

**FOR IMMEDIATE RELEASE**

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**SHARING IS CARING! THE MISSING LINK® TO LAUNCH  
NEW SUPERFOOD DENTAL CHEW AT GLOBAL.**

*Come meet Missing Link Once Daily™, The Superfood Dental Chew  
your customers have been missing at **booth 1283.***

**East Longmeadow, MA, March 16, 2017** - Say goodbye to single purpose, skimpy on nutrition, wanna-be dental chews and say hello to **Missing Link Once Daily™**. The easy-to-feed, so good they'll think it's a treat, **superfood dental chew** your customers are looking for.

Missing Link Once Daily™ packs all of the superfood supplement goodness of The Missing Link® Original into a fun-to-feed chew, giving fur parents an even more convenient way to fill the nutritional void left by many commercial pet foods, all while reducing plaque and tartar and supporting gum health due to the chew's ridges.

**ORIGINAL superfood nutrition.**

With omegas 3, 6, and 9, glucosamine, and other natural ingredients like yucca, alfalfa and barley grasses, Missing Link Once Daily™ provides the essential fatty acids and nutrients that may be missing from fur kids diets. Daily feeding has been shown to:

- Support energy production
- Reduce plaque and tartar
- Freshen "dog breath"

- Help support healthy skin and coat
- Support healthy digestion and immune system
- Helps support hips and joints

Missing Link Once Daily™ comes in two size options: Small/Medium and Large/Extra Large and two superfood formulas: skin, coat & teeth or hips, joints & teeth. **Come meet Missing Link Once Daily™ at booth 1283...**

But wait, there's more that awaits you at our Global home!

### **The Missing Link® Pet Kelp®**

With The Missing Link® Pet Kelp®, harness the nutritional punch of The Missing Link® original superfood supplement and one of nature's most powerful superfoods to add the daily goodness your fur kiddo needs.

Come check out these limited-ingredient, non-GMO formulas, all made with organic, sustainably-harvested kelp!

### **Custom Fur Kid Portraits**

Want even more goodness than our two new superfood supplement options? Make sure not to miss out on your chance to have a custom sketch of you and your four-legged friend. Fur kiddo stayed home? No problem! All we need is a picture of the two of you. Our artist will be sketching daily from 10 am-12 pm and 1-3 pm.

As you can see, The Missing Link® has been busy adding to our superfood supplement family. We invite you to visit us at booth 1283. We have a lot of NEWness to share.

To a happier & better life, we say "Chew On"!™

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Since 1892, W.F. Young Inc. has improved the lives of animals great and small with our health and wellness products. Fast forward more than a century, and that

innovative spirit and passion for our pets can be found in The Missing Link<sup>®</sup>, the first superfood pet supplement of its kind. It is our belief that animals should live the healthier and happier lives that nature intended that drives us to create products like The Missing Link<sup>®</sup> ORIGINAL superfood supplements, The Missing Link<sup>®</sup> Pet Kelp<sup>®</sup> limited-ingredient superfood supplements and Missing Link Once Daily<sup>™</sup> superfood dental chews. To a happier & better life, we say "Chew On!".<sup>™</sup>