



## Introducing the “Phelps Wellness Collection” Dog Treat Line New Functional Products Target Specific Dog Health Concerns

ROCKFORD, IL: May 19, 2020/ Phelps Pet Products debuts its innovative new holistic dog treats line under the “Phelps Wellness Collection” brand. A pet industry leader for over 50 years, the Phelps Wellness Collection provides dog parents with a tasty way to help their furry family members take a more natural approach to addressing life’s challenges.

“We chose to develop the Phelps Wellness Collection 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.”

The Phelps Wellness Collection 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. “Unlike the countless pills and supplements that dog parents struggle to give their pets, these great-tasting meat jerky products are treats your dog will love,” said Phelps Vice President of Sales & Marketing Tedd Ellis. “Plus, the Phelps Wellness Collection recipes help your furry friends find relief from common issues including Skin & Coat, Digestive, Hip & Joint, and Calming/Stress Relief.”

The line was previewed in the New Products Showcase at the Global Pet Expo in February and is launching in June at select Walgreens stores nationwide, on Chewy.com, and at other leading retailers and e-retailers. Consumers appreciate how the engaging product names help make the line more approachable, easy-to-understand, and less medicinal. Each of the products carry 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.

**ABOUT PHELPS:** Phelps Pet Products has been making great-tasting “pharm-to-table” dog treats designed to support pet health and vitality since 1966. Based in Rockford, Illinois, Phelps offers 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 throughout North America including meat-based jerky treats that are USDA certified organic and Marine Stewardship Council certified, along with over 15 other different proteins. [www.phelpspet.com](http://www.phelpspet.com)

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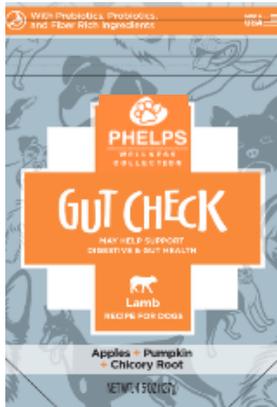
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### Gut Check

Pre & Pro-Biotic Fiber treats to support digestive & gut health.



### Fur Real?

Omega-rich recipe to help skin and coat health.



### Say, Cheese!

Keep your dog smiling with these dental health treats.



### Keep Calm...

Relaxing treats to help calm dogs in anxious situations.



### Tummy Tamer

Bland recipe treats for dogs with sensitive or upset tummies.



### Squirrel!

Attention-focusing treats for puppies & senior dogs.



### Hip, Hip, Hooray!

Anti-inflammatory recipe to help support hip & joint vitality.

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