



The Bear & The Rat: Cool Treats for Dogs innovates frozen yogurt dog treat line by upgrading gut health and improving thermodynamics & sustainability of outer pack

BOULDER, CO (May 29, 2019) -- Healthy, frozen snack brand for dogs, The Bear & The Rat: Cool Treats for Dogs announced today that it is innovating their product and packaging.

The Bear & The Rat has updated their already-premium product by adding one serving of InClover's Optagest®, a prebiotic with digestive enzymes. "We believe that the prebiotics and plant based enzyme blend found in InClover's Optagest® is a more effective way to promote a pet's strong immune system, and are thrilled to innovate our line with a quality solution we know to be better for your pets," says The Bear & The Rat's co-founder, Matt Meyer.



Optagest® works with the body's natural processes. It contains organic prebiotics which serve as food for friendly bacteria. This targeted feeding promotes a healthy intestinal balance, **allowing your pet's unique, native bacterial strain to thrive.** The natural, plant-based enzymes found in Optagest work from tongue to tail to aid the body in the absorption of nutrients, helping your pet get the most from daily meals.

The company is also updating their packaging to improve thermodynamics (keep product outside of the freezer colder longer) and be more sustainable. FSC-certified paper and soy-based inks were selected in an effort to choose responsible materials. The 3.5 fl. oz. cups inside the packaging remain the same size.

The Bear & The Rat's frozen yogurt dog treats are available in a 4-pack with (4) 3.5 fl. oz. cups per pack. Flavors include Bacon & Peanut Butter; Banana & Peanut Butter and Pumpkin & Cinnamon.

About The Bear & The Rat: Cool Treats for Dogs

The Bear & The Rat's starts with a husband, a wife and their two dogs. "The Bear" is a Lhasa Apso who growls like a bear. His brother-from-another-mother is a Rat Terrier. Together, the family believes in making high-quality frozen yogurt treats & supplements that are fun to eat and make gut health easy. They're made in a real ice cream facility with ingredients you can pronounce. Join the pawty via [Instagram.com/thebearandtherat](https://www.instagram.com/thebearandtherat)

BOOTH #1767 AT SUPERZOO

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About InClover Research



InClover was born from the need for evidence-based, animal wellness products that support optimal health from the inside out. Their clinically-tested supplements are designed by a scientist and formulated to support pets' unique physiology. Over two decades later, InClover remains the sole provider of research-based Clinical and Everyday pet supplements that address digestion, skin and coat, joint, urinary tract, dental care, and allergies. InClover continues to earn the trust of thousands of veterinarians and pet parents, providing them with the confidence they need to care for their pet like family.

BOOTH #900 AT GLOBAL PET EXPO



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