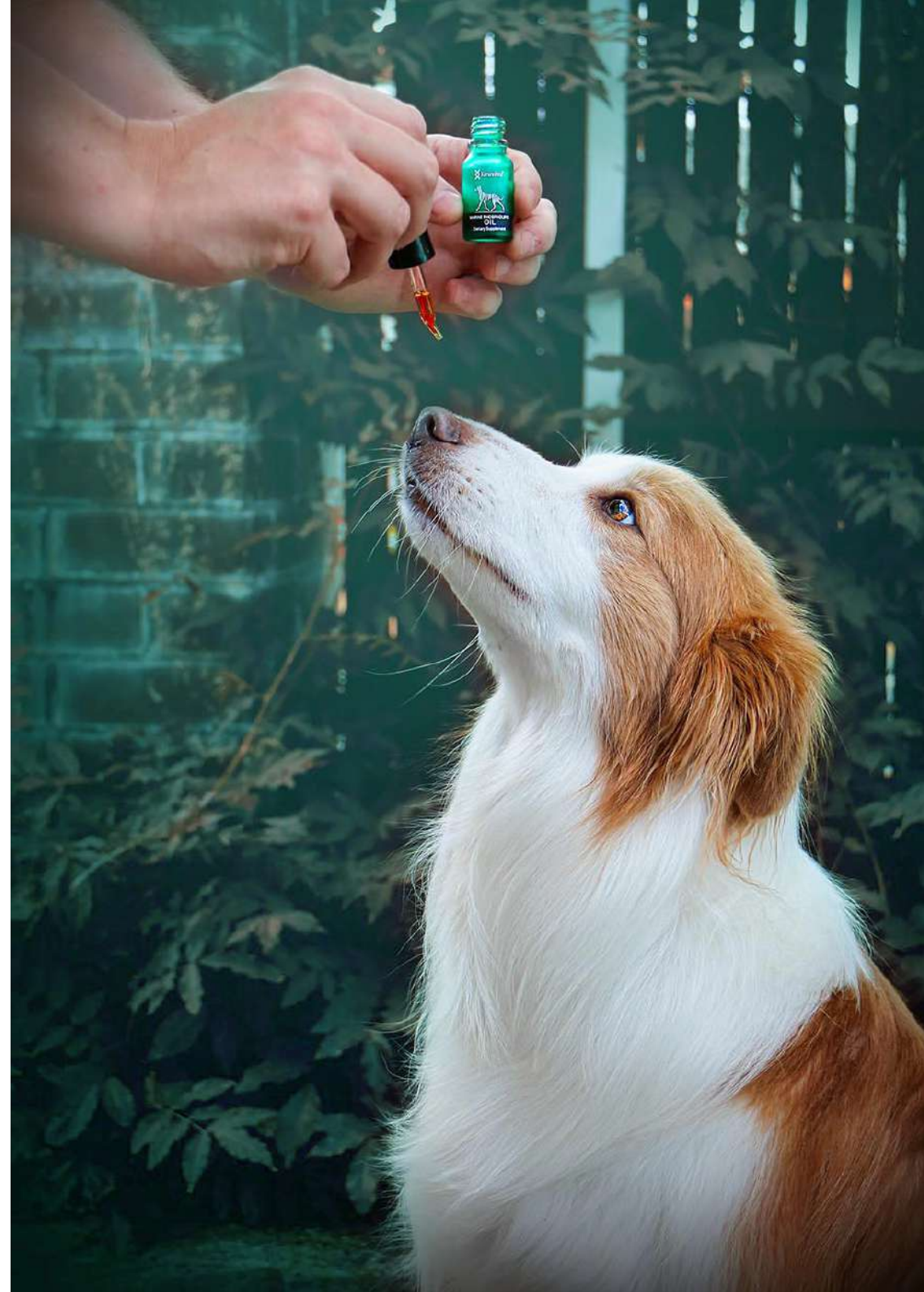




**The best
health care
for your best friend**



High strength supplements
for dogs, cats and horses





OUR STORY

Meet Koru, the co-founder

Kōrure's co-founder, Koru was diagnosed with arthritis at a young age of two. Knowing the effects of NZ green lipped mussels we wanted to give a natural remedy a chance to see if Koru would get better in time.

Koru was given a teaspoon of Kōrure Marine Phospholipid Powder and Oil morning and night. Koru's mobility improved week by week and after two months, she was able to run around and play with her friends like normal.

