



FOR IMMEDIATE RELEASE:

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OXYFRESH LAUNCHES MAJOR REBRAND FOR IT'S PET CARE LINE

Coeur d'Alene, Idaho, April 27, 2018 – The secret to Oxyfresh's pet products are our unique formulas that work. Whether it's fighting bad breath in the water bowl, cleaning debris from ears, or conditioning a silky coat, our exclusive ingredient Oxygene® is looking out for all pets.

The new look and packaging is exactly what our fans have come to expect from Oxyfresh. The redesign captures our branding so well. It's playful, witty and modern while also making it easier for people to understand the science of what makes our unique products highly effective.

"Staying true to who we are is at the heart of everything we do from our formulas to our packaging. We wanted to create a fresh new look that matters to our loyal pet owners. A look that better conveyed who we are and what we offer." Melissa Gulbranson, Vice President of Marketing.

We are excited by the feedback we've received from our Oxyfresh tribe. Many have described the new branding as 'Clean, easy to understand, exciting, energizing, unique, refreshing ...' These are directly aligned with the spirit and feeling we aimed to evoke with the new packaging.

Our entire Oxyfresh team sincerely thanks our loyal customers for their support and encouragement – in words and actions. We started this journey with an idea. An idea to create pet products with ingredients our fans can always feel good about. Products that don't need to cut corners.

Products that matter ... to our favorite animals (and their human companions).

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ABOUT OXYFRESH:

Our pet products officially hit the market in 1994. Oxyfresh's successful pet line has been creating happy and healthier pets, one pet at a time. The consistent and growing demand for Oxyfresh inspires us to be more creative and dedicated in our mission to create "Healthy Pets and Happy Owners." After nearly 24 years, we have refreshed the look and feel of the Oxyfresh Pet Line while preserving the ever so important essence of our brand— ingredients that matter, effective formulas our loyal customers can count on. Always safe, non-toxic, high quality ingredients that are never tested on animals. While we also maintain a fun, quirky and inspirational brand. We love making people (and their fur-babies) smile! We are grateful, humbled and encouraged by our loyal fans who continue to purchase our incredible pet products.

For more information go to: Oxyfresh.com