

For Immediate Release

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Petcurean Announces New and Improved GO! Salmon and Oatmeal Diet for Dogs

Abbotsford, BC - Petcurean is excited to announce the reformulation of their GO! Salmon and Oatmeal Recipe; the new and improved recipe is packed with proteins, whole grains & essential omega oils and is ideal for dogs with sensitivities and/or allergies. The new recipe also features:

- Digestive aid from pre & probiotics
- Omega oils for healthy skin & coat
- Antioxidants for increased immunity
- Zero by-product meals, added growth hormones or artificial preservatives
- Zero beef, wheat, corn or soy

Specifically, the formulation changes include:

- Adding ancient grains quinoa and kamut thereby aligning the diet with the GO! SENSITIVITY + SHINE™ Duck Recipe (Salmon and Duck will now feed well in tandem as rotational diets)
- Removing oat fibre which will be replaced with apples, resulting in a slight reduction in fibre content (from 3.75% max to 3.5% max)
- Increasing the amount of salmon in the diet by 10%
- Adding russet potatoes as a consistent binding agent
- Reducing the phosphorus level from 1% to .7% (positive news for pet owners whose pets are experiencing Chronic Renal Failure)

“Building off the success of the Duck diet as an allergy formula and using novel and unique ingredients, our Salmon and Oatmeal customers can rest assured that the change will be positive for their pets. Like all changes, however, we do recommend that our customers introduce the formula gradually, over a 10 day period if possible,” adds Michele Dixon, Health & Nutrition Specialist for Petcurean Pet Nutrition.

The newly named GO! SENSITIVITY + SHINE™ Salmon Recipe will be available on retail store shelves starting in early 2012. If you have any questions or concerns about this product change, Petcurean welcomes you to call their Health and Nutrition Specialist at 1.866.864.6112. Live support is available Monday to Friday, 8 am to 5 pm Pacific Standard Time.