

## FOR IMMEDIATE RELEASE:

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## MAN'S BEST FRIEND HAS A NEW PARTNER WHEN DEALING WITH INJURY PREVENTION AND RECOVERY

## PORTLAND, OREGON-

<u>Caldera International</u> is proud to introduce our revolutionary patent pending <u>Hot & Cold Pet Therapy Wraps</u>. Designed and developed in conjunction with leading veterinarians, the Caldera Hot & Cold Pet Therapy system provides a functional and comfortable treatment for dogs. The easy-to-use system of reusable gel packs and coordinating wraps aids in the care of soft tissue injuries as well as supports post-operative recovery.

The Caldera Hot & Cold Pet Therapy system includes a comprehensive range of 16 pet therapy wraps designed to fit most dog breeds. They are available in sizes small through large and each wrap comes complete with a reusable hot and cold pet therapy gel pack(s) created specifically to target the key area(s) of application. The line includes specific wraps tailored for the stifle, hip, shoulder, elbow, carpal, and tarsal. The easy-to-use system of Velcro<sup>TM</sup> secured wraps and quick release buckles allow for secure customized fit allowing the pet mobility. Caldera Pet Therapy wraps are machine washable and made with antibacterial fabric. Caldera Pet Therapy gel packs are proudly made in the USA of pet friendly non-toxic food grade materials. They are freezer and microwave safe and remain pliable when frozen.

Caldera International, Inc. was founded in 1999. As an industry leader, Caldera has become a recognizable brand for providing quality affordable, innovative, non–pharmaceutical options for injury prevention and recovery. Caldera has now extended its passion and years of knowledge to also include products for pets.

"We were approached by a large Veterinary Specialty Center asking if we could make a functional line of hot and cold therapy wraps for dogs" explains Daniel Godfrey, President of Caldera International, Inc. "As part of and during the design and development process, we establish a wear test program utilizing a variety of dogs. This allowed us to work directly with the rehabilitation department, several animal surgeons, and technicians, which helped in finalizing our line of products" Godfrey comments, "From everything we've seen, our program is unique and fits a real need for veterinary professionals and pet owners alike."

Today, the original Caldera human product line is sold worldwide. Caldera remains committed to creating quality products that will keep people and their pets moving!

Visit us at Booth # 2050 at SuperZoo for a 20% Show Discount.