

Puppy Training Improved with Omega 3s

Potent berry-based omega 3 pet supplement improves puppy development with key nutritional compounds.

Vancouver, BC, Canada – June 25th, 2009. Cranimals announced the immediate availability of CRANIMALS GOLD , a daily nutritional supplement formulated specifically for rapidly developing puppies. CRANIMALS GOLD is fortified with a primary source of DHA-Omega 3 (Docosahexaenoic Acid). DHA -an omega 3 fatty acid is critical for proper brain development , eyesight, and peak cognitive performance.

Puppies who do not consume sufficient amounts of DHA as supplemental nutrition during their most crucial developmental stage, may suffer brain, motile and visual impairment.

"CRANIMALS GOLD contains a concentrated microalgae extract" explains Cranimals Director of Sales, Ryan Calvert. "Conventionally, DHA is sourced from fish, which contain pollutants like heavy metals, PCB's and dioxins. Our research team sourced the DHA in CRANIMALS GOLD from its most basic source: pollutant-free, sustainably grown microalgae".

Calvert went on to say that as little as a teaspoon of CRANIMALS added daily to a puppy's food boosts its cognitive development and responsiveness in a holistic and natural manner. The DHA in CRANIMALS GOLD is synergistically combined with other key nutrients to ensure optimal brain, eye and nervous system development, as well as proper growth rates in puppies.

Calvert concluded , "Cognitive function, healthy eyesight and enhanced memory and coordination are key factors in puppy training and obedience. CRANIMALS GOLD will help uncover the Puppy Einstein in your pet."

About The Animals Behind Cranimals

Cranimals develops berry-based animal supplements targeted at improving animal development and overall health and well-being. All CRANIMALS™ products begin with high quality human-grade raw food ingredients sourced directly from the farm. Cranimals is a subsidiary of I&W Research Inc., Canada's premier producer and supplier of certified organic and conventional berry ingredients for the natural cosmetic, animal health and food functional industries.

Additional information regarding Cranimals products and distribution inquiries can be found at:

<http://www.cranimal.com>

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