

FOR IMMEDIATE RELEASE

**DICK VAN PATTEN'S NATURAL BALANCE® BRAND PET FOOD PRESENTS
NEW SAVORY BLENDS IN OUR GRAIN-FREE DENTAL CHEWS**

NEW FLAVORS of Breath-Freshening Dental Treats for Dogs!

BURBANK, CA (**July 13, 2015**) – For over 25 years, Natural Balance Pet Foods, Inc. has carefully prepared premium, nutritious food for dogs and cats worthy of each of their unique characters. The new tasty flavors of Natural Balance® Dental Chews are just another thoughtful way we help provide your dog with an enticing daily dental treat to help support healthy teeth and gums. Give your dog delicious new flavors like minty Fresh & Clean Formula, and L.I.T. Sweet Potato & Chicken Meal Formula for an excellent blend of tastes in a grain-free dental treat.

Pet parents will enjoy giving their dogs new appetizing, grain-free flavors that are scientifically formulated to encourage your dog's natural chewing instinct, and our recipes support easy digestion. Our Dental Chews are made with savory protein sources and fruits they'll love plus Vitamin C to help support immune function.

Your dog's dental support can start with Natural Balance® Dental Chews — everyday. Our unique grooves encourage healthy chewing action and help reduce tartar. Plus, our Dental Chews Fresh & Clean Formula helps to freshen your dog's breath with aromatic ingredients like spearmint and parsley.

Pick up a regular pack, or try our new trial size and mini sizes with the delicious new minty flavor of Dental Chews Fresh & Clean Formula, or the savory recipe of Dental Chews L.I.T. With Duck Meal Formula. Our popular favorites are always available too, but Dental Chews Sweet Potato and Chicken Meal with Mango Formula and Dental Chews Vegan Formula will be off the shelves permanently to make room for our new grain-free formulas.

Find new flavors and varieties of Natural Balance® Dental Chews available in stores this July, for dogs of all sizes. Whatever their tastes, your dog will love the fun-to-chew deliciousness in every bite.

NEW FLAVORS and favorite flavors of Dental Chews for dogs will be available in the following varieties:

- Dental Chews Fresh & Clean Formula, Mini: 13 oz.
- Dental Chews Fresh & Clean Formula, Small: 13 oz.
- Dental Chews Fresh & Clean Formula, Medium: 13 oz.
- Dental Chews Fresh & Clean Formula, Mini TRIAL: 1 ct.
- Dental Chews Fresh & Clean Formula, Small TRIAL: 1 ct.
- Dental Chews Fresh & Clean Formula, Medium TRIAL: 1 ct.

- Dental Chews LIT with Duck Meal Formula, Mini: 13 oz.
- Dental Chews LIT with Duck Meal Formula, Mini TRIAL: 1 ct.
- Dental Chews LIT with Duck Meal Formula, Small TRIAL: 1 ct.
- Dental Chews LIT with Duck Meal Formula, Medium TRIAL: 1 ct.
- Dental Chews LIT Sweet Potato & Chicken Meal Formula, Mini: 13 oz.
- Dental Chews Pumpkin & Chicken Meal Formula with Papaya, Mini: 13 oz.

About Dick Van Patten's Natural Balance Pet Foods® Brand

Based in Burbank, California, Natural Balance Pet Foods, Inc. was founded in 1989 with the philosophy of providing pets and their owners a nutritious variety of premium dog and cat food. Used and respected worldwide by top trainers, breeders and caring pet owners who want the best, Natural Balance® products include Natural Balance Original Ultra® Whole Body Health® balanced meals, grain-free Wild Pursuit™ formulas, and L.I.D. Limited Ingredient Diets® food and treats with a single animal protein source and limited carbohydrate sources. Natural Balance products include these and many more unique formulas of dry food, canned food, stews formulas and treats for dogs and cats of all ages.

At Natural Balance the health and safety of pets is our first priority. Our products are made with the finest ingredients and every production run of Natural Balance® pet food is tested for nine known contaminants before distribution. Every customer can “Buy With Confidence” and know their pet food is safe by simply visiting our website, then entering the product date code on the bag to find the actual laboratory results posted in real time.

For information about Natural Balance, Buy With Confidence and our unique product line, please visit www.naturalbalanceinc.com.

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