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## A Dog's Life Just Got Tastier

***PetAg launches Rawhide Brand® Essence chews in wild flavors dogs can't gnaw enough on.***

(October 12, 2011) Hampshire, Ill. — PetAg., Inc. launches its all new Rawhide Brand® Essence line of all natural beef hide chews marinated in flavors dogs can't gnaw on enough, including: prime rib, hot dog, root beer and vanilla zests. The new Rawhide Brand Essence line of chews is available nation-wide October 2011 at leading retail outlets where pet products are sold and online at [www.petag.com](http://www.petag.com).

*"...all-natural aromatic flavor essences that won't transfer color to carpets, upholstery or other favorite chewing environments."*

The Rawhide Brand Essence line of chews are made with 100 percent grass-fed, free-range Brazilian beef hides and are marinated in the USA with all-natural aromatic flavor essences that won't transfer color to carpets, upholstery or other favorite chewing environments. Rawhide Brand Essence dog chews are chemical and preservative free and are the first product of its kind to code packaging with the date of production that identifies the ranch of origin. The products' patented Safety-Knot® design is ideal for aggressive chewers, as it slows down the chewing process so the chew lasts longer.



To ensure pet parents importantly select the right size chew for their dog, the Rawhide Brand Essence line is available in a variety of shapes and sizes, including knots, braids, rolls and chips from 4"- 10" in size. Suggested retail prices range from: \$3.99 to \$16.99.

PetAg, Inc. is headquartered in Hampshire, Ill., where it has been a leading manufacturer for 80 years of high-quality pet nutrition and health conscious products. PetAg Inc. is the leading producer of weight management and senior pet products, two of the fastest growing

categories in the pet industry, and is a highly respected maker of pet supplements used by pet owners and veterinarians.

A Technical Service representative is available to answer product use and technical questions Monday – Friday from 8 a.m. – 5 p.m. CST at 800-323-0877. Consumers can earn free products by [PetAg's Frequent Buyer Program online](#). For more information about PetAg products and for helpful tips selecting the right chew, visit [www.petag.com](http://www.petag.com), follow the [blog](#), or join PetAg's online pet communities on [Facebook](#) and [Twitter](#).