



WHERE EVERY DOG SHINES



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Isle Of Dogs Enters Dog and Cat Food Categories with Nourish™

Promoting healthy, beautiful lives through complete, balanced meals sourced in New Zealand

Germantown, WI - Isle of Dogs, the premier health and beauty brand for dogs, is entering new territory with the introduction of Nourish™, a line of air-dried, grain-free dog and cat food. With 90% real, raw meat along with coconut oil, vitamins and minerals, their simple recipes are designed to support a beautifully balanced and joyful life for dogs and cats.

Sourced in New Zealand, Nourish™ food is gently air-dried at low temperatures, in small batches, to naturally preserve the meat without using artificial preservatives. This process keeps the ingredients fresh so pets benefit from all of the nutritional goodness of over 90% real, raw meat, without the mess. Perfect as a meal, a topper or a treat, these savory recipes have a taste and texture even the pickiest of pets can't resist.



Each recipe in the Nourish™ line was developed to support a healthy, beautiful life with simple, nutritious ingredients pet parents can recognize. Starting with muscle and organ meat to maximize protein, Nourish™ is completely free of GMOs, animal meals, grains, corn, gluten, soy, potatoes, lentils, and artificial preservatives, flavors and colors; leaving room for the beneficial ingredients that matter including green-lipped mussels, dried kelp, dried chicory, and coconut oil. This is truly what grain-free is supposed to be. This perfect combination delivers a variety of vitamins, minerals, amino acids, healthy fats, antioxidants and enzymes to keep pets healthy, shiny and happy.

“Providing a joyful life for our dogs starts with the nutrition we choose for them. Nourish™ is a multi-functional line, combining ingredients that support both inner wellness and outer beauty with each recipe,” says Erin Clemens, Director of Marketing and Product Development. “By offering pet parents the healthiest of choices in food, treats, and supplements, we aim to help every pet thrive.”





Consisting of wholesome, simple-recipe meals, made with humanely-raised New Zealand meat, Isle of Dogs' Nourish™ line will be available in June 2017 at independent pet supply stores and chains, natural food retailers and online. Available in Beef, Lamb & Venison, and Chicken recipes, Nourish™ dog food comes in 2lb boxes (with 4 individual 8-ounce resealable pouches) for \$34.99 MSRP and 5lb bags for \$74.99 MSRP. For cats, Nourish™'s Chicken and Salmon recipe comes in a 2lb box (with 4 individual 8-ounce resealable pouches) for \$34.99 MSRP.

The Nourish™ line also includes jerky treats, dental treats and supplements. To learn more, visit www.iodogs.com.

Isle of Dogs

With a rich heritage in the competitive world of show dogs, Isle of Dogs offers a unique perspective on the impact of nutrition on both health and beauty. Their full line now combines natural grooming products with nutritionally superior foods, treats and supplements to promote wellness and beauty from within. Isle of Dogs' products are sourced and made in the USA and New Zealand, and created with integrity to support a beautifully balanced and joyful life for dogs and cats. You can learn more about us at iodogs.com, or connect with us on [Facebook](#), [Twitter](#) or [Instagram](#).



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Isle Of Dogs Keeps it Simple with their Nourish™ Jerky Bites

Promoting healthy, beautiful lives through limited-ingredient treats sourced in New Zealand

Germantown, WI - Isle of Dogs, the premier health and beauty brand for dogs, is extending their new Nourish™ brand with a line of high-quality, grass-fed beef and pasture-raised lamb Jerky bites. Handcrafted in small batches, these simple recipes provide wholesome nutrition in deliciously meaty bite-sized pieces.



Sourced in New Zealand and made with humanely-raised meats, Nourish™ Jerky Bites are gently air-dried at low temperatures, in small batches, to naturally preserve the meat without using artificial preservatives. High in protein and truly grain-free, they are made with all-natural ingredients like lamb, lamb lung, lamb liver, rosemary, and green lipped mussels. Perfect as a snack or a meal topper, these savory recipes have a taste and texture even the pickiest of pups can't resist.

“We want to help keep dogs healthy and beautiful through nutritious treats that support the bonding moments that come with treat time,” says Erin Clemens, Director of Marketing and Product Development. “By offering pet parents the healthiest of choices in food, treats, and supplements, we aim to help every pet thrive.”

Isle of Dogs Nourish™ Jerky Bites will be available in June 2017 at independent pet supply stores and chains, natural food retailers and online. Available in Beef and Lamb recipes, Nourish™ Jerky Bites come in 3.5 oz re-sealable pouches for \$8.99 MSRP.

