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## **Fiber for Dogs Launching All-Natural Digestive Aid for Dogs at Global Pet Expo**

*A veterinarian-recommended, healthy, all-natural product created from USA sourced psyllium seed husk powder and beet root powder helps keep dogs regular and encourages healthy digestion and natural elimination in dogs.*

FOR IMMEDIATE RELEASE – February 21, 2017 – PASADENA, CALIFORNIA – Bern Dog Brand, LLC, located in Pasadena, California, is launching Fiber for Dogs, a new product designed to help keep dogs regular and promote healthy digestion and natural elimination in dogs at the upcoming Global Pet Expo, March 22-24, 2017, at the Orange County Convention Center in Orlando, Florida.

Fiber for Dogs is made of psyllium seed husk powder and dehydrated beet root powder sourced in the USA. The all-natural product is made in the US, comes in a 12 and a 6 oz. BPA free container, is easy to use, convenient, portable, safe, and free of preservatives, artificial ingredients and colors. MSRP ranges from \$14.95 to \$24.95.

Fiber for Dogs' main ingredient, psyllium, is a veterinarian-recommended ingredient that aids in the regular elimination of a dog's waste, and has been used to assist in chronic irritable bowel syndrome, as well as, constipation and diarrhea for dogs not getting the proper amount of fiber in their diets.

"After experiencing a multitude of doggie doo problems with my dog, Benji, I was desperate to find help for his digestive issues," says Bernie Distler, founder of Fiber for Dogs. "Our veterinarian recommended over-the-counter human psyllium based products, but I found they contained a lot of undesirable ingredients such as artificial flavors, colors and sugars. That's when I decided to produce a fiber supplement especially for dogs that was healthier, all-natural and made in the US," added Distler.

In addition to the natural benefits, Fiber for Dogs is incredibly easy to use. There is no refrigeration needed and it's always on hand and ready when dogs need it. It is ideal for traveling or for supplemental use at home.

"I have two English Springer Spaniels, Archimedes and Sofi. We give them a teaspoon (of Fiber for Dogs) with their meals when they have loose stools or constipation and it works great," says John Lewis, pet parent and Fiber for Dogs customer. "I am really impressed with how Fiber for Dogs works and the dogs seem to like it. All in all, a novel idea and excellent product."

Learn more by visiting the Fiber For Dogs booth #1022 at Global Pet Expo, March 22-24, 2017, Orange County Convention Center, Orlando, Florida, or by visiting their website at [fiberfordogs.com](http://fiberfordogs.com).

## **About Fiber for Dogs**

Whether you're on the go or enjoying time at home, Fiber for Dogs is ready when your dog needs it! Fiber for Dogs is an all-natural supplement that promotes natural elimination and healthy digestion in dogs. Made of psyllium seed husk powder and dehydrated beet root powder, Fiber for Dogs comes in a 6 oz. and 12 oz. BPA free container and is easy to use, convenient, portable, safe, free of preservatives, artificial ingredients and colors, with ingredients sourced and manufactured in the USA. Fiber for Dogs can be added to your dog's food with 8 oz. of water, or beef or chicken broth. For more information or to purchase Fiber for Dogs visit [fiberfordogs.com](http://fiberfordogs.com), email [info@fiberfordogs.com](mailto:info@fiberfordogs.com) or call (866)-698-4249. Fiber for Dogs is also available to the wholesale pet market. Pet product retailers can watch for Fiber for Dogs at Global Pet Expo, Booth #1022, March 22-24, 2017 at the Orange County Convention Center in Orlando, Florida.