This is when Ron (and Koru) decided to found Kōrure Pets in order to help other dogs who are in the same situation where Koru was.

WHY CHOOSE KŌRURE PETS?

Natural • Sustainable • Ethical

We at Kōrure Pets believe in helping your four pawed friends by providing products that are both beneficial to their health and sustainable.

We are doing our part by replacing unsustainable practices and resources with a more sustainable option, green lipped mussel. A sustainable choice that is also highly effective.

We are privileged to be rooted in the heart of New Zealand where we have abundance of pure natural resources. Sustainability is important for us to preserve those resources for generations to come.

CO₂[®]

MP OIL :
SUPERCRITICAL
CO₂ EXTRACTION



SUSTAINABLE
& ETHICAL
FARMING



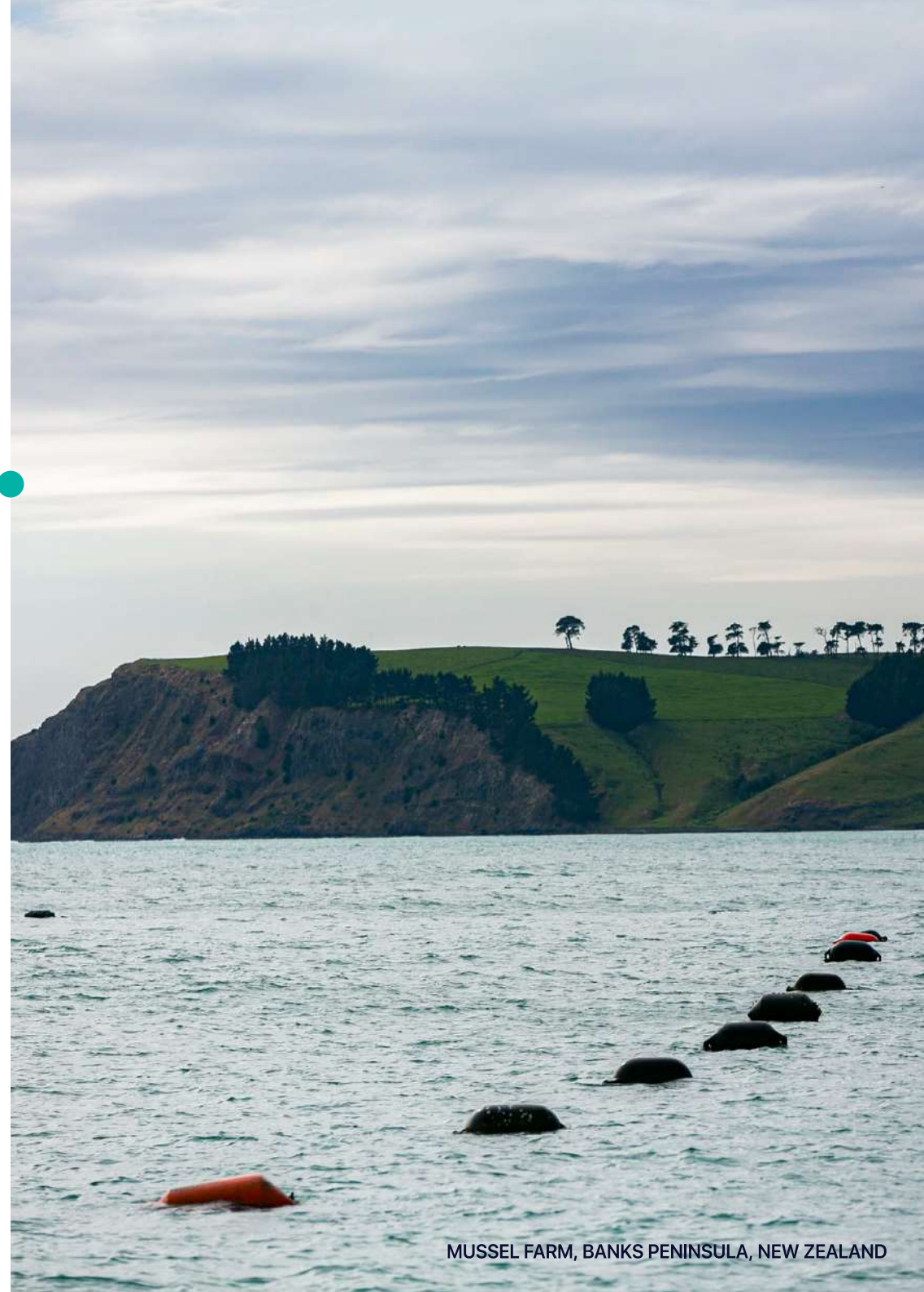
MP POWDER:
COLD
EXTRACTION



NEW ZEALAND
MADE



NATURAL
INGREDIENTS



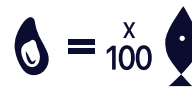
MUSSEL FARM, BANKS PENINSULA, NEW ZEALAND



SUPPLEMENTS

Our hero ingredient: NZ Green lipped mussel

Green lipped mussels are native to New Zealand. They are loaded with nutrients, low in fat and calories. They are also crammed with various vitamins and minerals in addition to omega-3 fatty acids like DHA, EPA and ETA.



Clinical study showed that mussel oil is
100 times more potent than fish oil

*Reference: Whitehouse MW, Macrides TA, Kalafatis N, Betts WH, Haynes DR, Broadbent J.
Anti-inflammatory activity of a lipid fraction (Lyprinol) from the NZ Green-Lipped mussel.
Inflammopharmacology 5,237-246,1997.

MARINE PHOSPHOLIPID OIL

High strength joint support
Contains unique Omega-3 ETA

- 100x Times stronger than fish oil
- 125x more concentrated than fresh mussels
- Special Omega-3 ETA, DHA, EPA & 30+ EFAs
- Made & sourced in New Zealand
- Ingredients: Green lipped mussel oil extract, natural olive oil

Strength: ●●●●●
Repair: ●●●●○



MOBILITY SUPPORT



SKIN & COAT SUPPORT



HEART HEALTH

Supercritical CO₂ Extraction



HIP & JOINT HEALTH



DOG & CAT RANGE

MARINE PHOSPHOLIPID POWDER

