

## Q&A with Pat K. Schneider, CEO of Biova LLC providing an Alternative Delivery Format using Water Soluble Eggshell Membrane for Pet Care, Cosmetic and Nutraceutical Product Manufacturers



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**CEOCFO:** *Ms. Schneider, your site features, “Water soluble eggshell membrane”. What are you doing at Biova LLC?*

**Ms. Schneider:** Water solubility is key to providing a wide variety of delivery format options to our customers. In the egg shell membrane space, our competition basically includes three other eggshell membrane ingredient suppliers. What distinguishes Biova in the egg shell membrane ingredient category from the competition is our lower ash content, which

makes our ingredients more water soluble, and allows Biova to offer greater delivery format options to joint health, pet care and cosmetic product manufacturers. As I mentioned, Biova competes in the joint health, pet care and cosmetic ingredient sectors. The water solubility benefits and characteristics of the Biova ingredients allows us to offer customers, for example in joint health, alternative delivery format options outside of tablets and capsules. As you know the joint health community’s target demographics are typically older individuals who may be currently taking a lot of pills already and thus tend to suffer from what we call “pill fatigue”. It is nice to offer an alternative to a pill such as a beverage in a ready to drink format or a stick pack that you easily pour into a water bottle or perhaps a gummy, which is a very popular delivery format. In fact, gummies are the fastest growing delivery format in the nutraceutical category. Therefore, it allows Biova to offer our customers, who are manufacturers of consumer products in the nutraceutical and cosmeceutical categories, the option of different formats other than tablets and capsules. For pet care it is perfect because it allows you, as a manufacturer, to offer to dog and cat owners doggie chews and treats and cat treats versus a tablet or a capsule, which can be a hassle trying to get a pet to swallow. In the cosmetic arena, water solubility is really ideal because it obviously allows you to easily formulate it into cosmetics, into foundations, lotions, creams, serums, masks in a number of different varieties and options. That is the real “beauty” of Biova’s water soluble egg membrane ingredient.

**CEOCFO:** *Should the end customer know or care or is it something that strictly makes the difference in the manufacturing?*

**Ms. Schneider:** We are a B2B (Business to Business) ingredient supplier, so we do B2B sales. We spend money on trade advertising and do not advertise to end consumers or spend on consumer advertising. Our end consumer or target is the manufacturers of consumer products, again in joint health, in pet care and in cosmetics. Therefore, our website is really geared more towards a B2B type sale and to the manufacturers of these consumer products. What our customer offer their end customers are the benefits of our clinical studies such as improved joint discomfort in 5 days and reduction in wrinkles.