

**FOR IMMEDIATE RELEASE**

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**The Missing Link® Launches Collagen Care™ for Dogs at Global Pet Expo**

*Super-concentrated soft chews feature cutting-edge ingredients to replenish protein and target a dog's biggest health issues.*

**February 3, 2020, East Longmeadow, MA** - The Missing Link® is excited to launch Collagen Care™ Soft Chews at Global Pet Expo 2020 in Orlando, FL. As the newest addition to The Missing Link® system of customized nutrition, Collagen Care™ is specifically formulated to target a dog's biggest health and wellness challenges, like joint pain, skin & coat issues and anxiety.

With a long history of supporting the well-being of pets, The Missing Link® is now tapping into powerful collagen proteins to provide innovative nutritional support for dogs. The development of the new line of soft chews answers a functional need in the marketplace as dogs need collagen. It is the primary protein in a dog's connective tissue, skin and bones. Collagen makes up 70% of the protein in their skin and coat, and 30% of their hips and joints. It also provides support for digestive balance. As dogs age, their capacity to produce collagen diminishes. The good news is lost collagen can be replaced through supplementation.

"Our mission is to create a comprehensive personalized nutrition system to help fill nutritional gaps in pet's diets by developing innovative, easy to use products with effective natural ingredients." stated Jessica Young, Marketing Manager. "By offering Collagen Care™, pet parents can add in truly vital nutrition to their dog's unique health needs."

The Missing Link® created the soft chews with cutting-edge natural ingredients, formulated to work with the company's existing superfood supplement varieties to provide a nutritional boost for every dog's unique needs. Collagen Care™ is available in three formulas:

- **Skin & Coat** – For a healthy, moisturized, soft and shiny coat while replenishing vital collagen lost during the natural aging process. This formula features Collagen Type I & III (marine), ground flaxseed, fish oil, and coconut oil.
- **Hips & Joints** – Providing essential amino acids for bone strength & elasticity, this formula helps maintain cartilage and connective tissue and supports joints and healthy anti-inflammatory responses. The ingredients feature Collagen Type II (chicken), Glucosamine, Chondroitin, Turmeric & Flaxseed.

- **Calm & Focus** - Helps dogs relax without feeling drowsy and soothes occasional gastric distress. This unique formula includes Collagen Type I & III (marine), broad spectrum hemp, Probiotics, Chamomile, L-Theanine and Coconut Oil.

To review each formula and learn more about Collagen Care™, visit The Missing Link® at Booth #759 at Global Pet Expo, or visit [dogsneedcollagen.com](http://dogsneedcollagen.com).

Since 1892, W.F. Young Inc. has improved the lives of animals great and small with our health and wellness products. That innovative spirit and passion for our pets can be found in The Missing Link®, where we're leading the charge against one-size-fits-all nutrition for pets by providing a personalized system of superfood pet supplements. 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® Original superfood supplements, The Missing Link® Pet Kelp® limited-ingredient superfood supplements, The Missing Link® Smartmouth™ Dental Chews and new Collagen Care™ soft chews.

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