



For Immediate Release
May 1, 2017

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Natural Immunogenics Corp. Launches Sovereign Silver Bio-Active Silver Hydrosol™ Health Supplement for Immune Support For Pets at SuperZoo2017; offers New Product Show Deals!

SARASOTA, FL. – May 1, 2017 Natural Immunogenics Corp. is proud to announce the launch of Sovereign Silver For Pets. Silver has been used for centuries to safeguard human health and is found in whole grains, water and mammalian milk, all part of our pets’ natural diet. Since 1999, families around the globe have relied on Sovereign Silver Bio-Active Silver Hydrosol (#1-selling silver dietary supplement in the U.S.), for the safest*, purest, and most effective* form of silver ever developed for Immune Support*. Now furry and feathered family members can reap the same benefits with Sovereign Silver For Pets!

Ami DeWille, Director of Marketing, says that this launch is in response to consumer demand. “Approximately 25% of calls that the company receives are specifically inquiring about how to use Sovereign Silver for their pets. This, plus the fact that data shows that 90% of pet owners consider preventative health measures important, told us that there was a void in the marketplace for an immune support product with solid supportive scientific documentation and easy to follow dosage. There is no better venue to launch a product specifically for pets than in the New Products section at SuperZoo2017!”

Sovereign Silver For Pets is proud to have been granted feed master registration #Z003655 by the State of Florida, which is recognized nationally. This registration is only issued to products that have passed rigorous testing by 1 of the only 6 laboratories certified by the Florida Department of Agriculture and Consumer Services to receive and analyze regulatory feed samples for purity and adherence to the Guaranteed Analysis claims they make. Sovereign Silver For Pets tastes like water, is free from the major pathogens possibly causing health-risks to our pets such as aflatoxins or vomitoxins among others. It is also Vegan; and is allergen-, gluten- and GMO-free.

In honor of the Product Launch at SuperZoo2017, the company will be offering free taste samples and introductory discounts up to 25% off wholesale pricing.

Photo Caption: Sovereign Silver For Pets available in three sizes, left to right: 2 oz. Fine Mist Spray, 16 oz. for Large or Multiple Pets, and 4oz Dropper-Top.



About Natural Immunogenics Corp.

Natural Immunogenics Corp. is a family-owned Florida corporation that manufactures and distributes the #1-selling silver supplements and topical first aid for consumers and practitioners in the United States, Sovereign Silver® and Argentyn 23®. Its products are sold in over 10,000 stores, as well as in several thousand clinics and medical practices throughout the United States, Canada and Europe. The company is committed to principles of health freedom and health sovereignty. See www.SovereignSilverPets.com and www.natural-immunogenics.com for more information.

*These Statements have not been evaluated by the FDA. These products are not intended to diagnose, treat, cure or prevent any disease.

About SuperZoo

SuperZoo boasts the most buyer and exhibitor participation of any trade show for the pet retail industry in North America, providing pet retail and service professionals with the knowledge and resources they need to be successful. For the sixth consecutive year, SuperZoo has grown in exhibitor space and square footage and has been listed among Trade Show Executive's "Gold 100" trade events since 2014. Produced by World Pet Association (WPA), the show attracts thousands of retailers, product suppliers and service providers at each annual event. WPA is the oldest industry organization promoting the responsible growth and development of the companion pet and related products and services industry, and works to educate the general public in order to ensure safe and healthy lifestyles for all our animal friends. In addition to producing SuperZoo, WPA is the host of America's Family Pet Expo, held annually in Costa Mesa, CA, Atlanta Pet Fair & Conference, held in Atlanta, and Aquatic Experience, held in Chicago.

SuperZoo 2017 will be held at the Mandalay Bay Convention Center in Las Vegas, July 25-27, with conference sessions July 24-26.

For more information: www.superzoo.org.