



**Contact:** Allie Sparrow  
Director of Business Growth  
InClover pet supplements  
**Tel.:** 877-987-7387  
**Email:** [asparrow@inclover.com](mailto:asparrow@inclover.com)  
**Website:** [inclover.com](http://inclover.com)

*For immediate release*

## **New extensive packaging and logo redesign to be shown at Superzoo**

InClover pet supplements introduced the anticipated revamp of the entire Optagest<sup>®</sup> digestive supplement and Connectin<sup>®</sup> joint support product lines.

Boulder, CO, April 12, 2017: InClover is pleased to introduce the redesign of the Optagest and Connectin packaging. The patented and proven formulas will remain unchanged, but the labels have been updated with a modern look and targeted messaging that sells the product at the shelf. The new design was driven by extensive industry research and valuable retailer input.

Optagest is a daily digestive supplement for dogs and cats. This gentle, yet effective formula of the prebiotic organic inulin and four plant-based enzymes supports normal digestion that is sometimes upset by food change, travel, stress, separation or the usual aging process. Optagest is a complete digestive supplement made with high levels of active ingredients and NO inactive ingredients such as fillers, sugars or preservatives that could further upset sensitive systems.

Connectin is a unique, patented complete joint support system. Proven in clinical trials at the prestigious Massey University Veterinary School, Connectin offers support with noticeable, lasting results. On every inspection, InClover has passed the rigorous quality audits of the National Animal Supplement Council (NASC), earning the right to display the Quality Seal, and receiving praise from auditors. The NASC is an industry group dedicated to protecting and enhancing the health of companion animals and horses throughout the United States. The seal is a way for consumers to know that when they buy a product, they buy from a reputable manufacturer that has successfully completed a facility audit. Different from the NASC logo, the seal is a privilege for members to use on their products and signifies that the company has been audited for the implementation of specific standards. This seal will proudly remain a part of InClover's labels.

In addition to the new packaging, InClover is excited to share their new logo, which points out their twenty-plus year commitment to creating effective formulations using thoughtful research and science with the best nature has to offer. "Research" is a huge part of InClover's product development and is now a part of their logo.

###

Since 1996, thousands of pet parents and veterinarians have trusted the clinical support of InClover's natural pet supplements. Based in Boulder, Colorado, InClover is an independently owned, small business run by a team of pet health experts committed to supporting the life-long wellbeing of the animals you love. InClover's unique blend of consultative technical and practical sales expertise makes them a preferred partner of retailers everywhere.

