

Sergeant's Pet Care Products Unveils Innovative Product Lineup at Global Pet Expo

ORLANDO, Fla., March 12, 2014 /PRNewswire/ -- Sergeant's Pet Care Products, Inc., a leader in the pet supplies industry, showcased a variety of innovative product offerings at the 2014 Global Pet Expo in Orlando, Fla. The new products span several categories including flea and tick treatments, health and well-being solutions and treats.



"We are excited to unveil a variety of new Sergeant's and SENTRY products," said Caryn Stichler, VP of marketing for Sergeant's Pet Care Products. "The new pet specialty, grocery, dollar and mass retail product lineup is the result of our dedication to the continual investment in research and development to bring industry-changing products to market. These products reflect our mission of providing quality and affordable pet care products that ensure that pets live happy, healthier lives."

The new product roster includes:

Flea and Tick

SENTRY® Fiproguard® Plus IGR: SENTRY Fiproguard Plus IGR contains fipronil, the No. 1 veterinarian-recommended active ingredient used in Frontline® brand products*. The product also contains Novaluron, an Insect Growth Regulator (IGR) that kills flea eggs and stops the reinfestation cycle.

Available in pet specialty stores, SENTRY Fiproguard Plus IGR kills adult fleas, ticks, flea eggs and chewing lice. SENTRY Fiproguard Plus IGR is an affordable alternative to FRONTLINE® Plus*, which uses (s)-methoprene as its Insect Growth Regulator.

CapGuard™: CapGuard (nitenpyram) is a fast-acting oral medication for the treatment of flea infestations. Containing nitenpyram, the same veterinarian-recommended active ingredient found in Capstar® (nitenpyram)***, CapGuard is an over-the-counter tablet that begins working in 30 minutes to kill adult fleas on your pet.

Fast-acting and effective CapGuard tablets are available for dogs and cats at pet specialty retailers.

Health and Well Being

SENTRY Clean Up™ Ultra+Pheromones Stain+Odor Remover: SENTRY Clean Up was developed for dog owners who demand professional-grade stain and odor removal. This lavender-scented formula with extra enzymes rapidly removes urine, vomit, blood and feces and contains pheromones. An exclusive stainBUSTER Brush-on-Bottom design can be used as a separate hand-held brush or attached to the bottle and helps remove stains in just 10 minutes. Available at pet specialty retailers, the 32-ounce product is also offered without a brush in a 60-ounce size.

Sergeant's® Vetscription® Joint-Eze™ Advanced: According to the Arthritis Foundation, arthritis affects one in every five adult dogs in the U.S. Sergeant's Vetscription Joint-Eze Advanced is a maximum five-in-one joint care supplement that mirrors trends in human health supplements and contains the following ingredients that target joint care:

- Glucosamine HCL to support joint health
- Chondroitin sulfate, an important structural component of cartilage
- Poultry cartilage, which naturally contains glycosaminoglycans
- Methylsulfonylmethane (MSM) to help maintain healthy fluid pressure of soft tissue
- Hyaluronic acid, a major component in synovial fluid that has been found to increase the viscosity of the fluid

Sergeant's Vetscription Joint-Eze Advanced provides maximum relief for severe joint issues and senior dogs and is available at grocery, drug and mass retailers.

Treats

Barkery® Americana™: Inspired by flavors from regions throughout the U.S., the new line of Barkery Americana treats was developed to offer dogs a "hometown feel" to treating. Designed with healthful benefits including omega fatty acids, Barkery Americana's long-lasting chews, sizzling strips and sandwich-style treats follow trends in human food and pays homage to the following regions:

- Florida: Cheeseburger sandwich-style soft and chewy treats
- Georgia: Peanut Butter long-lasting chews
- North Carolina: Chicken & Sweet Potato sizzling strips
- Ozarks: Turkey & Bacon sizzling strips
- Philadelphia: Bacon long-lasting chews
- Wisconsin: Grilled Cheese & Bacon sandwich-style soft and chewy treats

Barkery Americana is available spring 2014 in grocery, mass and drug retailers nationwide.

Pur Luv® Delectabits™: Pur Luv Delectabits are the perfect way to show your feline friend just how much you care. These delectably crunchy heart-shaped treats are made from the highest-quality natural ingredients with irresistible flavors you can feel good about giving your cat.

Made in the U.S.A. and available at pet specialty retail locations, Delectabits treats are ideal for cats of all ages and available in three delectable flavors: Chicken Liver, Savory Shrimp and Savory Fish.

To learn more about new products for the grocery, drug and mass channel, visit sergeants.com. For more information about pet specialty channel products, visit sentrypetcare.com.

**SENTRY® Fiproguard® Plus IGR is not manufactured or distributed by Merial. FRONTLINE® is a registered trademark of Merial. FRONTLINE® Plus for dogs contains Fipronil 9.8% and (s)-methoprene 8.8%. SENTRY® Fiproguard® Plus IGR for dogs contains Fipronil 9.8% and Novaluron 20%. FRONTLINE® brand products may contain additional active ingredients. Pricing comparison based on retail price survey of FRONTLINE® Plus and MSRP of SENTRY® Fiproguard® Plus IGR. Data on file.*

***Capstar is a registered trademark of Novartis.*

About Sergeant's Pet Care Products

Sergeant's Pet Care Products, Inc., is one of America's most trusted brands and manufacturers of pet supplies. As part of Perrigo Company plc, a leading global manufacturer of over-the-counter 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, club, and pet specialty 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 at facebook.com/phcfans and blog.sergeants.com.

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