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FOR IMMEDIATE RELEASE

**DICK VAN PATTEN'S NATURAL BALANCE® WELCOMES  
NEW DENTAL CHEWS TO SUPPORT HEALTHY TEETH AND GUMS**  
*Five New Formulas of Healthy Treats For Dogs Feature Dental Benefits*

PACOIMA, CA (January 15<sup>th</sup>, 2014) –Natural Balance® Pet Foods is proud to introduce Dental Chews: premium treats for dogs to help support healthy teeth and gums. The new Dental Chews feature wholesome ingredients like pumpkin and papaya, and are available in five formulas including a Clean Grooves Vegetarian formula, two L.I.T. Limited Ingredient Treats® formulas with a limited number of protein and carbohydrate sources, and two grain free formulas. Dental Chews help reduce plaque and tartar, are easy to digest, help freshen breath and feature Vitamin C - a powerful antioxidant nutrient to support healthy immune function. Dental Chews launched on December 16<sup>th</sup>, 2013, and will be the first Natural Balance® treat created specifically to support dental health. Dental Chews encourage the natural chewing instinct in dogs with a unique grooved bone shape – “The Grooves Do the Cleaning!”

“We’re very excited about our new Dental Chews,” said Heather Govea, General Manager at Natural Balance®. “Because good dental health is very important, we wanted to create a treat to really help reduce plaque and tartar. With ingredients like alfalfa and parsley, Dental Chews also help to freshen breath, and the grooved bone shape is not only unique, but dogs really enjoy them!”

Dental Chews come in both Small Breed and Medium/Large Breed sizes and are available in the following varieties:

- L.I.T. Limited Ingredient Treats® with Duck Meal Dental Chews: 13oz.
- L.I.T. Limited Ingredient Treats® Sweet Potato & Chicken Meal Dental Chews: 13oz.
- Pumpkin & Chicken Meal Formula with Papaya Dental Chews: 13oz.
- Sweet Potato & Chicken Meal Formula with Mango Dental Chews: 13oz.
- Clean Grooves Formula (Vegetarian Blend) Dental Chews: 13oz.

Every production run of Natural Balance<sup>®</sup> pet food is tested and results are posted on our website so customers can Buy With Confidence<sup>®</sup>. Visit [www.naturalbalanceinc.com](http://www.naturalbalanceinc.com) for complete details.

### **About Dick Van Patten's Natural Balance Pet Foods<sup>®</sup>**

Based in Pacoima, California, Natural Balance<sup>®</sup> was founded in 1989 with the philosophy of providing pets and their owners The Food For a Lifetime<sup>®</sup>. Dick Van Patten's Natural Balance Pet Foods<sup>®</sup> offers a wide selection of premium dog and cat food and is used and respected worldwide by top trainers, breeders and caring pet owners who want the best for their pets. Natural Balance<sup>®</sup> products include Ultra Premium balanced meals, grain-free Alpha<sup>®</sup> formulas, L.I.D. Limited Ingredient Diets<sup>®</sup> with limited protein and carbohydrate sources, and low calorie Fat Dogs<sup>®</sup> and Fat Cats<sup>®</sup> formulas to help pets lose weight and feel satisfied in a healthy way. Natural Balance<sup>®</sup> products include these and many more unique formulas of dry food, canned food, stews and treats for dogs and cats of all ages.

At Natural Balance<sup>®</sup> the health and safety of pets is our first priority. Not only are our products made from the finest ingredients, but they are extensively tested for safety through our Buy With Confidence<sup>®</sup> program. Every production run of Natural Balance Pet Foods<sup>®</sup> is tested for nine known contaminants before distribution so that customers can "Buy With Confidence" and know their pet food is safe. Simply visit our website, click on the Buy With Confidence<sup>®</sup> link and enter the product date code on the bag to find the actual laboratory results posted in real time.

For information about Natural Balance<sup>®</sup>, Buy With Confidence<sup>®</sup> and our unique product line, please visit [www.naturalbalanceinc.com](http://www.naturalbalanceinc.com).

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