

A central collage of four images: top-left shows chopped green vegetables; top-right shows a grey tabby cat eating from a green bowl; bottom-left shows a white bowl of orange-colored pet food with green flecks; bottom-right shows a small, scruffy dog eating from a silver bowl. The collage is framed by concentric circles in shades of orange and pink, with a dark blue horizontal bar across the middle containing the text "CLEAN INGREDIENTS".

CLEAN INGREDIENTS

PREMIUM PET FOOD

Purely Better™ Solutions

Pet owners are demanding pet food made with simple, clean label ingredients that deliver transparency and performance. Our Purely Better™ solutions help protect quality, color, and shelf life naturally; giving brands the confidence to meet rising expectations for cleaner pet nutrition.

What we offer.



At Vibrant Ingredients™, we develop pet food protection solutions made in the USA, driven by natural ingredient innovation. Our clean label preservation and antioxidants will help you create cleaner, simpler ingredient statements without compromising performance.

Purely Better. On the label and in the bowl.

Our integrated approach brings together:

- Clean label preservation for color
- Antioxidant systems that reduce oxidation and extend product stability



Applied across
fresh pet
food and treats!

How we do it.

Pioneering Excellence

We're on a mission to guide, inspire, and empower formulators to swap out synthetics with clean ingredients.

Growing Relationships

Our natural ingredients are globally sourced and locally produced from trusted grower partners, ensuring "field-to-formula" dependability.

Cultivating Clean

We enable the pet industry to keep foods safe and secure naturally by promoting and producing premium ingredients from nature.

Today's market demands longer shelf life, reduced oxidation, and strong pet food safety measures that resonate with pet owners. We help you put it all together with protection and transparency in one cohesive solution.



Discover clean label solutions that protect pet food naturally.

vibrantingredients.com

PURELY
Better™