The Nourish™ line also includes dog and cat food, dental treats and supplements. To learn more, visit www.iodogs.com.

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Dogs Get Their Daily Fix with Isle of Dogs' New Nourish™ Supplement Line *Promoting healthy, beautiful lives through nutritional probiotic formulas made in America*

Germantown, WI - Isle of Dogs, the premier health and beauty brand for dogs, is launching their Daily Fix™ line of canine dietary supplements as an extension of their new Nourish™ food and treat line. With three unique recipes, including joint, calming and skin + coat, Daily Fix™ are formulated for higher bioavailability and palatability, making them a more effective and tastier choice for pet parents who want a long, healthy life for their dogs.



Made in the USA, Daily Fix™ offers three multi-functional recipes that address common health issues for dogs: valerian root and tryptophan for high anxiety; glucose and chondroitin for aging, growing or arthritic joints; and omega 3, omega 6 and biotin for healthy skin and coat. In addition to these functional vitamins and minerals, each formula also contains probiotics for ongoing gastrointestinal health. With a proprietary microencapsulation delivery system, Daily Fix™ have higher absorption rates which allow dogs' bodies to make faster and better use of these important nutrients.

“Our goal was to create natural supplements that not only make a real difference in the overall wellbeing of the dogs who use them, but that were formulated in a way pet parents could trust,” says Erin Clemens, Director of Marketing and Product Development. “By creating a unique delivery system we ensured maximum stability of the nutrients, higher bioavailability and higher absorption rates. It really is a superior product that does its job.”

Each recipe in the Daily Fix™ line was developed to support a healthy, beautiful life with simple, effective ingredients pet parents can trust. Made to be used during or after meal time, the easy-to-use, mess-free pump makes giving dogs their Daily Fix™ of supplements easier than ever. And with flavorful fish oil included in each recipe, these are delicious, good-for-you vitamins and minerals dogs will love as part of their daily health and beauty regimen.

Isle of Dogs' Daily Fix™ line will be available in June 2017 at independent pet supply stores and chains, natural food retailers and online. Available in Calming, Joint and Skin + Coat recipes, Daily Fix comes in 8 fl.oz. mess-free pump bottles that will last for one to three months depending on the size of dog for \$29.98 MSRP.

The Nourish™ line also includes dog and cat food, jerky treats, and dental treats. To learn more, visit www.iodogs.com.



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Keep Canines Healthy with Isle Of Dogs Nourish™ Dental Chews

Promoting healthy mouths and bodies through grain-free functional chews made in America

Germantown, WI - Isle of Dogs, the premier health and beauty brand for dogs, is extending the launch of their new Nourish™ brand with a line of grain-free, functional daily Dental Chews. Made in the USA, these triple-action, dual-layer chews are packed with functional ingredients to keep dogs' mouths and bodies healthy and happy.



Nourish™ Dental Chews have two layers that combine beneficial dental ingredients with important functional ingredients. The exterior is a grooved layer made with new, triple-action Pecodent™, a proprietary blend of finely ground pecan shell, kelp and turmeric extract that provides natural fiber, helps clean teeth and freshens breath. Inside, each chew has a functional layer dedicated to supporting hip and joint health, fresh breath, or skin and coat health. These veterinarian formulated and developed chews make the job of cleaning dogs' teeth easier and more powerful with the addition of functional ingredients.

Isle of Dogs' Nourish™ Dental Chews are free of grain, gluten, soy, wheat, corn, added sugar, artificial flavors and artificial colors. Perfect as a daily snack, these recipes contain only premium, natural ingredients with dried chicken liver, turmeric and parsley for a delicious flavor any pup would be happy to

chew on.

“We want to help keep dogs healthy and beautiful through treats and chews that add nutrition to the fun of treat time,” says Erin Clemens, Director of Marketing and Product Development. “By offering pet parents the healthiest of choices in food, treats, and supplements, we aim to help every pet thrive.”

Isle of Dogs Nourish™ Dental Chews will be available in June 2017 at independent pet supply stores and chains, natural food retailers and online. Available in Hip + Joint, Breath

and Skin + Coat recipes, Nourish™ Dental Chews are available in small, medium and large sizes and come in re-sealable pouches for \$19.99 MSRP.

The Nourish™ line also includes dog and cat food, jerky treats and supplements. To learn more, visit www.iodogs.com.

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