



**VISIT BERNIE'S BEST  
AT BOOTH # 6260**

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**Bernie's Best Expands Bernie's Perfect Poop™ at SuperZoo 2019**

**Health Starts in the Gut!**

**FOR IMMEDIATE RELEASE** [Austin, Texas | May 2019] Bernie's Best, makers of natural digestion support supplements for dogs, is proud to announce expansion of the Bernie's Perfect Poop™ product line at SuperZoo 2019 (Aug. 20-22, Las Vegas, NV). A relative newcomer in the supplement sector, Bernie's has seen exponential growth in sales, positive customer testimonials and media attention since launching this year. Building on this success, Bernie's is expanding into various new package sizes, flavors and other high-fiber product lines based on all natural Miscanthus Fiber. Motivated by the motto that "Health Starts in the Gut", Bernie's is poised to become the leading brand name in pet digestion support.

Bernie's Perfect Poop™ is a revolutionary 4-in-1 blend of sun-cured miscanthus grass and other healthy fibers, prebiotics, probiotics and enzymes, flavored with natural flavors (cheddar or chicken) and easily served on top of your dog's current meals. The proprietary formula is unique and novel in that it provides an optimal combination of digestive support ingredients, eliminating the need for dog owners to buy and mix multiple separate supplements for the same effect. Bernie's Perfect Poop™ current formula is specifically designed for dogs to support healthy digestion, enhance immune system health, aid in the absorption of nutrients, improve stool quality, and more. Bernie's was founded on the motto that "Health Starts in the Gut", and is guided by the proven fact that by fixing the gut, our pets can get the proper nutrition and nutrients they need to naturally assist with a wide range other health conditions, such as allergies, joint health and skin & coat issues.

Bernie's Best was founded by Jim & Christie Finnigan to address the need for a safe, comprehensive and healthy digestion support product line for dogs. Countless hours of research and development in Bernie's Best test kitchen and with third party PhD researchers resulted in the optimal formulation of natural fibers, prebiotics, probiotics and enzymes that promotes healthy digestion, the foundation for a healthier dog.

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“We set out to create the best supplement possible that addresses the common needs of our dog Bernie and the problems we as pet parents had with currently available products. We’re thrilled to share Bernie’s Perfect Poop™ so that all dog owners and dogs can benefit from a properly functioning digestive tract and all the related health benefits it contributes to.” said President, Jim Finnigan. “We were tired of having to buy separate, messy and bulky supplements for Bernie and set out to create a product that’s easy to use, tastes great and most importantly, promotes a healthier, happier pet.”

Finnigan added “We’ve sourced the highest quality ingredients from tested and trusted suppliers to create a digestion support product our customers can be 100% confident in. Our primary ingredient (sun cured miscanthus fiber) is relatively new to the market, but has shown amazing results in university studies. It’s also extremely high in insoluble fiber, environmentally friendly, naturally processed, and grown by local Midwest farmers. Sun cured miscanthus grass (M-Fiber™), is supplied by Renew Biomass. “Renew produces the industry’s best insoluble fiber available in the pet market today.” Dustin Dover, COO of Renew Biomass, stated “We are extremely happy to work with innovative companies such as Bernie’s Best and assist them in formulating the highest quality pet food products utilizing M-Fiber™ as the all-natural, non-GMO fiber solution.”

Bernie’s Perfect Poop™ currently comes as easy to serve grass bits, is produced in the USA using current Good Manufacturing Practices (GMP) and is sold in BPA-Free resealable 12.8 oz (363 g) pouches. All ingredients are sourced to be all-natural, non-GMO, grain-free, and gluten-free. Product line expansion will see new packaging sizes for various weight breeds as well other flavor varieties.

Bernie’s Best LLC is headquartered in Austin, TX and only works with accredited suppliers throughout the US to produce the very best in ultimate digestion support products for dogs. Member APPA. The company’s namesake and motivation is Bernie, a 3-year-old Bernese Mountain Dog, who enjoys long hikes in the woods, quiet naps and being the center of family affection.

Distribution and sales partnership opportunities available, please visit us at BOOTH #6260 to speak with our team or contact us directly at [www.perfectpoop.dog](http://www.perfectpoop.dog). Media are invited to access our complete press kit at: [www.perfectpoop.dog/mediakit.html](http://www.perfectpoop.dog/mediakit.html).



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