For long term joint mobility and flexibility
Providing high strength joint support

- Rich in GAG (glue of life) to help joint repair
- Rich in vitamins and minerals
- Made & sourced in New Zealand
- Ingredients: Green lipped mussel powder

Strength: ●●●●○
Repair: ●●●●●



MOBILITY SUPPORT



RECOVERY SUPPORT



SKIN & COAT SUPPORT

Cold extraction for maximum nutrition



CARTILAGE SUPPORT



DOG RANGE

DOG HONEY

Potent joint & immunity supplement
NZ's first mussel honey for pets

- New Zealand Honeydew Honey + Green Lipped Mussel Oil
- Unfiltered honey, undamaged by heat
- Contains a whole 9ml bottle of Marine Phospholipid oil
- Made & sourced in New Zealand
- Ingredients: Honeydew honey, green lipped mussel oil, olive oil



HIP & JOINT HEALTH



GUT HEALTH



SKIN & COAT SUPPORT

First Dog Mussel Honey in New Zealand!



IMMUNITY SUPPORT



DOG RANGE

MARINE PHOSPHOLIPID POWDER

For long term joint mobility and flexibility
Providing high strength joint support

- Rich in GAG (glue of life) to help joint repair
- Rich in vitamins and minerals
- Made & sourced in New Zealand
- Ingredients: Green lipped mussel powder

Strength: ●●●●○
Repair: ●●●●●



MOBILITY SUPPORT



RECOVERY SUPPORT



SKIN & COAT SUPPORT

Cold extraction for maximum nutrition



CARTILAGE SUPPORT



HORSE RANGE



BEEF BONE BROTH POWDER

Easily digested & highly concentrated

100% pure NZ beef bone powder

- Great nutrition for sick or convalescing dogs that do not have an appetite
- Easily digestible for dogs with gut and digestion issues
- Gelatinous texture makes it a perfect food for dogs with any dental problems.
- Made & sourced in New Zealand
- Ingredients: 100% pure NZ beef bone powder



HIGH IN PROTEIN & COLLAGEN



NEW ZEALAND SALMON KING CAVIAR

Promoting overall health

Rich in Omega-3 and Vitamin D

- Highly nutrient-dense supplement for overall health
- Rich in vitamins and minerals
- Made & sourced in New Zealand
- Ingredients: 100% NZ Salmon Roe



CARDIOVASCULAR HEALTH

ALGAE OIL

High strength sustainable & ethical

NZ's first algae oil for pets.

