

# honest to goodness™ Plant Snacks

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## Introducing Honest to Goodness™

*W.F. Young Launches the First Functional, Plant-Based Treats for Dogs*

**EAST LONGMEADOW, Mass.** – W.F. Young, a global leader in animal health products such as Absorbine® and The Missing Link®, is thrilled to introduce Honest to Goodness™ Plant Snacks, a unique line of functional, plant-based treats for dogs.

Honest to Goodness harnesses the natural power of wholesome fruits and vegetables, plus advanced nutrients, to deliver the healthy support pets need to thrive. The veterinarian-developed, condition-specific, whole food ingredient line includes:

**Happy Feet:** Flaxseed, apple, cinnamon and turmeric provide healthy mobility support.

**Mellow Belly:** Created with pumpkin, cinnamon and chicory root to provide healthy digestive support.

**Way to Glow:** Coconut, flaxseed and turmeric provide healthy skin and coat support.

**Golden Years:** Featuring blueberries, carrots and broccoli to provide healthy senior support.

**Good Vibes:** Includes the plant power of chamomile, ginger and L-Tryptophan for comforting support.

**Buddy Boost:** Crafted with cranberries, pomegranate and apple cider vinegar to provide healthy immune support.



Each variety contains one to three ingredients at functional levels, a science-based postbiotic and marine microalgae oil for overall health support.

“The demand for plant-based pet treats has increased significantly in recent years, which is why we decided to develop a line of minimally processed, plant-based snacks that are free of common allergens that can trouble food-sensitive pets,” said Amy Cairy, Vice President of Marketing at W.F. Young. “These treats are easy to digest and deliver benefits with every bite, including keeping teeth and gums clean thanks to their crunchy texture. Plus, pet parents will love the smell and their pets will love the delicious, one-of-a-kind taste.”

Made with sustainable, responsibly sourced ingredients right here in the USA, Honest to Goodness is formulated without synthetic additives, fillers or by-products. An 8-ounce bag contains approximately 50 treats and is available for a suggested retail price of \$11.99.

For more information, please visit [www.Honest2Goodness.com](http://www.Honest2Goodness.com) or email [hello@Honest2Goodness.com](mailto:hello@Honest2Goodness.com).

**About W.F. Young**

Founded in 1892 by Mary Ida and her husband, Wilbur Fenelon Young, W.F. Young, Inc. has manufactured and distributed high-quality and trusted animal health and wellness products for over 130 years. A 2022 winner of the National Animal Supplement Council Visionary Award, the company is recognized as a worldwide leader in innovative, specialized animal health care brands – including Absorbine® Veterinary Liniment, UltraShield® fly control, ShowSheen® grooming products, Silver Honey® skin care products, Hooflex® hoof care, as well as The Missing Link® nutritional supplements and recently introduced Honest to Goodness™ Plant Snacks – that improve wellness and enhance the quality and enjoyment of life for people and their animals. For more information, please visit [www.WFYoung.com](http://www.WFYoung.com).

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***Media Note: Interviews and images are available upon request.***