

Integrated Pet Solutions

FOR IMMEDIATE RELEASE

Integrated Pet Solutions Unveils The Deluxe Washable Dog Diaper with Cinch Lock™

February 19, 2007 – Los Angeles, CA - *Integrated Pet Solutions* is excited to announce the release of its Deluxe Washable Dog Diaper with Cinch Lock™ at the APPMA Global Pet Expo in Orlando, February 22, 2007.

With diaper sales growing as pet owners look for a solution to incontinence*, mating cycles and house-breaking, the new reusable Deluxe Dog Diaper will make its competitor's products obsolete.

With its proprietary Cinch Lock anchoring system, *Integrated Pet Solutions* has addressed the three main challenges with the current selection of washable diapers - fit, comfort and functionality. Cinch Lock allows an owner to adjust the diaper to accommodate any size tail while sealing the diaper and preventing leakage – without sacrificing comfort.

Each Deluxe Dog Diaper is made of a premium durable fiber that retains its shape and absorption properties even after 350 washes. Each Deluxe Dog Diaper has an ultra absorbent mesh liner that requires no extra disposable pads and can hold a substantial volume of liquid waste and smaller loads of solid waste. The absorbent liner efficiently wicks away the liquid from the dog's skin as dogs with urinary incontinence frequently suffer from urine scalding – as urine remains in contact with the skin for long periods of time causing urine "burn".

The Deluxe Washable Dog Diaper with Cinch Lock is available in six sizes (XS-XL).

Integrated Pet Solutions was founded in 2006 to provide products, education and information for and about aging pets, the fastest growing segment of the pet industry.

Integrated Pet Solutions (www.integratedpets.com) is committed to meeting the challenges of aging pets and their owners by creating premium, proprietary and revolutionary products while building community through timely educational and informative content designed to help offer pets a better quality of life.

* Incontinence is not just a senior-related issue. If a dog is spayed or neutered the main areas of hormone production responsible for bladder control are removed making them more susceptible to incontinence. Tumors, polyps, prostate disease and nerve injuries also cause incontinence. Because of a weak bladder opening urinary incontinence leads to a much higher incidence of bladder infections.

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