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FOR IMMEDIATE RELEASE:

VETALOGICA™ Launches VITARAPID™ - World's First Fast-Acting Soft Chews for Pets

Immediate Vitamin Release, Faster Results

LAS VEGAS, N.V – Vetalogica™ is proud to announce the launch of the VitaRapid™ fast-acting soft chews into the USA.

The new VitaRapid fast-acting soft chews for dogs and cats, are proudly developed and made in Australia by Vetalogica. They contain active ingredients which release immediately in the pet's body, leading to faster results and healthcare outcomes. VitaRapid soft chews feature natural, high-quality 'Aussie' ingredients and contain No Grain, Corn, Wheat - No Artificial Colors and No GMO's.

The VitaRapid soft chew range includes; Calming Formula for dogs and cats, Hip & Joint for dogs and cats, Skin & Coat for dogs and cats, Digestive Support for dogs, Oral Care for dogs, and Multivitamin Plus for dogs.

After being launched in Australia in early 2015, VitaRapid went on to set new retail records in the pet healthcare category. In October 2015, VitaRapid was announced the 2015 WINNER of Best Pet Food/Treats (SupplySide West) based on innovation and future market penetration.

"We are thrilled by the fast results that our customers are enjoying with the VitaRapid soft chews. Pets no longer have to suffer whilst waiting for their supplements to start working" said Scott Shahidi, Pharmacist and CEO of Vetalogica USA. "When I was working as a Pharmacist, the biggest problem was the onset of action for supplements. It is with great pride that the Vetalogica team has solved an important health issue in pets. Including only the finest Australian ingredients and manufacturing to our high standards, has delivered superior results for Vetalogica. It is this passion, commitment, and innovation which has seen Vetalogica become a leader in Australian pet care. Looking to the future, Vetalogica is excited and optimistic about introducing VitaRapid soft chews into the US market".

About Vetalogica™

Vetalogica is a multi-award winning pet care company dedicated to providing nutritional supplements and natural treats for dogs and cats. Developed by a team of Australian Pharmacists, Veterinarians, Flavor Experts and Nutritionists, product innovation and high-quality standards have always been an integral part of Vetalogica's success. For over ten years, Vetalogica has become a leader in health, wellness and natural treats in Australia and subsequently launched in many overseas markets, including more recently the US. For more information on Vetalogica products, please call 1-866-754-2323 or visit www.vetalogica.com.



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