

Sergeant's Pet Care Products Announces Innovative New Products at Global Pet Expo

OMAHA, Neb., Feb. 19, 2013 [/PRNewswire/](#) -- Sergeant's Pet Care Products, a leader in the pet supplies industry, announces a variety of innovative new product offerings for both the pet specialty and grocery/dollar/mass retail channels at the 2013 Global Pet Expo. The products span several categories, including flea and tick solutions, health and wellness, dental care and pet treats.

To view the multimedia assets associated with this release, please click <http://www.prnewswire.com/news-releases/sergeants-pet-care-products-announces-innovative-new-products-at-global-pet-expo-190894111.html>

"We are excited to announce several new products to help our pets live happier, healthier lives. It is always our first priority at Sergeant's to provide effective, affordable options to pet owners. As we continue to grow our product lines, we maintain our long-standing reputation for delivering quality, innovative pet care products," stated Caryn Stichler, vice president of marketing at Sergeant's.

The lineup of new products includes:

Flea and Tick

SENTRY[®] Fiproguard[®] MAX for dogs - This topical flea and tick treatment contains the same veterinarian-recommended active ingredient, fipronil, found in Frontline[®] brand products.* But with SENTRY[®] Fiproguard[®] MAX, the power of fipronil is *MAXimized* with a second active ingredient. The patent-pending combination of active ingredients in Fiproguard[®] MAX starts to kill fleas and ticks in minutes. It also prevents more flea bites than either Frontline[®] Plus or K9 Advantix[®] II.* This significant advance in pet protection reduces the pain and irritation flea bites cause dogs. It also reduces the risk of anemia caused by severe infestations. By killing faster, Fiproguard[®] MAX also reduces the time pests have to spread disease to pets or people. This waterproof product stops reinfestation of fleas, ticks and chewing lice and maintains high efficacy for 30 days, protecting pets. SENTRY[®] Fiproguard[®] MAX is now available at pet specialty retailers nationwide.

Sergeant's[®] Pronyl OTC[®] Flea and Tick Spray for Dogs and Cats - Developed for the grocery/drug/mass retail channel, Sergeant's[®] Pronyl OTC[®] Flea and Tick Spray contains fipronil, the same trusted active ingredient found in Frontline[®] Spray.** This waterproof spray kills fleas and ticks – including brown dog ticks, American dog ticks, lone star ticks and deer ticks, which can spread Lyme disease – for up to 30 days. Pronyl OTC[®] spray uses bag-on-valve technology to offer consumers a continuous, quiet spray application that can be used at all angles. Sergeant's[®] Pronyl OTC[®] Flea and Tick Spray is now available at grocery and other retailers nationwide.

Health and Wellness

SENTRY[®] Calming Shampoo for dogs and SENTRY[®] Calming Shampoo for puppies - The new calming shampoo for dogs and puppies is a welcome addition to the SENTRY[®]

pheromone product line of products that include Good Behavior Pheromone Technology™. The calming shampoo lessens stress-related behaviors associated with washing dogs and puppies, while leaving the coat clean and fresh. SENTRY® Calming Shampoo for puppies calms puppies and the shampoo itself is gentle enough for puppies. The pheromones included in the formula help dogs avoid nervous reactions to bath time and gradually enjoy bath and grooming time more. SENTRY® Calming Shampoo for dogs and puppies will be available at pet specialty retailers in July 2013.

SENTRY® Calming Shampoo for cats - The new calming shampoo for cats provides a relaxed shampooing experience for felines. The pheromones lessen stress-related behaviors and fear that many cats present when bathed. It also leaves the coat clean and manageable. SENTRY® Calming Shampoo for cats will be available at pet specialty retailers in July 2013.

Dental

SENTRY® Petrodex® Dual Ended 360 Toothbrush for Dogs - This unique toothbrush was designed specifically to make brushing in a dog's mouth gentle and effective. The soft bristle head on one end has a continuous 360-degrees of brushing power. On the other end, a traditional head is available for working in tight spaces where it works better. A plaque scraper on the end and ergonomic handle help make this an all-in-one tool that's easy to use. The Sentry® Petrodex® Dual Ended 360 Toothbrush for Dogs will be available at pet specialty retailers in March 2013.

