



FOR IMMEDIATE RELEASE

Media Contact:

Katie Rubino / Cassie Yanogacio

therabis@konnnectagency.com

(213) 225-4410

**THERABIS DEBUTS NEW PRODUCTS
AT LARGEST PET INDUSTRY TRADE SHOW IN NORTH AMERICA**

Veterinarian-Founded-and-Formulated Brand Showcases Newest Broad-Spectrum Hemp Products at SuperZoo

LAS VEGAS (August 19, 2019) – [Therabis](http://www.therabis.com), an innovative vet-formulated brand of broad-spectrum hemp products for dogs and cats, is featuring their freshly redesigned packaging, new products and a brand new booth at SuperZoo 2019. In addition to the upgraded packaging, Therabis is also introducing a new Mobility soft chew, which is designed to support joint health and a healthy inflammatory system in dogs. Backed by 25 years of veterinary experience and a desire to keep our furry friends happy and healthy, Dr. Stephen M. Katz founded the trusted pet care brand with the goal of relieving some of their most common ailments with the proven benefits of natural ingredients.

Therabis' newly refreshed packaging holds the same great formula lauded for keeping dogs and cats at their emotional and physical best. The original line of Therabis food toppers for dogs are available in three indication-specific formulations — **Calming, Mobility, and Stop the Itch**, — and are available on the company's newly updated website: www.therabis.com. Therabis' best-selling **Mobility** product, previously available as a powder, is now also offered in the form of a tasty soft chew for dogs. Therabis also offers soft chews in its Calming and Mobility formulas.

Each Therabis product is formulated with only the best nutritionally rich and naturally derived ingredients. The broad-spectrum hemp-infused supplements combine naturally occurring cannabidiol, green-lipped mussel and specific vitamins and minerals, like vitamin C and chromium for dogs and L-Taurine for cats. These fast-acting, powerful supplements are easy to administer and target specific conditions including joint mobility, anxiety and skin irritation.

In addition to the new **Mobility** soft chews, Therabis recently introduced a new increased strength Veterinary Formula distributed through Vedco, the nation's largest distributor for vets. The formula features the brand's Mobility and Calming products with higher concentrations of naturally occurring cannabinoids and uses unique active ingredients to help support specific aspects of pet health. Therabis Veterinary Formula is now offered through veterinary hospitals and clinics across the country.

"Throughout the years, Therabis continues to receive great responses from satisfied consumers about all our indication-specific formulas with success stories about their pets' improved health," said Bob Rubin, President of Therabis. "Hearing this positive feedback from people who buy our products is so fulfilling — there's no better feeling than knowing we are making a difference in the lives of these animals and their owners."

Therabis' products are available for purchase in select retailers nationwide, in the offices of trusted veterinary professionals and online at www.therabis.com. For more information on Therabis, visit the company's website and follow along on Instagram, [@therabispet](https://www.instagram.com/therabispet).

SuperZoo is held from August 20th through 22nd at the Mandalay Bay Convention Center in Las Vegas, NV. Visit Therabis in booth #1374.

###

About Therabis

You love your pet just as much as your pet loves you. That's why trusted veterinarian Dr. Stephen M. Katz founded Therabis, the result of a lifetime of research to develop and perfect natural formulas powered by beneficial ingredients that address specific conditions that challenge pets. Backed by 25 years of veterinary experience, equal parts clinical experience and scientific research, Dr. Katz developed easy-to-administer dog food toppers and cat soft chews powered by broad-spectrum hemp to help soothe pets' nerves, minor aches and temporary itches. For more information on Therabis, visit www.therabis.com.