



Phelps Pet Launched New “PET MD®” Brand Dog Treats at Global Pet Expo New Functional Products Target Specific Dog Health Concerns

ROCKFORD, IL: March 1, 2020/ Phelps Pet Products introduced its innovative new holistic dog treats line under the “Pet MD® Treats for Good” brand. A pet industry leader for over 50 years, Phelps developed the Pet MD line to provide dog parents with a tasty way to help their furry family members take a more natural approach to addressing life’s challenges.

Pet MD is a welcome approach to addressing dog health. It intentionally steers clear of the many concerns, questions, and often confusing regulations regarding the safety, dosing, and effectiveness of CBD, especially with respect to the pet market. “We chose to develop the Pet MD line using a more natural and holistic approach,” said Phelps Pet Products CEO Rick Ruffolo. “Each product recipe features safe, effective, and widely-accepted ingredients designed to specifically help target the most prevalent concerns our dogs face as they age.”

“Unlike the countless pills and supplements that many dogs refuse to take, these great-tasting meat jerky products are treats your dog will love,” said Phelps Vice President of Sales & Marketing Tedd Ellis. “Plus, the Pet MD recipes help your furry friends find relief from common issues including Skin & Coat, Senior Dog Concerns, Digestive, and Calming/Stress Relief.”

The line received high praise from retailers and industry experts and was featured in the New Products Showcase at the Global Pet Expo. The retail store launch is planned for July 2020. Company research shows that consumers appreciate that the creators of the line chose to use engaging and playful names to help overcome the concerns that these products will be perceived as being too clinical or medicinal. Each product has a suggested retail price of \$9.99:

- Hip, Hip, Hooray! Anti-inflammatory recipe to help support hip & joint vitality.
- Fur Real? Omega-rich recipe to help skin and coat health.
- Gut Check Pre & Pro-Biotic Fiber treats to support digestive & gut health.
- Say, Cheese! Keep your dog smiling with these dental health treats.
- Tummy Tamer Bland recipe treats for dogs with sensitive or upset tummies.
- Squirrel! Attention-focusing treats for puppies & senior dogs.
- Keep Calm... Relaxing treats to help calm dogs in anxious situations.
- Pill-Ease Tasty, easy-to-dose, pill concealer treats.

ABOUT PHELPS: Founded in 1966 - Phelps Pet Products is based in Rockford, Illinois and features both industry-leading dog treat contract manufacturing private label services, as well as innovative branded products including Pet MD, Callie’s Kitchen, and Glad Wags dog treats. Phelps products can be found in over 30,000 retail stores including USDA certified organic meat-based jerky treats and Marine Stewardship Council certified seafood treats, along with a wide variety of proteins and limited ingredient recipe treats. www.phelpspet.com

Treats For Good. 

PetMD
TREATS FOR GOOD

HIP, HIP, HOORAY!
ANTI-INFLAMMATORY
FORMULA TREATS FOR DOGS

 May help support healthy hip & joint vitality.

Green Lipped Mussel + Turmeric + Glucosamine + Chondroitin

NET WT. 4 OZ (113.4g)

Treats For Good. 

PetMD
TREATS FOR GOOD

FUR REAL!?
OMEGA-RICH
SKIN & COAT FORMULA FOR DOGS

 May help support skin & coat health.

Salmon + Flaxseed + Fish Oil

NET WT. 4 OZ (113.4g)

Treats For Good. 

PetMD
TREATS FOR GOOD

GUT CHECK
PRE/PROBIOTIC & FIBER TREATS FOR DOGS

 May help support digestive & gut health.

Apples + Pumpkin + Chlorey Root

NET WT. 4 OZ (113.4g)

Treats For Good. 

PetMD
TREATS FOR GOOD

PILL-EASE
EASY-TO-DOSE
PILL-CONCEALER TREATS FOR DOGS

 Turns pill-giving frustration into easy treat time.

Barley + Peanut Butter + Molasses + Honey

NET WT. 4 OZ (113.4g)