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NOW® PETS QUALITY SUPPLEMENTS TO BE SHOWCASED AT WORLD PET ASSOCIATION TRADE SHOW: SUPERZOO 2016

Visit Booth 10001

Bloomington, IL (June 6, 2016) – NOW (www.nowfoods.com), the respected manufacturer of quality products sold in fine health food stores world-wide, will highlight **NOW® Pets** supplements at the SuperZoo national tradeshow and conference for pet retailers to be held at the Mandalay Bay in Las Vegas, NV August 1 – 3, 2016.

NOW Pets supplements, launched in 2015, were developed under the guidance of renowned holistic veterinarian Dr. Barbara Royal. Specifically tailored to address common pet health concerns, NOW Pets products are made with the same attention to quality of NOW's supplements intended for humans, from the sourcing of top-quality ingredients to uncompromising finished product testing.



NOW Pets health and wellness supplements are designed to support all aspects of pet health, supporting immune system health, normal joint structure and function, cardiovascular health, a healthy mood, a lustrous coat, and much more. Ingredients and ingredient combinations are selected based on recommendations from Dr. Royal and supported by the latest clinical research. The line currently includes G.I. Support, Immune Support, Joint Support, Pet Relaxant, Omega-3 Support, Urinary Support, Weight Management and L-Lysine, with additional products in the formulation process.

NOW Pets has been certified by the National Animal Supplement Council (NASC), an organization that protects and enhances the integrity of the animal health product industry by

promoting the well-being of non-human food chain animals that are given animal health supplements by their owners.

About SuperZoo:

SuperZoo is the most popular trade show for the pet retail industry in North America and provides independent pet store owners with the knowledge and resources they need to be successful. For the sixth consecutive year, SuperZoo has grown in exhibitor space and square footage and was listed a Trade Show Executive's Gold 100 trade event in 2014. Produced by the World Pet Association (WPA), the show attracts thousands of retailers, product suppliers and service providers at each annual event. WPA is the oldest industry organization promoting the responsible growth and development of the companion pet and related products and services industry, and works to educate the general public in order to ensure safe and healthy lifestyles for all our animal friends. In addition to producing SuperZoo, WPA is the host of America's Family Pet Expo, the world's largest consumer pet and pet products expo, held annually in Costa Mesa, California, the Atlanta Pet Fair & Conference, held in Atlanta, and the Aquatic Experience, held in Chicago. For more information: www.superzoo.org.

About NOW:

Founded by Elwood Richard in 1968 on the belief that natural is better, NOW Foods has grown from a small family operation into one of the most highly respected manufacturers in the natural products industry. Still a family-owned company today, NOW provides customers with a comprehensive approach to wellness by offering more than 1,400 natural dietary supplements, foods, sports nutrition and personal care products. NOW Foods is committed to offering safe, affordable products of the highest quality, and is a highly regarded advocate in the natural products industry. Its state-of-the-art manufacturing facility in Bloomingdale, Ill., has been GMP (Good Manufacturing Practices)-certified since 2000 and its in-house laboratory capabilities are among the best in the industry. The company has over 1000 employees, and its products are sold in more than 60 countries. After more than 45 years in the natural products industry, NOW remains committed to its original mission – to provide value in products and services that empower people to lead healthier lives. www.NOWFoods.com

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