



New SMART PUP™ All Natural Smoothie Treats Deliver More Absorbable Doses of Functional Ingredients to Help Maintain Your Dog's Optimal Health

Portland, Maine (August 13, 2010)—UBUNTU PET All Natural Remedies has introduced SMART PUP™ Smoothie Treats, a new breed of dog treats. SMART PUP treats have a unique peanut butter and banana flavor and are available in three different formulations—Hip & Joint, Skin & Coat and Digestive Health. Each version is fortified with meaningful amounts of key active ingredients to support your dog's optimal health, creating a treat that dogs love and that dog lovers can feel good about giving to their pets.

“The liquid version of ingredients used in SMART PUP are nearly 100 percent absorbable by dogs, versus only 10 to 20 percent absorption for the dry ingredients used in dry treats,” said UBUNTU PET President Kathie Dioli. “SMART PUP uses smarter science, and all-natural, human grade ingredients, to create irresistible smoothies that are a smart way to treat your dog.”

SMART PUP Hip & Joint provides 600mg of glucosamine and 50mg of chondroitin in each treat to promote optimal joint health. This version is great for dogs with arthritis and joint stiffness.

SMART PUP Skin & Coat has 600mg of Omega-3 and 1200mg of Omega-6 fatty acids in each treat to promote shiny coats and healthy skin. This formulation promotes a sheen and luster for our pet's coat, while maintaining the skin's natural moisture. This version is great for dogs with skin allergies or rashes.

SMART PUP Digestive Health delivers a blend of probiotic cultures and prebiotic fiber that stimulates the good bacteria in your pup's intestinal tract—aiding digestion and nutrient absorption as well as supporting your dog's immune system. Great for dogs with an upset stomach, this version contains a touch of ginger that can help stimulate appetite in older or sick dogs.

Dogs and dog lovers will appreciate the convenience and versatility of SMART PUP Smoothie Treats. The smoothies can be served right from the cup, mixed with dry food, or frozen for a longer-lasting treat experience. SMART PUP treats need no refrigeration and are shelf stable up to 12 months. And, each 3.5 ounce peanut butter and banana flavor treat is only about 100 calories, so SMART PUP is a guilt-free treat. SMART PUP All Natural Smoothie Treats are made in the USA, contain no artificial colors, flavors or preservatives and are free of corn, wheat and dairy.