



Fieldcrest Farms Adds Two New Product Lines

Fieldcrest Farms adds two new product lines to the already successful line (35 skus) of natural chews including Bully Sticks, Hooves, Knee Caps, Femur Bones and now Nothin' to Hide and Bully Crunchers. The entire assortment has been hand-picked and undergone stringent quality assurance protocols to ensure the very best selection for customers.

Nothin' to Hide is the latest in rawhide alternative chews. Our innovative, patent pending rawhide alternative offers a highly digestible option to treating with rawhide. These wholesome chews are delectably flavored in beef or chicken for maximum palatability. Nothin' to Hide provides a long-lasting and enjoyable chew for dogs.

Bully Crunchers are an economical alternative to bully sticks. Made from 100% beef hide, Bully Crunchers are a perfect chew for all life stages and breeds. They are easily digestible, all natural and low in fat. Bully Crunchers promote healthy teeth and gums with repeat chewing activity and provides hours of healthy enjoyment.

About Ethical Products, Inc.

Founded in 1952, Ethical Products has been delivering innovative products to the pet specialty channel at value price points. The company has offices in three continents and introduces over 100 new products each year. Its global headquarters is located in Bloomfield, NJ. For more information and to view its complete product lineup, visit www.ethicalpet.com.

