



Smarter Pet Health

New Dog and Cat Treats Brand, PawsIQ™, Offers Smart Choice for Pet Owners

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PawsIQ Dog and Cat Treats Launches Nationwide as Way to Keep Pets Happy and Healthy...Naturally

EAGLE, ID--(Marketwired - August 01, 2016) - New premium PawsIQ is the smart, natural choice to keep furry family members happy and healthy. The brand features products to support dog and cat dental health, center-filled cat treats, and pill treats to make the administration of medication hassle free.

The PawsIQ brand guarantees the following to pets and pet parents:

- Products Made in USA
- Crafted with Natural Ingredients
- Free of Corn, Wheat, and Soy
- With Savings of up to 25% savings versus the national brand, Greenies

PawsIQ treats offer a variety of delicious flavors and sizes. For example, PawsIQ Dental Bones for Dogs are delicious treats dogs love that help clean teeth while removing plaque and tartar.

"The launch of PawsIQ finally gives pet parents a natural alternative to addressing some of the most common problems of pet oral health care and the administering of medication," said Adam Fellers, senior vice president of PetIQ, and creator of PawsIQ. "With a commitment to being exclusive to the independent pet channel with no e-commerce availability, we believe we offer a winning combination for pets, pet parents, and independent retailers."

Launch at SuperZoo

PawsIQ will officially launch at SuperZoo, the national tradeshow for pet retailers. More than 15,000 pet industry professionals from around the world gather in Las Vegas, Nevada for the show dedicated to promoting innovation in the pet industry.

About PawsIQ

PawsIQ is all about providing pet owners with smart choices so that they can keep their pets happy and healthy...naturally. The brand is now exclusively available at independent pet specialty retailers nationwide. For more information and to see the full list of products, visit www.pawsiq.com.

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