



**Contact:** Courtney Taylor  
Director of Customer Care & Marketing  
In Clover pet supplements  
**Tel.:** 877-987-7387  
**Email:** ctaylor@inclover.com  
**Website:** inclover.com

*For immediate release*

## **New OptaGest<sup>®</sup> digestive SKU big hit at Global to be followed by unveiling of extensive packaging redesign at SuperZoo**

In Clover pet supplements releases a new addition to their industry leading OptaGest brand and a fresh take on other best sellers.

Boulder, CO, May 20, 2016: Following rave reviews from retailers at the Global Pet Expo, In Clover pet supplements has launched Tummy Trouble Fix It, a new addition to their top-selling OptaGest<sup>®</sup> digestive supplement line. Available direct and through distribution, the new item contains a 7-day supply of OptaGest powdered digestive aid in convenient pre-measured stick packs. OptaGest is the only digestive supplement to contain clinically tested levels of prebiotics and plant-based digestive enzymes. This pure formula contains 100% human grade active ingredients with no fillers, additives, flavors or colors. Developed by a biochemist, OptaGest adapts to a pet's individual healthy intestinal makeup, giving the body what it needs to recover from a digestive upset and protection during times of stress and transition. This new item is ideal for occasional bouts of vomiting or diarrhea, smooth food change, new pets, boarding, for support during antibiotic treatment and as a "just in case" addition to any pet parent's pantry. Tummy Trouble Fix It features sleek packaging that merchandises on the shelf, pegs or clip strips and an attractive retail price point of \$6.99.

In Clover offers training resources for staff and literature for consumers to support product understanding and sell-through. OptaGest is also available in 100 and 300 g. bottles for everyday digestive and immune support.

Hot on the heels of this new product release comes a much anticipated revamp of the entire OptaGest and Connectin<sup>®</sup> joint support product lines. The patented and proven formulas will remain unchanged, but the labels have been updated with a modern look and targeted messaging that sells the product at the shelf. The new design was driven by extensive industry research and valuable retailer input. The big reveal will occur at In Clover's 2016 SuperZoo booth #9001.

#####

Since 1996, thousands of pet parents and veterinarians have trusted the clinical support of In Clover's natural pet supplements. Based in Boulder, Colorado, In Clover is an independently owned, small business run by a team of pet health experts committed to supporting the life-long wellbeing of the animals you love. In Clover's unique blend of consultative technical and practical sales expertise makes them a preferred partner of retailers everywhere.



**In Clover booth #9001**

### **Hi-res media images:**

- Company logo: [https://www.dropbox.com/s/x5cxoux55xn3kvi/InCloverLogo\\_hires\\_trans.tif?dl=0](https://www.dropbox.com/s/x5cxoux55xn3kvi/InCloverLogo_hires_trans.tif?dl=0)
- Product photo: [https://www.dropbox.com/s/m8je8lx1lk85gz5/TTFIPrototype\\_HiResTrans.tif?dl=0](https://www.dropbox.com/s/m8je8lx1lk85gz5/TTFIPrototype_HiResTrans.tif?dl=0)