



Press Release

For Immediate Release

BONEO CANINE® - INNOVATIVE NEW BONE AND JOINT SUPPLEMENT FOR DOGS - TO BE PRESENTED TO WEST COAST RETAILERS AT SUPERZOO 2014

YORBA LINDA, CA. (April 22, 2014) After a strong showing at Global Pet Expo 2014 in Orlando, FL, Bio-Rep Animal Health, a research and supplement company based in California, is all set to debut **BONEO Canine®** to the west coast at Super Zoo 2014 on July 22-24, 2014. Company Reps will be located in the Nature's Pathway Section of the show at Booth# 4052.

"The response we have received from distributors and retailers since Global Pet 2014 has been phenomenal. We're so excited to finally be able to share the benefits and uniqueness of **BONEO Canine®** with pet product retailers on the west coast," said Sreus Naidu, President of Bio-Rep Animal Health.

BONEO Canine® is an innovative bone and joint supplement for dogs that took close to three years to develop and is backed by years of



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scientific research, veterinarian-supervised clinical case studies, and six US patents. Despite the growing demand from consumers for cutting-edge natural supplements and glucosamine-alternatives for their dogs, traditional supplements on the market continue to be based mostly on glucosamine, chondroitin and/or MSM. These products only address one aspect of skeletal health- the joints. As a result, the entire customer base looking for a natural bone support product for their dogs is not having its needs met. Furthermore, the only options for bone support that are currently on the market are non-patented calcium-based products that can raise issues of toxicity and side effects associated the difficulty of absorption.

BONEO Canine® is different...this all-natural protein-based supplement is the first of its kind to deliver support to BOTH the joints and the bones - a unique "all-in-one" product that addresses the ENTIRE skeletal system. The key to this multi-functional formula is patented Neo-PORTIN® Complex, a blend based on ribonuclease-enriched lactoferrin (R-ELF). R-ELF is a natural, lactose-free, milk-derived protein that has been clinically shown to promote strong bones and enhance bone turnover activity, while still offering the benefits of traditional supplements by stimulating collagen synthesis and promoting healthy joint function. R-ELF has also been shown to increase absorption of calcium and minerals (allowing for smaller and safer doses). **BONEO Canine®** is glucosamine-free so it is an excellent option for dogs that have allergies and for owners looking for safe, effective, and natural glucosamine-alternatives.

BONEO Canine® is manufactured in the United States to the highest quality standards at FDA-inspected facilities that are strictly compliant with current Good Manufacturing Practices. All ingredients in the formula are premium quality and tested at independent laboratories for purity. **BONEO Canine®** retails for \$39.99 and is currently sold online at www.boneocanine.com and through select premium pet retailers.

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About Bio-Rep Animal Health

Founded in 2011, Bio-Rep® Animal Health is a southern California-based company that specializes in the research and development of patented bone and joint supplements for animal companions. The Company's flagship canine product, **BONEO Canine®**, is currently marketed in the United States and will be made available in Europe later this year. Feline and equine formulations of the product are also currently in development.

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