

TOMLYN[®] Repositions Brand with Launch of Joint & Hip Chews and Reformulated Relax & Calm Chews at Global Pet Expo[®]

Fort Worth, Texas, March. 6, 2014 – [Tomlyn[®]](#), creator of pet health and wellness products, today announced the repositioning of their brand with the launch of a new product line, **Joint & Hip Chews**, along with the launch of reformulated **Relax & Calm Chews** line. Both products will be on display at the company's booth, No. 2209, during the Global Pet Expo[®] annual trade show March 12 to 14 at the Orange County Convention Center in Orlando, Fla.

The launch of Tomlyn's newest products falls on the heels of a yearlong process of examining what the company means to its customers and what they want for their pets. The new products feature a fresh, new brand look designed to better convey the product and its use for pets. Additionally, Tomlyn continues its focus on enhancing the relationship between pet owners and their pets with the launch of these two products.

"We went directly to our consumers through focus groups and in-depth research – something our company had not done before – to identify how we can better serve pet owners," said Eric Alsup, DVM, general manager of Tomlyn. "To continue our efforts in finding new ways to meet the needs of pet owners and their pets, we have converted to a more user-friendly packaging that allows pet owners to understand how each product helps solve their pet's problem at first glance."

New to the Tomlyn family of products is the **Joint & Hip** line, veterinarian-formulated chew supplements designed to maintain healthy cartilage and support normal joint and muscle functioning for cats and small, medium, large and senior dogs. The supplements are easy to administer (only one or two daily), which enhances compliance, and contain proven ingredients including glucosamine, MSM, chondroitin from *Perna canaliculus* and creatine.

Tomlyn also is re-introducing their **Relax & Calm** line, reformulated chew supplements designed to support balanced behavior, relaxation and reduce hyperactivity in dogs and cats. The chews are easy to administer and calm naturally, without causing excitation, and contain proven ingredients including chamomile, ginger and a high level of L-tryptophan.

"Tomlyn has dedicated its efforts to helping enhance the bond between pet owners and their pets by providing relief in joint inflammation and behavioral issues in cats and dogs," Alsup said. "Both Relax & Calm and Joint & Hip help with these areas of concern, which have the most impact on the pet owner-pet relationship, including decisions to give up a pet to a shelter or have a pet euthanized later in life."

Founded more than 35 years ago, Tomlyn has expanded its product line rapidly in the last two years. For more information about the company's variety of scientifically formulated products for pets, visit [Tomlyn.com](#).

About Tomlyn[®]

Tomlyn is a pet health and wellness company founded in 1976 that carries a complete line of the finest scientifically developed veterinarian-approved pet healthcare products. The company has a wide range of product categories, including: nutrition/supplements, internal health, dermatology and home sanitizers. Known as the maker of Nutri-Cal[®], a high-calorie nutritional supplement, and Laxatone[®], for the elimination and prevention of hairballs, Tomlyn is a division of Vétuquinol USA and owned by Vétuquinol SA, the tenth largest veterinary pharmaceutical company in the world. For more information about products for dogs, cats and other companion animals, visit [Tomlyn.com](#).