- Omega-3 EPA & DHA
- The only plant based omega-3 that has the same benefits as the marine-based omega-3s
- Skipping over the food chain for the purest Omega - 3
- No ocean-borne contaminants
- Ingredients: 100% Pure Algae Oil



1kg Algae Oil = 60kg wild caught fish



GENERAL HEALTH

TOPPERS

For daily boost of nutrients



Add into your dog's food for extra boost of proteins and nutrients. Elevate your ordinary dog's meal from just biscuits to now a fancy looking dish that is actually healthy and good for them!



100%
meat



Freeze dried
Except for Deer Velvet
which is air dried

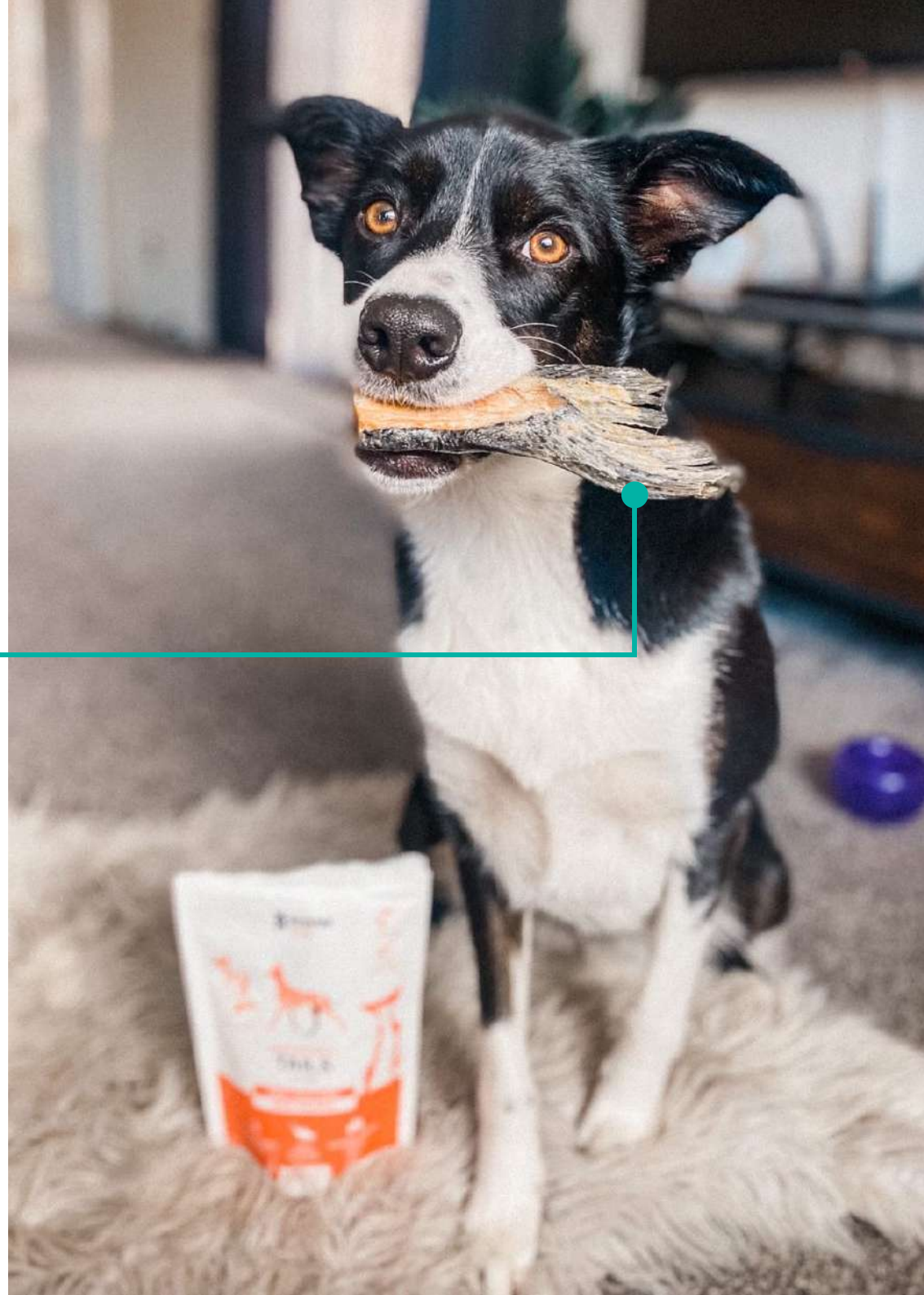


Licence
no. 805329

Licence
no. 100174



No additives • No preservatives
No colourings • Grain-free



MUSSEL TREATS

Ingredients: 100% NZ green lipped mussel
Natural omega-3 for joint and mobility



HIP & JOINT HEALTH

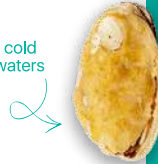


MOBILITY SUPPORT



ETHICAL FARMING

Sourced from cold New Zealand waters



DOG & CAT RANGE



RICH IN OMEGA-3 DHA, EPA & ETA

HEART TOPPER

Ingredients: 100% free-range NZ beef
Natural energy booster treat



RICH IN PROTEIN



RICH IN NUTRIENTS



ETHICAL FARMING

Individually handcrafted



DOG & CAT RANGE



RICH IN NUTRIENTS & LEAN PROTEIN

TURKEY TOPPER

Ingredients: 100% free-range NZ turkey
Proteins for sensitive stomach



HIGHLY DIGESTIBLE PROTEIN



FOR SENSITIVE STOMACH



ETHICAL FARMING

Smaller bites for your cat

Bigger bites for your dog



DOG & CAT RANGE



RICH IN LEAN PROTEINS

NZ LAMB BITES GREEN TRIPE

Ingredients: 100% free-range NZ lamb green tripe
For gut health and immunity



IMMUNITY SUPPORT



GUT HEALTH



ETHICAL FARMING

Untreated tripe full of probiotics



DOG & CAT RANGE



RICH IN PRE & PRO BIOTICS

DEER VELVET

