

FOR IMMEDIATE RELEASE

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Nose-It! K-9 & Equine Treat Balls and Equi-Tape for Canines to be presented at SUPERZOO 2016

BERNARDSTON, MA. (May 2016) – RSB Animal Health will be attending SUPERZOO 2016, booth # 2060 for the 2nd year in a row to showcase their expanding line of K-9 and equine specific brands.

Our patented Nose-It! K-9 and Equine balls, are proudly made in the USA. These balls are uniquely designed and are considered, a “Toy with Purpose”! They keep your pet animals engaged, moving and entertained for hours on end. The Nose-It! Balls are designed with an intuitive one-roll-at-a-time™ design which keeps your animal in control and rewards them as they “nose-it” around. “Besides being super interactive, it helps channel your animals’ energy, anxiety, boredom or bad behavior making the Nose-It! Food and Treat Dispensing Ball a fun, purposeful and entertaining product for all our four legged friends! It can also be very useful to slow down fast eaters who inherently wolf-down their food and develop digestive disorders as a consequence; says James Ruder, the companies’ CEO.

In addition to the line expansion of the Nose-It! brand product; we are expanding our equine kinesiology taping application and protocols to include some simple yet highly effective tapings that most dog owners, but especially groomers, breeders and handlers will appreciate. In addition to the companies expanded global presence on the equine side, the Equi-Taping® Educational Team is working hard to complete its first course curriculum to address the needs of the canine community. Equi-Taping® for Canines is a course offering that we are really excited about, comments James Ruder, CEO of RSB Animal Health and Director of Equi-Tape® Educational Services. Dogs have a similar anatomical make-up as horses and for years now, the Equi-Taping® Methodology has been applied to dogs in order to achieve certain physiological goals producing great results. To this end, the canine community has begun to take note with many high profile canine athletes being the beneficiaries of taping.

About US

RSB Animal Health in cooperation with Dr. Beverly Gordon and The Horse In Motion, LLC, is the exclusive worldwide licensee of the Equi-Tape® brand. RSB Animal Health in cooperation with Joanie Johnston and Levade, LLC, is the exclusive worldwide licensee of the Nose-It!® brand. To learn more about our brands, visit us at www.equi-tape.com and www.nose-it.com or call us toll free within the US at 877-288-1760 or from outside the US at 413-648-9530