

## FOR IMMEDIATE RELEASE

### INNOVATION PET.....EXPANDING NATURALLY!!

Innovation Pet is excited to roll out several new products at SuperZoo 2018 aimed at providing natural solutions for pets, which include:



#### Kit Cat™ Food, Treats & Natural Solutions

Several new treats and solutions created by nutritionists and/or made with carefully selected natural ingredients will be available, including:



- ❖ **Milk!** All-natural milk for cats free of artificial ingredients. Kit Cat 100% Natural Milk for cats is made with care and is 100% Lactose FREE!



- ❖ **Goat Milk Gourmet Cat Food:** Gourmet goat milk based cat food perfect for sensitive stomachs and digestive issues.



- ❖ **Soya Clump Cat Litter:** 100% Natural biodegradable soybean cat litter with mild scent to eliminate odor. Works as an excellent liquid absorbent and clumps upon contact with fluid for easy scooping and maintenance.

In addition, Innovation Pet will also be presenting the following products:

- ❖ **Kit Cat Kitty Crunch:** Cat treats designed by nutritionists who are cat lovers in a range of tasty flavors and four fun shapes!
- ❖ **Kit Cat Purr Puree Plus:** 100% Natural liquid cat treat containing ingredients supporting overall health. Grain-free, delicious and 100% Natural, this will be the most irresistible and ideal treat your cat will crave.



Media Contact:  
Reine Castillo  
504-319-6593  
[Reine@InnovationPet.com](mailto:Reine@InnovationPet.com)

- 
- ❖ **Absolute Holistic Paleo Friendly Treats & Food:** Paleo-inspired, meat-based formula which mimics an ancestral carnivorous diet. The recipes are 100% sourced from free-range farms and the blue oceans of New Zealand. Products are created with the highest quality ingredients, air-dried gently to maximize nutrition and retain high levels of natural enzymes, resulting in nutrient rich treats and food with an amazing texture. Treats and food for dogs and cats will be available.

***Stop by and check us out!*** Innovation Pet invites all retailers, distributors and interested parties to stop by Booth #6554 to learn more about our new products. For further information, call 714-274-9197 or reach out to us at [Info@InnovationPet.com](mailto:Info@InnovationPet.com).

### **About Innovation Pet**

Innovation Pet, Inc. is a USA pet products company with a professional team that includes over 30 years experience in the pet industry. We offer quality innovative products that meet the needs and solves problems for pets and their caring guardians.

We are committed to bringing the most innovative products to the pet industry today.