



FOR IMMEDIATE RELEASE

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**RELAX! It's Finally Here. Ark Naturals Innovates Best-Selling Calming Chews and Updates Product Packaging, Revealed at SuperZoo 2019: Booth #2353**

TAMPA, FL (July 1, 2019) -- Continuing a legacy in innovation, Ark Naturals has announced its highly anticipated entry into hemp products with a new range of calming chews, called RELAX™. The line consists of four items, two with hemp, and two without – to address different consumer needs. All four varieties will be introduced at SuperZoo, ready to ship in Q3 of this year.

RELAX builds upon the brilliant base formula of our ever-popular Happy Traveler product to create a one of a kind calming chew with 4 to 5 active ingredients. With an almost cult-like following, Happy Traveler consumers have remained loyal over the years, so pet parents will be excited that these products complement the lineup by easing a variety of situations that make pets feel anxious. “Valerian can be stinky, but so effective,” said Michael Stoeckle, President & CEO of Ark Naturals. “We wanted to develop superior natural products that help pets overcome stress and anxiety from everyday situations, and provide a more enticing aroma. While working on the new formulation, we decided this is the perfect product for our introduction into the hemp category because we are able to offer something truly unique in an already crowded space.”

Two distinct chew sizes and simple dosing instructions (one, two or three pieces) make it easier than ever to deliver fast and effective relief to any dog. The small size is a 1g chew, best for dogs up to forty pounds and the large size (3g) is ideal for dogs over forty pounds.

RELAX has even more active ingredients (Valerian, L-Tryptophan, German Chamomile and St. John’s Wort) per chew, and an appealing aroma and flavor – making it highly palatable and easy to administer. The hemp formula (with naturally occurring CBD) adheres to NASC guidelines, using organic, US-sourced hemp.

The product is safe for both cats and dogs. It is perfect for easing a wide variety of stressful situations, from large crowds (gatherings, concerts, unfamiliar pets) to loud noises (like thunderstorms and fireworks), and even difficult places to go (vet, groomer, or boarding).

**New Look, Same Trusted Formula**

The company is also continuing to update their packaging across all existing categories. Happy Traveler, Gentle Digest, and Joint Rescue hip and joint jerky chews have a new look that will be on display for the first time, along with the unveiling of the RELAX product line at booth #2353.





To learn more about Ark Naturals' line of whole health products for pets, please visit [www.arknaturals.com](http://www.arknaturals.com).

### About Ark Naturals

Ark Naturals is the preeminent brand of health and wellness products for pets, creating and producing highly effective formulas for over 20 years. Our products are designed to offer natural remedies for an array of pet care needs including oral care (dental), joint relief, skin & coat remedies, cognitive function, calming, digestion, and overall wellness. All-natural products and revolutionary formulas provide a better, more fulfilling life for your pet.

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