



**Under the Weather**

397 Patchen Road  
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[www.undertheweatherpet.com](http://www.undertheweatherpet.com)

**FOR IMMEDIATE RELEASE**

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**Link to Images:** <https://tinyurl.com/you25f5k>

**UNDER THE WEATHER® ANNOUNCES NEW PRODUCTS FOR SUPERZOO 2018, BOOTH #2512**

**South Burlington, VT, U.S.A., May 30, 2018** - Under the Weather® Founder & President, Kyla Sternlieb, announced today that the company will introduce two new product lines at SuperZoo 2018: their newly enhanced line of freeze-dried bland diets and a new line of cat supplements.

**BLAND DIETS FOR DOGS** Under the Weather® freeze-dried bland diets received an Industry Recognition Award by Pet Business magazine in December 2017. The company has now enhanced the line to include electrolytes to help maintain healthy hydration levels during times of digestive upset, such as vomiting and diarrhea.

Under the Weather® freeze-dried bland diets offer busy pet parents a convenient, healthy solution to cooking a bland diet. Traditionally, when a vet recommended feeding a bland diet to a dog, it meant shopping for ingredients and going home to cook. Under the Weather® bland diets eliminate the need for cooking; just add boiling water to rehydrate the ingredients, cool and serve.



Under the Weather® bland diet products include 6 flavors. All ingredients are raised or grown in the U.S.A. The premium meats include cage-free white meat chicken and turkey, grass-fed bison and beef for the hamburger, and wild-caught salmon—all raised without antibiotics or hormones and processed in a USDA human-grade facility. Manufactured in Vermont, these formulas contain no meat by-products, gluten, artificial flavors, dyes or chemicals. Shelf stable for up to three years.

**CAT SUPPLEMENTS** The company’s first cat products within the Under the Weather® brand include five functional soft chews for targeted support in adult cats. Each pouch contains 60 1.5 g chews for a 30 or 60-day supply. These products contain no corn or artificial flavors.



The line also includes two gel supplements: Ready Balance, a fast-acting probiotic gel to help maintain normal appetite, digestion and gut health during times of stress and digestive upset; and Ready Cal, a high-calorie food supplement to ensure adequate nutrition is received when they aren’t eating normally. Both products come in a dial-a-dose tube to ensure accurate feeding levels. All of the Under the Weather® cat supplements are vet formulated and manufactured in the U.S.A. These products contain no corn, wheat or artificial flavors.





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**About Under the Weather®**

Established in 2015, Under the Weather® is focused on developing pet products aimed at restoring digestive health as well as products for achieving optimal health. They are committed to creating products for busy pet parents using only the highest quality ingredients and making them easy to use. Under the Weather® received a 2017 Industry Recognition Award by Pet Business Magazine for its freeze-dried bland diet products. The company has also developed a line of dog and cat nutritional supplements aimed at achieving optimal pet health. Under the Weather® is an avid supporter of rescuing homeless pets. A portion of every sale supports the Ruffy Rescue Transport Fund to finance the transportation and neutering costs for shelter animals brought to Vermont for adoption from overpopulated areas in the U.S.A. Under the Weather® is a member of the American Pet Products Association (APPA) and the World Pet Association (WPA), two leading trade associations serving the interests of the pet products industry.

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