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PetAg, Inc.
Company Milestones & Product Introduction Timeline

- 1930s PetAg, wholly-owned division of Borden, Inc., introduces the world's first milk replacement powder for puppies, Esbilac®
- 1960s Introduces KMR® Kitten Milk Replacer, Foal Milk Replacer® for horses, and Mirra-Coat®, a skin and coat health food supplement
- 1984 Bene-Bac® is introduced, a beneficial bacteria in a 15-gram syringe, now used by veterinarians and pet breeders as well as pet owners worldwide
- 1986 PetAg becomes a separate company, independent of Borden, Inc.
- 1989 Introduces Critical Care Diets, products used by veterinarians to feed and provide immediate nutrition to critically ill animals, and those recuperating from illness
- 1991 Acquires Rawhide Brand®, Inc. an innovative natural rawhide manufacturer
- 1993 Introduces Zoologics® a powdered milk matrix line that can be custom-blended to meet zoo animal's dietary requirements as directed by the Zoologics formulation and mixing guide. The product has helped save the lives of many mammals, from whales to elephants
- 1995 - Acquires Pink Parrot®, an innovative top-selling bird toy and healthy treat line originally made in Denver, Colorado
- PetAg invents and introduces GME®, the first commercially prepared milk replacement formula for puppies using a goat's milk base
- 1996 Introduces nutritional PetAg's Own (this became the VIVE® Brand in 2006) Equine Treats with real fruit and vegetable fiber
- 1998 Introduces essential nutritional supplements, Energel®, Vision Aid™, Joint Solution™ and Hairball Solution™ in gel form for greater pet palatability and acceptability

- 1999 - Introduces Doggy Giggles[®], a line of durable brightly colored latex health and fitness toys for dogs
 - Invents and introduces Chunky Chews[®] health and wellness chews for large breeds and aggressive chewers with added glucosamine
 - Patents the application of all nutraceuticals to rawhide
 - Collaborates on the invention of the marinade process of injecting natural flavoring throughout the rawhide chews, as opposed to the industry's standard of coating them with food coloring and artificial flavors
- 2000 Introduces Lap Happy[®] Nutritional Flavored de-lactized skim milk treats for cats. The palatable, low-calorie and low-fat treats include antioxidants and fructo-oligosaccharides, known to aid in digestion
- 2002 Invents and introduces Mirra-Coat[®] O3[™], a superior skin and coat health food supplement with essential organic oils including flaxseed oil
- 2004 - Invents and introduces Vive[®] Nutrition bars, which include Low Calorie nutritional treat bars for dogs, nutritional treat bars for birds and Vive[®] Energy Bars for dogs, cats and horses
 - Introduces Esbilac and KMR formulas in ready-to-feed nurser bottles for consumer convenience
 - Invents and formulates senior pet care products
- 2005 - Introduces CatSure[™] and DogSure[™], meal replacements and food supplements formulated to meet the needs of aging pets
 - Develops the Newborn and Senior Care Kits with instructional pamphlets to help consumers care for their pets young and old
 - VIVE Low-Calorie Nutrition Bar voted "best new health product for dogs" by the readers of *Pet Business* magazine
- 2006 - Introduces new Rawhide Brand[®] Premium Chews in a variety of flavors, including Root Beer and Vanilla fountain flavors with glucosamine marinade
 - *Pet Product News, International* awarded their Editor's Pick for Best New Products to PetAg's Pet Care Kits for newborn and senior pets
- 2007 - PetAg unveils Rawhide Brand[®] Round Safety-Knot[™], Fresh Bark Dental Mint chews, Premium Miniature Round Safety-Knot Chews and novelty chews, and VIVE[®] Energy Bites for dogs and other small mammals
- 2008 - PetAg launches Rawhide Brand[®] Holistic-Hides[®] marinated in real vegetable broth and enhanced with dehydrated vegetable flakes. These rawhides are created with antibiotic-free, hormone-free grass-fed beef hide. Another product introduced includes the Spumoni Swirl[™] Rawhide with Mess-free Miracle-Marinade[™] and real fruit flavor
 - To focus on health and wellness product development, Doggie Giggles products are discontinued this year

- 2009 New product launches feature a line of weight management products, including CatSlim[®], a weight management meal replacement and food supplement for felines, and DogSlim[®] Powder, DogSlim[®] Low-Calorie Snack Bites, and DogSlim[®] Fruit & Veggie Snack Bites. In addition, the company launched Goat's Milk Esbilac[®] (GME) in powder form.
- 2010 An Eco-friendly line of dog chews in biodegradable packaging joins the Rawhide Brand[®] of rawhides
- 2011 -PetAg, Inc. celebrates its 25th anniversary, having become a separate company from Borden in 1986.
-During this landmark year, PetAg will introduce several innovative products, including: CatSlim[®] Jerky Snacks, Rawhide Brand[®] Jerky Treats, DogSlim[®] Snack Bites, Rawhide Brand[®] Flavor Essence Chews with a first-of-its kind clear aromatic flavors that allows for hours of chewing without and mess from coloring, PetLac[®] Puppy and PetLac[®] Kitten milk replacement powder, an improved BeneBac Plus product with FOS, an important source of healthy carbohydrates, and EnteralCare[™] KC/Feline and EnteralCare[®] KC/Canine, a liquid diet for veterinary use that is suitable for cats and dogs with kidney conditions

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