



Innovafeed launches @HiluciaforPets, its first Instagram page dedicated to pet owners and the pet food industry

Paris, February 20, 2025 – Innovafeed (B Corp™, Pet Sustainability Coalition 2025 Accredited), a global leader in insect-based solutions for animal and plant nutrition, is launching @HiluciaforPets, its first BtoC Instagram page dedicated to pet owners, partner brands, and all stakeholders committed to more sustainable pet food.

The official launch is set for February 20, in celebration of "Love Your Pet Day" in the United States!

Why @HiluciaforPets?

We know that pet owners want the best for their companions and are increasingly aware of environmental issues. Our Hilucia™ for Pets range is perfectly aligned with these expectations, combining high nutritional quality with a lower environmental impact.

Hilucia™ Protein for Pets

- ✓ High-quality protein
- ✓ Excellent palatability for delicious meals
- ✓ Suitable for sensitive pets

Hilucia™ Oil for Pets

- ✓ Premium energy source
- ✓ Rich in lauric acid, supporting a healthy gut microbiome
- ✓ Highly digestible

After four years of R&D, in collaboration with industry experts and top veterinarians, Innovafeed has developed premium ingredients tailored to the needs of dogs, cats, backyard poultry and wild birds.

Meet Lucia, our digital Hilucia™ mascot!

We know that **Instagram is all about visual appeal**, and not everyone loves seeing real bugs in their feed. So, we created **Lucia**—our **adorable digital Black Soldier Fly (BSF)**—to help bring our message to life!

Lucia is here to share:

- . The **paw-some superpowers** of BSF as **nature's best recycler**
- . The **natural benefits of insect-based nutrition** in pet food

Say "Hi, Lucia!" 🙌 and follow her adventures as she educates, engages, and champions sustainable pet nutrition!

A space for knowledge-sharing and a more sustainable pet food future

With **@HiluciaforPets**, Innovafeed aims to **educate and raise awareness** about **insect-based ingredients** in pet nutrition by sharing:

- 📌 Insights into our **Black Soldier Fly (BSF)-based, high-quality ingredients**
- 📌 Our **partner brands** committed to sustainable pet food
- 📌 Our **presence at major pet food industry events**
- 📌 Exclusive moments with **Lucia, our digital Hilucia™ mascot, our employees' four-legged companions, and our Pet Food team**

If you have a dog, or a cat, join us now on **@HiluciaforPets** and discover how insects are revolutionizing pet nutrition!

About Innovafeed

Innovafeed is a leading AgTech company (B Corp™, Most Innovative Company 2024, Pet Sustainability Coalition Accredited) pioneering insect-based solutions (*Hermetia illucens* – Black Soldier Fly) for animal and plant nutrition.

Founded in 2016, Innovafeed develops cutting-edge technologies that replicate nature's circular processes at an industrial scale. By building a waste-free, circular food chain, where insects reclaim their essential role in the ecosystem, we are shaping a more sustainable, resilient, and high-performing agri-food system.

Our Hilucia™ product range includes:

Hilucia™ Protein for aquaculture and pet food

Hilucia™ Oil for monogastrics, other non-feed applications and pet food

Hilucia™ Frass, a 100% natural fertilizer

With over 350 pragmatic dreamers, we believe that performance and positive impact must go hand in hand to shape the future we leave to the next generations.

🔗 Learn more: <https://innovafeed.com/en>

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