SENTRY® Petrodex® Veterinary Strength Twin Power Poultry Fresh Mint Toothpaste for Dogs and Poultry Cool Mint Toothpaste for Puppies - These specially-formulated twin-power toothpastes are the first to use the same polishing agents as higher end toothpaste for humans. The puppy formula paste includes fine polishing agents. The adult dog formula has an even more powerful polishing agent. Both varieties contain mini breath freshening strips and patent-pending odor neutralizing technology to deliver a quick end to odors and improve breath. The flavors prove both highly appealing to dogs and pleasant to humans in extensive taste and scent testing. The SENTRY® Petrodex® Twin Power Toothpastes will be available at pet specialty retailers in March 2013.

SENTRY® Petrodex® Veterinary Strength Twin Power Dental Kit - This convenient kit contains everything a pet parent needs to effectively brush: a Dual Ended 360 Toothbrush, a Twin Power Toothpaste (available in the formulas for puppies or adult dogs listed above) and a Finger Brush. SENTRY® Petrodex® Veterinary Strength Kits will be available at pet specialty retailers in March 2013.

Treats

Pur Luv® Sizzlin' Strips™ - No dog can resist this tasty, sweet and savory combination of flavors. Pur Luv® Sizzlin' Strips™ are wavy, extra chewy treats that dogs beg for. They are low in fat for weight management, contain omega fatty acids and real chicken and sweet potato. These sweet and smoky treats are also made in the USA. Pur Luv® Sizzlin' Strips™ are now available at pet specialty retailers.

Barkery® Snackwiches™ - Whether it's a shared snack, a picnic or an old-fashioned sit

down lunch with their best buddy, pet parents will want to include delicious Barkery® Snackwich™ for their dog on the menu. These scrumptious, soft and moist treats for dogs support healthy skin and coat, contain no corn and no soy, and are low fat for a healthy weight. The treats come in two size varieties to make them perfect for all dogs and are made in the USA. Barkery® Snackwiches™ will be available at grocery and other retailers in July 2013.

To learn more about new products from Sergeant's for the grocery/drug/mass channel, visit sergeants.com.

For information about new SENTRY® products for the pet specialty channel, visit sentrypetcare.com.

About Sergeant's Pet Care Products

Sergeant's Pet Care Products, one of America's most trusted brands of pet supplies, is an Omaha, Nebraska-based manufacturer of pet products. As part of the Perrigo Company, a leading global manufacturer of OTC healthcare products, Sergeant's brings effective, in-demand flea and tick treatments, health and well being solutions and treats for dogs and cats to grocery, mass, dollar, drug and club retailers. For more information, visit Sergeant's website at sergeants.com. To be a part of the ongoing conversation about pet health, join Sergeant's social media community, Pet Health Central (facebook.com/phcfans and blog.sergeants.com).

Related Links

[Sergeant's Pet Care Products](#)
[SENTRY Pet Care Products](#)
[SENTRY Good Behavior](#)

**All brands are property of their respective owners. Fiproguard® MAX for dogs contains fipronil combined with a second active ingredient. This high level of efficiency is maintained throughout the month. Independent studies show that Fiproguard® MAX for dogs prevents more fleas from biting and taking a blood meal than Frontline® Plus and K9 Advantix® II within the first hour after reinfestation.*

***Sergeant's® PRONYL OTC® flea & tick spray for dogs & cats is not manufactured by or distributed by Merial. Frontline® is a registered trademark of Merial.*

SOURCE Sergeant's

For further information: Kelly Lytle, +1-402-938-7006, klytle@sergeants.com

<https://investor.perrigo.com/2013-02-19-Sergeants-Pet-Care-Products-Announces-Innovative-New-Products-at-Global-Pet-Expo>