



FOR IMMEDIATE RELEASE

Contact: Ashley Freer, Balcom Agency
817-877-9933 | Ashley@BalcomAgency.com

TOMLYN® ANNOUNCES NEW PALATABLE PRODUCTS FOR PET NUTRITION AND HEALTH
Easy to administer Nutri-Cal® Soft Chew Supplements and Pill-Masker Now Available

FORT WORTH, TX — July 25, 2011 — Tomlyn, maker of pet health and wellness products, today announced the launch of two new offerings supporting dog and cat health. Nutri-Cal Soft Chews and Pill-Masker each offer a flavorful, enjoyable way to administer oral supplements to dogs and cats. Both products are available to pet distributors nationwide, and will be in pet stores this summer.

Nutri-Cal, the gel supplement that pet owners have trusted for years, is now available in a great-tasting chew, Nutri-Cal Soft Chews. Containing a concentrated source of vitamins and minerals, Nutri-Cal Soft Chews offer the family pet a variety of benefits, including:

- Energy and nutrition
- Veterinarian formulation to support pet nutrition needs
- High palatability

“As anyone who has had a dog or cat will know, pets can be particular about the type of foods, and medicine, that they are willing to swallow,” said Carol Kisill, Tomlyn product manager. “Our goal at Tomlyn has always been to make supplements as great tasting as they are beneficial. By introducing Nutri-Cal in a soft chew form, pet owners are able to decide which delivery method is best for their animal—the original gel or new soft chews.”

In addition to Nutri-Cal Soft Chews, Tomlyn has developed Pill-Masker, a shapeable paste that wraps around pills of any shape or form to allow for a smooth delivery of needed medicines. Once a pill is wrapped with the moist, meat-flavored paste, pets eat it like a treat.

Tomlyn Business Unit Manager Peter Trevino noted, “Many pet owners need a simple solution to give their pets medication, since pills are necessary but do not taste good by themselves. Pill-Masker is unique in that it is a paste that conforms to the shape of the pill—much like putty—preserving the medicine intact and wrapping it in a meat flavor that dogs and cats will love. And, unlike peanut butter-based products, the paste doesn’t stick to fingers.”

Available through pet product distributors, Tomlyn products are offered at pet stores nationwide. For more information about Nutri-Cal Soft Chews and Gels, Pill-Masker, and a variety of other 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, hairball remedy, dermatology, shampoo, and deodorizer/sanitizer. 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 Vétoquinol USA and owned by Vétoquinol SA, the 10th largest veterinary pharmaceutical company in the world. For more information about products for dogs, cats and other companion animals, visit Tomlyn.com.

###