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FOR IMMEDIATE RELEASE

PawFlex, Inc. Launches New Products at SuperZoo, Booth #3036

**PawFlex, Inc. Launches New Products at SuperZoo on August 2 – 4, 2016
at the Mandalay Bay Convention Center in Las Vegas, Nevada,
Booth #3036**

Brooklyn, NY – June 3, 2016 – Best known for their award winning non-adhesive pet bandages, PawFlex, Inc., is launching their new product line at SuperZoo 2016. This year's National Show for Pet Retailers will take place on August 2 – 4 at the Mandalay Bay Convention Center in Las Vegas. Attendees are encouraged to stop by Booth #3036 and view their shampoo and toy line, as well as learn more about their popular and innovative pet bandages. Learn more at: <http://www.pawflex.com/>.

According to a recent survey, 70% of pet owners are willing to spend extra to ensure the wellness of their pet. "Pet owners' dedication to their pets' health have contributed to a new trend that is driving growth in the industry. Just like with human products, pet parents are seeking the best pet products available that are safe, natural, and healthy for their animal companions" states Jennifer DiGrazia, CEO of PawFlex, Inc.

Wickedly Potent™ is a pure, natural and undiluted dog shampoo that is specifically formulated with the highest-grade wild certified herbs and roots. Organic ingredients are used when possible, and there are absolutely no artificial colors or additives added. Each ingredient used in the Wickedly Potent™ brand is natural, beneficial and good for our fur-friend. A few of the many ingredients used throughout the shampoo line include olive oil, coconut oil, peppermint, chamomile, oatmeal, shea butter, aloe, lemongrass and lavender.

Wickedly Potent™ offers a shampoo that will benefit dogs suffering from a variety of skin related issues. These include: Achy Joint Shampoo, Calming Shampoo, Dry

Shampoo, Fleas & Ticks Shampoo, Healing Skin Shampoo, Itchy Dog Shampoo and The Everything Shampoo.

After bath time it's playtime! PawFlex™ has created a new line of high-end dog toys that are not made in China and are patent pending. Fun Stufferz™ is available in two sizes and a growing variety of insects, sea life and monsters. All creatures have been designed with a stretch opening which allows dogs to complete their favorite mission; pulling out the stuffing! Fleece square stuffing come with each Fun Stufferz™, but other toys like ropes, socks, material or whatever your dog enjoys can be stuffed in the cavity.

Tug Attack™ is a new type of tug toy that dogs are going crazy for! Let's face it, when playing tug with our pup our hand is normally in their line of view, which is not as exciting as a vicious creature starting back at them. Each durable but soft and gentle tug rope comes directly out of a shark, alligator or monster's mouth, so the predator's ferocious teeth, mouth and eyes are staring back at them. Although your hand still does the tugging, Fido will feel as if he's at tug war with a serious contender instead! Tug Attack™ is available in 3 sizes, small, medium, large. Replacement tug ropes are also available.

Booth #3036 will also feature PawFlex™, a disposable non-adhesive fur friendly super stretch all in one bandage that maintains a secure comfortable natural fit. The award winning PawFlex™ is hands down the quickest and easiest bandage system to use. It takes just seconds to secure and release, making it the most hassle free bandage system available. Changing bandages will never again be a complicated, time consuming and stressful event for owner or pet.

Jennifer DiGrazia says, "It is our mission to continuously evolve as a company and create new products that help to improve the health and safety of our pets. We have had much success over the years with PawFlex and our team is excited to showcase our new brands at this year's highly anticipated SuperZoo event!"

Learn more at: <http://www.pawflex.com/>.

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