



**FOR IMMEDIATE RELEASE**

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## **Vermont's Original puts Profits in the Bag by Launching Bag Balm Pet at SuperZoo**

**(Las Vegas, NV) August 2, 2016** – Vermont's Original ([www.bagbalm.com](http://www.bagbalm.com)) officially announced today the launch of Bag Balm Pet. The company will be showcasing the new items at SuperZoo, booth #1251. Since 1899, the Legendary "Rescue Balm" from the farms of Vermont's rugged Northeast Kingdom has been lanolin-enriched to provide a long lasting moisturizing & softening effect. Bag Balm Pet is perfect for soothing a variety of pet skin conditions like dry/cracked noses and paws and even hot spots! Bag Balm's no-lick formula doesn't have any ingredients like alcohol, fragrances, oils, colors, harsh chemicals or artificial ingredients that can cause stinging.

"We realized our products aren't just great at soothing human dry skin but they're also great for soothing pet's dry skin," said Jim Kelly, CEO of Vermont's Original. "In fact, our no-lick, no-sting formula was used to sooth the paws of search dogs in New York after 9-11."

Bag Balm enters the pet business with significant consumer awareness. The company's research indicates that over 50% of pet consumers know the brand name and its iconic green tin. This built in brand recognition will help pet stores sell more Bag Balm than ever before.

The new line-up consists of four SKUs:

 A green blister pack containing a .25oz tube of Bag Balm Pet. The packaging features the Vermont Original logo and text: "VERMONT'S ORIGINAL BAG BALM PET Moisturizes & Conditions Paw Pads Soothes Hot Spots".	<p><b>Bag Balm Pet .25oz Tube</b> Carded for easy pegging On-the-Go/Portable MSRP: \$5.99</p>
 A green rectangular tin of Bag Balm Pet. The packaging features the Vermont Original logo and text: "VERMONT'S ORIGINAL BAG BALM PET Moisturizes & Conditions Paw Pads Soothes Hot Spots".	<p><b>Bag Balm Pet .75oz Tin</b> Stackable On-the-Go/Portable MSRP: \$6.99</p>
 A green stand-up tube of Bag Balm Pet with a red cap. The packaging features the Vermont Original logo and text: "VERMONT'S ORIGINAL BAG BALM PET Moisturizes & Conditions Paw Pads Soothes Hot Spots".	<p><b>Bag Balm Pet 2 oz Stand Up Tube</b> Easy application Great for Home or On-the-Go MSRP: \$7.99</p>
 A green rectangular tin of Bag Balm Pet. The packaging features the Vermont Original logo and text: "VERMONT'S ORIGINAL BAG BALM PET Moisturizes & Conditions Paw Pads Soothes Hot Spots".	<p><b>Bag Balm Pet 3.75oz Tin</b> Stackable Great for Home Use MSRP: \$8.99</p>

For more information about Vermont's Original and Bag Balm, please visit [www.bagbalm.com](http://www.bagbalm.com) or visit SuperZoo, booth #1251.

### **About Vermont's Original**

Headquartered in Lyndonville, Vermont, Vermont's Original has been soothing dry skin since 1899 with its Bag Balm brand. Bag Balm is the original remedy for relief, rescue and renewal that helps moisturize and soothe dry skin without harsh ingredients. Its proprietary formulation of only four simple ingredients has a proven track record of 115 years. Its beloved and iconic green tin is sold in drug and grocery stores nationwide. The company launched the Bag Balm brand into the pet channel in 2016. For more information, please visit [www.bagbalm.com](http://www.bagbalm.com)

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