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FAMILY-OWNED HOLISTIC PET FOOD COMPANY DEBUTS NEW PACKAGING AND FIRST LARGE BREED SPECIFIC PRODUCT

Health Extension Pet Care's Original Line Gets a Fresh New Look

Global Pet Expo Booth #1543

DEER PARK, NY – Following the impressive packaging updates recently made to their Grain Free Line and line of canine treats, Holistic Health Extension Pet Care is excited to unveil new packaging for their Original Line. Now the same holistic pet food formulas that millions of pet parents have grown to love will stand out with bold new styles. The brand's new look complements the recent updates made to their Grain Free Line by featuring bright color schemes and real pets in engaging outdoor scenes. The warm accents and attractive fonts tie together and help convey the company's "for a healthy life" philosophy.

To coincide with the recent packaging updates, Health Extension has also introduced a new Large Bites formula for large breed dogs. The Chicken & Brown Rice Large Bites recipe is loaded with highly nutritious ingredients, like deboned chicken, New Zealand Green Mussel and glucosamine, plus prebiotics and probiotics to help maintain a healthy digestive tract. Large Bites Recipe is available in both 1-lb and 30-lb bag varieties.



"Our mission has always been to create a pet food that customers would feel great about feeding to their pets," says Brad Gruber, President and Chief Operating Officer. "We're confident that this new look conveys this message and will help transform casual shoppers into loyal Health Extension customers."

Health Extension's recipes are made with all natural and highly digestible proteins. The company is not only dedicated to providing pets with completely balanced diets and the nutrition they need to thrive, but they are also focused on advancing sustainability amongst the pet industry. As a proud member of the Pet Industry Sustainability Coalition, Health Extension collaborates with other pet-driven businesses and works towards sustainable and community-minded business solutions. For more information, please visit www.HealthExtension.com.

About Holistic Health Extension®

A family-owned, third generation company, Holistic Health Extension crafts natural food and treats pet parents can feel great about feeding their best friend. Every Health Extension recipe is made with the finest ingredients to keep pets happy and healthy. The brand has been turning heads with two recent awards, an Industry Recognition from *Pet Business* magazine and a *Graphic Design USA* American Package Design Award. They are also a proud member of the Pet Industry Sustainability Coalition, and working towards sustainable business solutions. For more information, please visit www.HealthExtension.com.

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Media Note: Interviews and photos are available.