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## **PetAg's Pioneering Senior Pet Nutritional Products Offer Pet Owners New Solutions For The Care Of GRRRR-AYING Companions**

**According to the American Pet Product Association's National Pet Owners Survey, 75 percent of pet-owning households have aging or senior pets**

Hampshire, Ill. (October 29, 2010) — November marks National Adopt a Senior Pet Month, an annual campaign to raise awareness of the benefits of owning a senior pet. For over 70 years, PetAg, Inc. has been a leading manufacturer of high-quality pet nutrition products, and has introduced first-to-market supplements to meet the specific health challenges of aging and senior pets. Encouraging pet lovers across the nation to consider adopting a senior dog or cat during November, PetAg products also are designed to meet a range of health issues common among sheltered pets that may require an owner to provide extra care for their furry new friend.

PetAg products can be found nation-wide at leading veterinary clinics, retail outlets, and online where pet products are sold. For more information about PetAg products and for helpful nutritional and care tips for dogs and cats, visit <http://www.petag.com/health-fitness-pet-blog.asp>

### **PetAg Senior Care Supplements**

#### **DogSure® and CatSure®**

DogSure and CatSure are the only liquid products available that can serve as a nutritional meal replacement solution for ailing or aging pets that can't or have lost their desire to eat. The highly palatable, vanilla-flavored liquid was formulated with high quality protein to help maintain muscle mass and body systems in sick or older pets. The product also includes fats and structured carbohydrates that provide a more uniform release of glucose and energy delivery throughout the day. The products may also be mixed with a pet's normal food and offers a good source of DHA, which studies have shown improves memory. Each can provides two-to three servings. In support of National Adopt a Senior Pet Month, PetAg will donate one case of DogSure to qualifying animal shelters throughout the nation during the

months of November and December. For complete details, contact [info@petag.com](mailto:info@petag.com)

Packaging: 11-ounce can

Suggested retail price: \$7

### **Bene-Bac™ Pet Gel**

Bene-Bac Pet Gel is a concentrated live culture of seven common digestive bacteria found in the intestinal tracts of mammals. Ideal for newly adopted dogs and cats, it's recommended any time an animal experiences stress from changing nutritional or environmental conditions. In fact, animal shelters and wildlife rescues depend on Bene-Bac to calm nervous animals' digestive systems. The product contains 20 million Colony Forming Units (CFU) per gram of viable lactic acid producing bacteria.

Packaging: 1gm four pack or 15gm syringe

Suggested retail price: \$3.99-\$9.99

### **Vision Aid Pet™ Gel**

Vision Aid is an oral supplement designed to aid vision development and ocular maintenance. The formula includes arginine and methionine for the prevention of juvenile cataracts in animals, and beta-carotene (a source of vitamin A) and carnitine to promote the absorption of fatty acids. Vision Aid Gel is an easy to administer, highly palatable gel.

Packaging: 3.5 ounce tube

Suggested retail price: \$5.99

### **Joint Solution Gel for Dogs**

Joint Solution Gel is formulated with Glucosamine HCL and Chondroitin Sulfate to promote healthy joints and maximum flexibility and relieves pain associated with chronic joint pain and inflammation. Available in a highly palatable, chicken-flavored gel, Joint Solution builds and maintains cartilage, tendons and ligaments with regular use.

Packaging: 3.5 ounce tube

Suggested retail price: \$5.99

### **MirraCoat™ O3 Skin and Coat Supplement for Dogs and Cats**

MirraCoat O3 is a premium, organic nutritional food supplement for dogs, cats and other animals that need special attention to help control shedding, scratching, dull coat and dry, flaky skin. Formulated with a blend of organic oils, including flaxseed – a leading source of DHA – the product is most beneficial for animals five-years and older. MirraCoat aids in restoring skin and coat condition after treatment for non-nutritional problems such as parasites, trauma and allergies. The product is fast acting, with improvements seen after two weeks of proper use.

Packaging: Liquid, 4-ounce, 8-ounce, and 16-ounce bottle. Powder, 1 lb can

Suggested retail price: \$4.59-\$11.99

### **About PetAg, Inc.**

For over 70 years, PetAg, Inc. has been a leading manufacturer of high-quality pet nutrition

and health conscious products. Headquartered in Hampshire, Ill., PetAg has brought pets and their owners some of the most recognized 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 and KMR®, to senior pet care supplements including the patent-pending CatSure and DogSure which lead the category. PetAg's health and fitness categories include Rawhide Brand® and Chunky Chews® for dogs, DogSlim products and treats, and Hawaiian Delights edible toys for birds. Each of the product categories has the same focus: to enrich and prolong the lives of pets.

**Editor's Note:** Product samples and high resolution photos available upon request.