

The Pet Aisle™

AN IN-DEPTH LOOK AT THE PET CARE CATEGORY IN MASS MARKET CHANNELS

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News Room

Nutri-Vet Adds Cat Supplements

Boise, Id.-based Nutri-Vet launched a line of nutritional supplements for cats. Nutri-Vet Paw-Gel cat supplements provide a tasty and convenient way to deliver condition-specific ingredients to finicky, impossible-to-pill felines. There is no petroleum jelly, wheat, corn, soy or artificial colors, flavors or preservatives.

Nutri-Vet Paw-Gel is available in five veterinary developed function-specific formulas: Multi-Vite Paw-Gel is a blend of essential vitamins and minerals with select antioxidants that promotes immune health and overall well-being. Vitamins A, D and E and trace minerals zinc and copper are designed to help neutralize free radicals formed during growth and times of increased activity. There are also B-complex vitamins to help support the health of the nervous system, skin, hair, liver, muscle and brain.

Hairball Paw-Gel contains natural oils and lubricants that help reduce hairball formation in cats. It also contains vegetable fiber to promote intestinal motility. Hip & Joint Paw-Gel combines glucosamine, chondroitin and methylsulfonylmethane (MSM) with antioxidants to help maintain healthy cartilage and joint function in cats. Glucosamine HCL is the key building block for making cartilage. Chondroitin sulfate protects existing cartilage and slows its breakdown. MSM provides sulfur essential in the formation of cartilage.

Pet-Ease Paw-Gel combines herbs with essential oils to help calm and relax cats during times of stress. Chamomile's high content of the amino acid tryptophan provides a calming effect. Passion Flower helps cats relax. Uri-Ease Paw-Gel combines cranberry extract and Oregon grape extract with DL-methionine and Vitamin C to help maintain normal function of a cat's urinary tract. Cranberry extract helps acidify urine. Oregon grape root has antimicrobial and anti-inflammatory properties. DL-methionine helps acidify urine. Lysine is an amino acid that promotes urinary tract health.

"This line of salmon flavor pastes was created by a veterinarian as an easy way for owners to give their cats supplements that promote health and vitality, and not lose any fingers in the process," says L. Phillips Brown, DVM, senior vice president of research and development for Nutri-Vet. Suggested retail price: \$8.99 per three-ounce tube. For more information, call (877) 729-8668 or visit www.nutri-vet.com.



Caring for pets since 1868 **Sergeant's**

Sergeant's Acquires Chomp

Sergeant's Pet Care Products, Inc. reached an agreement to acquire Weymouth, Mass.-based Chomp, Inc., a manufacturer of all-natural dog and cat treats and supplements. Chomp's brands included Yip Yap Breath Treats for Dogs, Pit'r Pat Tasty Treats for Cats, Sniffers LifeStages Treats, Sniffers 101 Training Bits and Sniffers Shake-Ins meal top-pers.

"The Yip Yap and Pit'r Pat products are innovative and have a loyal following," says Caryn Stichler, Sergeant's Pet Care Products vice president of marketing. "Chomp also has other innovative products that are functional and natural, which are growing segments in treats."

Stichler adds that there will not be a Chomp brand. "We are evaluating our brand strategies in treats and final decisions have not been made." Sergeant's Pet Care Products, Inc., is based in Omaha, Neb. and supplies pet products including flea and tick remedies, health and well-being products, natural and formulated treats, rawhide chews, toys and accessories. The sale was final in February.

Dog Lover's Choice Now in Kroger

Yotta Pet Products in Paris, Illinois announces Dog Lover's Choice Extra Topping is now available at The Kroger Company grocery store locations nationwide. Dog Lover's Choice is an all-natural, dry dog food topping. It contains Omega-3 and Omega-6 for normal cell growth and to maintain a healthy coat and skin; choline chloride to promote a healthy liver, increase liver metabolism, support nerve development and boost energy; and vitamins A, D and E to help prevent cell and tissue damage and promote overall well-being. It's formulated to encourage healthy eating habits and to add taste to bland, dry dog food.

Dog Lover's Choice is also available in retail stores in Indiana, Illinois, Indiana, Kentucky, Michigan, Ohio and Tennessee. Yotta Pet Products has been catering to the pet food industry for more than 25 years, providing ingredients to dog food companies including Alpo, Allied Mills, Carnation, Gaines, Nabisco and Ralston-Purina. Dog Lover's Choice was developed more than five years ago. The seven-ounce bottle sells for a suggested retail price of \$3.99. For more information, visit www.dogloverschoice.com.

