

Cranimals Launches ZENDOG, A Functional Dog Biscuit With Unique Health Food Ingredients

Organic and Calming Dog Biscuit Debuts for the New Year.

Vancouver, Canada – 19 January, 2010- [Cranimals™](#), a leading manufacturer of certified organic pet supplements, has launched its first functional dog biscuit. ZENDOG™ biscuits are formulated with organic pumpkin extract, a natural and concentrated source of tryptophan. Tryptophan induces calm by promoting the synthesis of serotonin and melatonin, the Zen hormones of the body.

“ZENDOG™ is not only a functional biscuit that will help calm anxious dogs,” said Dr. Wilma Pretorius, Managing Director and the scientist behind Cranimals™ and ZENDOG™, “but it’s also an easy way to add essential nutrients to a modern dog’s diet”. Available January 30th, ZENDOG biscuits are formulated with a blend of Cranimals’ proprietary ingredients, including Organic Pumpkin Extract, Cold Pressed Cranberry Seed oil, Flax Protein Powder and the company’s Cranimals™ Original Cranberry Supplement.

Each Zendog biscuit contains 150 mg Omega-3, Vitamins A, C, E and cranberry antioxidants. Zendog biscuits are cholesterol and trans-fat free and very low in saturated fat. Zendog biscuits are certified to organic food standards in the USA, Canada and Europe, and are oven-baked from kosher human food ingredients in a certified organic baking facility. Zendog biscuits have also earned the Animal Wellness Magazine Seal of Approval. Zendog biscuits are available at retailers in Canada and the USA starting February 2010. Visit the [Cranimals website](#) to find a retailer.

About The Animals Behind Cranimals CRANIMALS™ develops berry-based pet supplements and functional dog biscuits targeted at cognitive development and overall pet health and well-being. All CRANIMALS™ products begin with high quality human-grade raw food ingredients sourced directly from the farm. CRANIMALS™ is a division of I&W Research Inc., Canada’s premier producer and supplier of certified organic and conventional berry oils and extracts for functional food, animal health and natural cosmetic industries. Additional information regarding Cranimals™ products and distribution inquiries can be found at: www.cranimal.com

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