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CocoTherapy® Launches New Organic Coconut Hairball Formula for Cats

CocoTherapy® Hairball Plus Raises the Bar in Healthy Hairball Control for Cats

Batavia, IL – For Immediate Release. The cats at the CocoTherapy headquarters are on an all-time high. That's because they haven't had a hairball in months, thanks to the new CocoTherapy Hairball Plus hairball support, launched this March. The latest line of organic coconut products, Hairball Plus™ sets a new standard in organic, healthy, and natural hairball control for cats. What is unique about this hairball control formula is it is made with a single ingredient, coconut, which has been dehydrated at low temperatures and is raw. In addition, it contains NO gluten, mineral oil, or petroleum. The result is a **raw** formula that retains all the health-boosting properties of medium chain triglycerides (MCT) from coconut.

CocoTherapy Hairball Plus contains NO artificial ingredients, preservatives, and fillers, so you can feel good giving it to your kittens and cats – even long term. “Coconut is great for managing and controlling hairballs,” said CEO and co-founder, Charisa Antigua, who gives the product to her long haired Ragdoll and Scottish Fold cats. “Coconut fiber passes through the intestines and has a much greater impact on intestinal transit time. It increases stool bulk to help waste pass through more efficiently. My cats haven't had a hairball in months!” It is raw, vegan, grain and gluten free, dairy free, no eggs, and made with no preservatives, colors, or artificial flavors. This means cats with allergies and sensitive tummies can enjoy them and benefit from them as well.

Our coconut fiber is rich in fiber: 93% insoluble fiber and 7% soluble fiber. Not only is it beneficial for managing hairballs; it also benefits your cat in several ways:

- Helps your cat pass hairballs more easily by adding moisture and bulk to his/her stool
- Does NOT contain phytic acid, which depletes your cat of vitamins and minerals; unlike psyllium and grain-based fibers often used in other hairball formulas
- Contains Medium Chain Fatty Acids (MCFA) to support healthy immune response
- Supports healthy skin and coat. This means less shedding.
- Supports digestive health and gastrointestinal tract function
- Supports healthy weight
- Safe for kittens and pregnant cats
- Safe for long-term use

CocoTherapy Hairball Plus is 100% human-grade. 100% USDA-certified organic by Global Organic Alliance, and made from Non-GMO coconuts grown from the family's farm.

To learn more about CocoTherapy, please visit www.cocotherapy.com.