



## ***The Bear & The Rat: Cool Treats for Dogs ditches probiotics for better science***

BOULDER, CO (Feb 21, 2020) -- Healthy, frozen snack brand for dogs The Bear & The Rat: Cool Treats for Dogs reformulated their product to include In Clover Research's *Optagest* (prebiotics & digestive enzymes). In doing so, they removed the probiotics from their product, entirely.

InClover's Optagest® is a complete prebiotic and plant enzyme blend supporting intestinal balance and a healthy immune system. Clinical levels of organic inulin in Optagest® act as an ideal food source for preferred native bacteria, aiding healthy and balanced digestion. Four plant-based digestive enzymes break down food to promote nutrient absorption, maximizing every meal. In plain speak:

**Optagest® works with the body's natural processes.** It contains organic prebiotics which serve as food for friendly bacteria. This targeted feeding promotes a healthy intestinal balance, **allowing your pet's unique, native bacterial strain to thrive.**



The Bear & The Rat's aim has always been to make gut health fun with their clean, frozen yogurt dog treats. By adding one serving of InClover Pet's *Optagest*, every cup adds hydration, nutrients and is a complete digestive aid. The brand appeared on ABC's *Shark Tank* in 2012.

### **About The Bear & The Rat: Cool Treats for Dogs**

The Bear & The Rat's company starts with a husband, a wife and their two dogs. "The Bear" is a Lhasa Apso who growls like a bear. His brother-from-another-mother is a Rat Terrier. Together, the family believes in making high-quality frozen yogurt treats & supplements that are fun to eat and make gut health uncomplicated. They're made in a real ice cream facility with ingredients you can pronounce. Join the pawty on [Instagram.com/thebearandtherat](https://www.instagram.com/thebearandtherat) Contact: Meg Hanceford Meyer, The Bear & The Rat | Tel: 720.266.7010 | [cooltreatsfordogs.com](http://cooltreatsfordogs.com) [meg@cooltreatsfordogs.com](mailto:meg@cooltreatsfordogs.com)

**Booth #904 at Global Pet Expo**

### **About InClover Research and Optagest®**

InClover was born from the need for evidence-based, animal wellness products that support optimal health from the inside out. Their clinically-tested supplements are designed by a scientist and formulated to support pets' unique physiology. Over two decades later, InClover remains the sole provider of research-based Clinical and Everyday pet supplements that address digestion, skin and coat, joint, urinary tract, dental care, and allergies. InClover continues to earn the trust of thousands of veterinarians and pet parents, providing them with the confidence they need to care for their pet like family.

**Booth #900 at Global Pet Expo**

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*the bear & the rat*  
cool treats for dogs