Ingredients: 100% free-range NZ deer velvet
For vitality and recovery



IMMUNITY SUPPORT



SKIN & COAT SUPPORT



ETHICAL FARMING

Ethically sourced from free-range deer



DOG RANGE



RICH IN CALCIUM & PHOSPHORUS

NZ LAMB BITES LIVER

Ingredients: 100% free-range NZ lamb liver
For nutrients boost



SOURCE OF IRON + VITAMINS B & A



GUT HEALTH



ETHICAL FARMING

Freeze dried for maximum nutrition



DOG & CAT RANGE



RICH IN VITAMINS & MINERALS



KING SALMON BITES TOPPER

Ingredients: 100% authentic NZ salmon
For brain and heart



HEART
HEALTH



BRAIN
HEALTH



ETHICAL
FARMING

Ethically sourced
NZ King Salmon



MARINE-BASED OMEGA-3 DHA & EPA



DOG & CAT RANGE

KING SALMON WHOLE

Ingredients: 100% authentic NZ baby salmon
For nutrients boost



HIGH IN
NUTRIENTS



BRAIN
HEALTH



ETHICAL
FARMING

Ethically sourced
baby King Salmon



MARINE-BASED OMEGA-3 DHA & EPA



DOG & CAT RANGE

KING SALMON TAILS

Ingredients: 100% authentic NZ salmon tails
For collagen boost



RICH IN
COLLAGEN



SKIN & COAT
SUPPORT



ETHICAL
FARMING

Ethically sourced
NZ King Salmon



MARINE-BASED OMEGA-3 DHA & EPA



DOG RANGE

ACCESSORIES

Sustainable alternatives





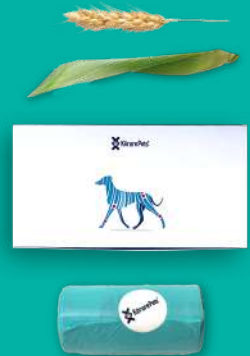
COMPOSTABLE POOP BAGS

Thickest in the market

Compostable. Easy-to-tie handles



EXTRA THICK



COMPOSTABLE POOP BAG HOLDER

Made from organic wheat straw plastic

100% free from BPA & heavy metals.



CERTIFIED COMPOSTABLE



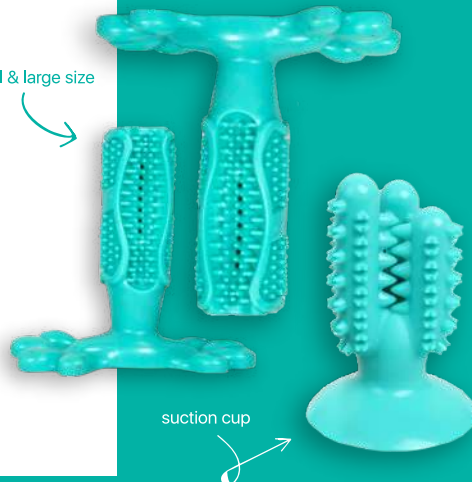
YOUR PET'S FAVOURITE TOOTHBRUSH

Easy way of cleaning teeth

Made from natural rubber



small & large size



suction cup



CLEAN TEETH & FUN

100% NATURAL TOFU CAT LITTER

Compostable & eco-friendly

Made from 100% natural bean dregs






GENTLE ON PAWS





THANK YOU!

