

**MEDIA CONTACT**

Jaclyn Sion, Marketing Director  
JaclynS@NPICcorporate.com | 972.509.0449 ext 554

**IMMEDIATE RELEASE**

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**GET NAKED® PREMIUM SELECTED AS 2019 INDUSTRY RECOGNITION AWARD WINNER**

**Plano, TX – December 11, 2019** – Get Naked® Premium, a brand expansion of multifunctional treats, has been chosen as a ‘Dog Treats – Functional’ category winner for the 18th annual Pet Business Industry Recognition Awards by *Pet Business* magazine. The Industry Recognition Awards celebrate the most innovative products launched in the pet care category, as deemed by the *Pet Business* editors.

“With its multifunctional purpose, layered palatability and notable form factor, we’re excited to promote our new Get Naked® Premium dog treats and honored to be acknowledged as a 2019 Industry Recognition Award winner. We are looking forward to getting Get Naked® Premium products into the hands of our distribution partners and sharing its value with pet families,” says NPIC Vice President of Sales, William Cho.

The Get Naked® Premium care series consists of eight functional dog treats specially formulated to support a primary or specific health purpose, while addressing overall care and well-being. Get Naked® Premium treats are made with natural ingredients that align with human food and wellness trends, formulated grain-free, non-GMO, and enhanced with DHA and probiotics.

Get Naked® Premium treats include:

- **Antioxidant Care** (Chicken & Blueberry flavor) to support vitality and a healthy immune system with antioxidant-rich ingredients;
- **Calming Care** (Chicken & Maple flavor) to support emotional state and promote balanced behavior with a blend of natural herbs;
- **Digestive Care** (Chicken & Pineapple Flavor) to promote a healthy digestive system and encourage absorption of nutrients with digestive enzymes, probiotics and several dietary fibers;
- **Fitness Care** (Chicken & Pumpkin Flavor) to support healthy weight management and fitness levels with ingredients high in dietary fibers, omega fatty acids and amino acids;
- **Joint Care** (Chicken & Salmon flavor) to promote joint health and mobility with anti-inflammatory rich and strength-fortifying ingredients.
- **Puppy Care** (Chicken & Apple flavor) to support healthy growth and canine development with nutrient-dense ingredients, vitamins and minerals.
- **Senior Care** (Chicken & Salmon flavor) to support senior dogs’ health and specific dietary needs with multi-benefit antioxidants, amino acids, omega fatty acids, vitamins and minerals.
- **Skin & Coat Care** (Chicken & Coconut flavor) to promote healthy skin and lustrous coat with nutrient-dense ingredients and omega fatty acids.

Visit NPIC at Global Pet Expo - booth #2343 to learn more about Get Naked® Premium and other NPIC branded-products including dental and functional treats for dogs, cats and ferrets from N-Bone®, Twistix®, and Get Naked®.

### **About NPIC**

Established in 1996, NPIC, is a manufacturer of premium pet treats based in Plano, Texas. NPIC introduced N-Bone®, one of the first completely edible, highly digestible dog bones made with wholesome and functional ingredients over twenty years ago. The market success of this revolutionary product led a comprehensive line of natural treats for dogs, cats and ferrets under the N-Bone®, Twistix® and Get Naked® brands, which are currently sold all over the world. Today, NPIC remains deeply committed to creating irresistibly delicious pet treats with wholesome, natural ingredients designed for your pet's optimal health and wellbeing. For more information, please visit [www.NPICpet.com](http://www.NPICpet.com).

Image Attachments: (3)

Get Naked® Premium logo

2019 Industry Recognition Award Winner logo

Get Naked® Premium products