

Integrated Pet Solutions

FOR IMMEDIATE RELEASE

INTEGRATED PET SOLUTIONS LAUNCHES INAGURAL PHARMACEUTICAL GRADE NUTRITIONAL LINE FOR SENIOR PETS – THE SAFEST PRODUCTS IN THE INDUSTRY

LOS ANGELES, CA – January 1, 2008 -- Well-known as the leading sellers of products for senior pets, *Integrated Pet Solutions* announces the launch of their exclusive line of **pharmaceutical grade** dietary supplements for senior pets. This introduction includes **Ultra Refined Essential Omegas**, **Joint Essentials for Dogs**, and **Pure Essentials for Mature Dogs and Cats**.

Based on what is beneficial and necessary for healthy pets, each of these nutritional supplements offer the utmost in efficacy, potency, bioavailability, and reliability. Each of these unique products are based on extensive testing, formulation, and assaying under strict pharmaceutical grade guidelines, making them the safest products on the market for both dogs and cats. This is the first line of senior pet supplements made in a US FDA *drug*-licensed, cGMP certified facility using only the highest of USP *human-grade* ingredients.

Each supplement is specifically formulated to fit a pet's health requirements:

- **Ultra Refined Essential Omegas** - This supplement contains the most highly refined Omega-3/Omega-6 fatty acids to become one of the most potent and easy-to-use fatty acid products available on the market today.
- **Joint Essentials for Dogs** - Specifically formulated for overall joint health, with proven anti-inflammatory properties. Certified 100% chondroitin-free to further promote your dog's health and not expose them to potential health risks.
- **Pure Essentials Formula for Mature Dogs and Cats** – These two products are a unique blend of vitamins, minerals, and antioxidants that give an aging pet comprehensive protection against the toxins that deplete their health.

Additional supplements will be eventually introduced to address many pet health issues, including obesity, skin and coat issues, eye care, organ protection and baseline preventative nutrition. *Integrated Pet Solutions* Nutritionals have been developed in cooperation with leading holistic veterinarians and top nutritional supplement consultant Mike Grant, far exceeds normally accepted industry manufacturing standards. All *Integrated Pet Solutions* Nutritionals are produced in a cGMP certified, FDA drug-licensed, and regulated pharmaceutical manufacturing plant that is also certified by the California State Board of Health – assuring that the efficacy and potency of these formulations are second to none.

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Tom Bagamane, President of *Integrated Pet Solutions*, who has a background in developing pharmaceutical grade supplements for human consumption, is excited about the prospects of the new line. “We’ve gone above and beyond to create these products, using state-of-the art production techniques and the best minds in the business. Our company is proud to raise the quality and efficacy bar amongst our competitors, and we feel it underscores our commitment to senior pets and their families.”

Unlike many dog and cat supplements on the market today, *Integrated Pet Solutions* Nutritional do not use human studies to determine pet nutritional requirements. For example, many pet bone and joint supplements contain chondroitin – a very beneficial ingredient for humans, but has yet to be proven totally effective and can actually be harmful as shown in studies on dogs. *Integrated Pet Solutions* products will not contain chondroitin.

Integrated Pet Solutions uses high performance liquid chromatography (HPLC), gas chromatography, and mass spectrophotometry as assaying methods to ensure the purity in each of their ingredients, and employs many other pharmaceutical protocols to certify their supplements are the highest quality and most efficacious. Further, an assay of components from many discount and mass-marketed pet supplement brands reveal gross inconsistencies in the quality and potency of ingredients.

The pet supplement category is competitive and growing exponentially. However, in light of the 2007 food poisoning tragedy, owners are demanding the best for their beloved pets. *Integrated Pet Solutions* is positioning its premium best-of-breed products to specifically target the most significant health issues that occur in senior dogs and cats - all available at competitive prices.

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Founded in 2006, Integrated Pet Solutions 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. Integrated Pets Solutions sole aim is to provide pets and their owners with a better quality of life. For more information about senior pet issues and the products available for them, please visit www.seniorpetproducts.com/ www.integratedpets.com.

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