



Under the Weather®
Products for Sick Pets

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FOR IMMEDIATE RELEASE

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UNDER THE WEATHER® ANNOUNCES BREAKTHROUGH “BLAND DIET” PRODUCTS AT SUPERZOO 2017—BOOTH #2535

South Burlington, VT, USA., February 20, 2017 - Under the Weather® Founder and President, Kyla Sternlieb, announced today that Under the Weather® will unveil its new line of bland diet food for dogs at SuperZoo 2017, July 25-27, in Las Vegas, NV. This new line of freeze-dried bland diet food offers busy pet parents a convenient, healthy solution to cooking up a “bland diet” during times of digestive upset. The uniqueness of this product makes it one of the hottest pet products being shown at SuperZoo 2017.

When dogs experience vomiting or diarrhea, veterinarians commonly recommend feeding a “bland diet” until healthy digestion is restored. Traditionally, this meant the inconvenience of shopping for ingredients and cooking the food when the main focus of a dog owner was to get their dog home and make them comfortable. Under the Weather® freeze-dried bland diets eliminate the headaches by providing a quick and easy solution. No more cooking, just add boiling water!



Under the Weather® bland diet products include Chicken & Rice, Chicken & Rice with Pumpkin, and Bison & Oatmeal. A fourth product will be announced at the show this year. Made from 100% human-grade meats raised in the U.S.A., these formulas contain no meat by-products, gluten, artificial flavors, dyes or chemicals. All ingredients are sourced and manufactured in the U.S.A.

The shelf-stable, freeze-dried ingredients allow dog owners to keep Under the Weather® bland diets on hand for the next time their dog experiences digestive upset brought on by surgery, stress, a bacterial infection or eating something that didn't agree. Each 6 or 7 ounce package makes between two to four services, depending on the size of the dog.

Sternlieb said, “We're very excited to reveal this new line to a wide audience of retailers and distributors at this year's SuperZoo. The reception to the bland diets so far has been off the charts. Even the pickiest of dogs that have tried this product love the taste!”

About Under the Weather®

Established in 2015, Under the Weather® is focused on developing pet products aimed at restoring digestive health as well as products for achieving optimal health. They are committed to creating products for busy pet parents using only the highest quality ingredients and making them easy to use. In addition to its bland diet products inspired by the founder's dog, Ruffy, the company also has developed a line of nutritional supplements aimed at optimal pet health. Under the Weather® is a strong supporter of transporting rescue animals from overpopulated areas in the U.S.A. The Ruffy Rescue Transport Fund was established in 2016 to bring these animals to the Humane Society of Chittendon County in Vermont. Under the Weather® is a member of the American Pet Products Association (APPA), a leading trade association serving the interests of the pet products industry since 1958.

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