Stay in touch:

 www.korurepets.com
 pets@korure.com
 [@korure.pets](https://www.facebook.com/korure.pets)
 [@korurepets](https://www.instagram.com/korurepets)



CLINICAL STUDIES

Anti-cyclooxygenase effects of lipid extracts from the New Zealand green-lipped mussel, *Perna canaliculus*

S. McPhee a, L.D. Hodges a, P.F.A. Wright b, P.M. Wynne c, N. Kalafatis a, D.W. Harney a, T.A. Macrides a,*

One natural alternative for the treatment of inflammation is the New Zealand green-lipped mussel, *Perna canaliculus* (Bivalvia: Mytilidae). This marine mollusc has demonstrated gastroprotective, antihistaminic, antioxidant, anticytokine, anti-inflammatory and antiarthritic properties (Gibson et al., 1980; Rainsford and Whitehouse, 1980; Kosuge et al., 1986; Whitehouse et al., 1997; Mani et al., 1998; Tan and Berridge, 2000).

Novel anti-inflammatory omega-3 PUFAs from the New Zealand green-lipped mussel, *Perna canaliculus*

AP Treschow, LD Hodges, PFA Wright, P M Wynne, N Kalafatis, T A Macrides

PMID: 17543561 DOI: 10.1016/j.cbpb.2007.04.004

The present study has identified in the marine mollusc, *Perna canaliculus*, an homologous series of novel omega 3 polyunsaturated fatty acids (omega-3 PUFA) with significant anti-inflammatory (AI) activity. The free fatty acid (FFA) class was isolated from a supercritical-CO₂ lipid extract of the tartaric acid-stabilised freeze-dried mussel powder by normal phase chromatography, followed by reversed-phase high performance liquid chromatography (RP-HPLC).

Kōrure Pets MP Powder, a lipid-rich extract from stabilized mussel powder, prepared via supercritical fluid extraction, exhibits significant anti-inflammatory properties. It effectively treats and prevents arthritis in rats, with a much lower effective dose compared to traditional NSAIDs and therapeutic oils. Kōrure Pets does not mimic rapid-acting NSAIDs in acute irritation assays and is non-gastrotoxic and does not affect platelet aggregation. Its anti-inflammatory effects are linked to its polyunsaturated fatty acids and natural antioxidants. Stabilized mussel extracts became more effective and preserved since 1986 due to tartaric acid, and Kōrure Pets MP Powder, which is free of proteins and salt, is suitable for cardiac patients and unlikely to cause allergies.

Executive summary

Detection of green lipped mussel lipids using nuclear magnetic resonance spectroscopy

This study was designed to validate the nuclear magnetic resonance (NMR) spectroscopy method to detect polyunsaturated fatty acids. The hypothesis was that we would be able to detect polyunsaturated fatty acids in human plasma using NMR spectroscopy.

Human blood plasma was collected, and lipids were extracted with chloroform/methanol and water. The lipid fraction was freeze dried before resuspending in deuterated chloroform before analysis by NMR.

First, the extraction was optimized for extraction volumes and solvent ratios. A plasma volume of 0.5–1.5 ml and a solvent ratio of 2:1 v/v chloroform/methanol is appropriate for analysis.

Characteristic chemical shift values for unsaturated fatty acids at 5.15 ppm and 2.2 ppm were confirmed to be used for quantification. To improve quantification, tetramethylsilane (TMS) is added to the plasma, which co-isolates with lipids. The peak intensity for TMS can then be used for normalisation.

The quantification of unsaturated fatty acids before and four hours after ingestion of two Korure™ capsules yielded concentrations of 799 µM (± 10 µM) before ingestion and 828 µM (± 10 µM) after ingestion. The difference of 29 µM (± 10 µM) was statistically significant with a p-value of 0.0238.

In conclusion, after optimisation of the lipid extraction protocol and the inclusion of an internal standard, unsaturated fatty acids in human plasma can be quantified with high accuracy using NMR.