



**FOR IMMEDIATE RELEASE**

**For SuperZoo:**

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**Dr. McGrath's Introduces New Advancements in Natural Treats and  
A Pureed Pumpkin Kibble Topper at SuperZoo**

*Dr. McGrath's Adds to Expanding Grooming Line with Individually Packaged Ear Wipes*

*According to the 2013-2014 APPA National Pet Owners Survey, 68 percent of American households are now pet owners and the market for pet food consumables was almost \$23B in 2014; estimate for the grooming products and services was \$4.7B*

Portland, Ore. and Las Vegas, NV (July 21, 2015) – Drawing upon the legacy left by Dr. Elinor McGrath, the first female veterinarian in the United States in the early 1900s, Dr. McGrath's original grooming products are providing pet owners across the country with a modern, apothecary-style product inspired by the pioneering animal doctor.

Keeping with the spirit of Elinor and her concern for animals that propelled her to become one of the very first female veterinarians, Dr. McGrath's unveils two new products including a natural "Hale & Hearty" treat collection with three versions each with a fruit and



*Dr. McGrath's new "Hale & Hearty" Treat Collection*

vegetable mix for dogs: Apple/Sweet Potato, Pear/Sweet Potato, and Banana/Sweet Potato.

The second offering being showcased at SuperZoo, is Dr. McGrath's new Cahoots! Kibble's Best Sidekick, a pureed pumpkin kibble topper with a touch of apple in a convenient re-sealable container. The three formulas include: Digestive Health, Skin & Coat and Hip & Joint.

Dr. McGrath's evolving grooming line



collection now features individually packaged ear wipes that offer superior shelf

life and product stability.

*Dr. McGrath's new Cahoots! Kibble's Best Sidekick*

All of these new products can be experienced at Dr. McGrath's SuperZoo booth #5035. They are

now available through <http://drmcgraths.com/>.

"It took me years to build this brand and to create products worthy of Dr. Elinor McGrath. You can't get much more authentic than a real woman who cared so much about animals she wound her way through veterinary school before any other woman. Dr. McGrath's stands for high quality, human grade ingredients, little processing, and an old school, healthy, American sensible, simplicity," said Juliette Fassett, founder, Dr. McGrath's.

With the support of Dr. McGrath's family, Fassett's company has established a scholarship for students in Dr. McGrath's name. The scholarship, now in its third year, is offered through the American Veterinary Medical Foundation and will be awarded in July, 2015.

#### **About the product offerings:**

- **Dr. McGrath's new Cahoots! Kibble Best Sidekick:** Pureed pumpkin with a touch of apple in a convenient re-sealable container.
- **Dr. McGrath's new Treat Collection:** Made from 100 percent fruits and vegetables, the treats are sliced, and dipped in salt water then dehydrated till crispy. There are zero additives and zero preservatives. These are perfect for training and weight management. Apple/Sweet Potato, Pear/Sweet Potato, Banana/Sweet Potato are the three flavor offerings.
- **Dr. McGrath's Grooming Collection:** High-quality shampoo made in the USA with simple, traditional ingredients like apple cider vinegar. (Modern convenience of spray application for shampoos).

The new ear wipes contain the following Ingredients: witch hazel, aloe, vitamin E and apple cider vinegar.



*Dr. McGrath's*

*Grooming Collection – new ear wipes featured at SuperZoo*

**About Dr. McGrath's LLC**

Dr. McGrath's is headquartered in Portland, Ore. The product is sold online through [drmcgraths.com](http://drmcgraths.com). For more information about Dr. McGrath's, including the story of Dr. Elinor McGrath, and the American Veterinary Medical Foundation scholarship visit [drmcgraths.com](http://drmcgraths.com).

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