

# PetAg's refined Esbilac Powder provides top newborn puppy nutrition

*Apr 09, 2010* – PetAg, Inc. has created innovative and life-saving products for companion pets since its inception in the 1930s. Originally founded as a division of Borden, Inc., the company unleashed its product creativity by inventing the category of newborn nutrition for puppies with Esbilac®, the first commercially produced newborn milk replacer for puppies. Today, the company announces the release of a refined Esbilac powder made with a new homogenization and pasteurization manufacturing process that assures long-lasting freshness and stability of this preservative-free natural product.

“When a mother is unable or unwilling to properly feed its litter, young pets struggle to survive,” said Darlene Frudakis, president and COO of the woman-owned company. “We have been saving lives worldwide with our milk replacer formulas and we’re happy to help ensure that young pets thrive,” she added.

**Esbilac® Liquid or Powder's** formula closely matches a mother’s milk in protein and energy and has set the standard in canine newborn nutrition for over 70 years. Esbilac is also recommended for growing puppies or adult dogs that are stressed and require a source of highly digestible nutrients. Esbilac comes in liquid or powder form. For complete package sizes, please visit [petag.com](http://petag.com). Suggested retail price for an 8 oz. can of liquid is \$3.99.

PetAg offers a full line of products designed for the care and feeding of young canines. In addition to this, they are used by lactating mothers to enhance their milk supply with vital nutrients. PetAg’s products are continually updated as new information becomes available, always keeping in mind the health and well being of the animals consuming them.

For the naturalist consumer, **Goat's Milk Esbilac®, or GME's** all natural formula is far superior to anything that can be made at home. Prepared with whole goat’s milk, GME is available in a ready-to-feed liquid milk or an easy-to-mix powder formula, providing a great nutritional solution for puppies with sensitive digestive systems. Suggested retail prices begin at \$6.99.

The **Esbilac 2nd Step Puppy Weaning Food** is a creamy transitional cereal developed to follow Esbilac for easy transition from milk to solid food. It offers completely balanced nutrition. Esbilac 2nd Step Weaning Food has superior digestibility and palatability. Available in 14 oz. and 5 lb. quantities, suggested retail prices for 14 oz. cans begin at \$8.99.

Newborn Care Packs come with four top-line PetAg products. It's like one-stop shopping for newborn puppies. Each kit contains: Esbilac Liquid, 2nd Step Weaning Food, Bene-Bac and 4 oz Nurser Bottle for puppies. Suggested retail price is \$19.99.

The **Esbilac Emergency Feeding Kits** are a great starter kit for caring and feeding a newborn. Kits include everything needed to care for an orphan puppy: a 3/4 oz. pouch of Esbilac, a 2 oz. nurser bottle, Bene-Bac single dose tube and a brochure on how to care and feed an orphan animal. Suggested retail price is \$7.49.

**Bene-Bac Pet Gel** is a source of live, naturally occurring microorganisms for puppies when subject to changes. Bene-Bac comes in both powder and gel forms and in a variety of packaging including a 4-pak of 1 gram tubes that sells for a suggested retail price of \$4.99.

### **Frequent Buyers Can Earn Free Products**

Many consumers don't realize that simply by joining PetAg's customer loyalty program they can earn free products by redeeming UPC bar codes. A simple redemption form available on the company website explains how easy it is to accumulate points and earn free products for newborn or adult animals. To apply for membership, visit [www.petag.com](http://www.petag.com) or call 800-323-6878, extension 2272.

A Technical Service representative is available to answer product use and technical questions every Monday – Friday from 8 a.m. – 5 p.m. Eastern Time at 800-323-0877. Ask for the new Saving Little Lives POP available with newborn emergency care tips.

For more information, visit [www.petag.com](http://www.petag.com).

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About PetAg, Inc.

*For over 60 years, PetAg, Inc. has been a leading manufacturer of high-quality pet nutrition and health conscious products. Headquartered in Hampshire, Illinois, this woman-owned company has brought pets and their owners some of the most recognizable brand names in the industry. PetAg products cover a wide range of animals through every stage of the life cycle. From newborn care including the scientifically balanced neonatal milk replacers, Esbilac®, GME® and KMR®, to senior pet care supplements including CatSure® and DogSure® which lead the category. PetAg's health and fitness categories include Rawhide Brand® and Chunky Chews® for dogs, DogSlim® and CatSlim® weight management program of supplements and nutritional treats, and Hawaiian Delights® edible treats and toys for birds. Each of the product categories has the same focus: to enrich and prolong the lives of pets worldwide.*