

Prevent pet cancer with berry antioxidants

Potent berry-based antioxidant supplement helps prevent chronic degenerative disease in pets

Vancouver, BC, Canada – September 14, 2009. Cranimals announced the immediate availability of CRANIMALS™ VERY BERRY, a daily nutritional supplement formulated specifically for preventing and mitigating chronic degenerative disease in companion animals. CRANIMALS™ VERY BERRY is formulated with extracts of certified organic cranberries, blueberries and red raspberries, rated by the USDA as three of the world's top 10 antioxidant foods.

Antioxidant phytochemicals are established as potent disease-fighting and anti-aging compounds. They neutralize free radicals, the unstable molecules which are either generated by the body's metabolic processes or ingested e.g. via contaminated food. Free radicals damage cells and DNA, and over time lead to chronic degenerative diseases such as cataracts, arthritis and cancer. Pets who do not obtain sufficient amounts of antioxidants are at risk of developing these diseases later in life.

“Emerging research indicates that the antioxidant phytochemicals in superfoods such as berries work most effectively to combat disease and aging when delivered in combination” explains Cranimals Managing Director, Dr. Wilma Pretorius. “CRANIMALS™ VERY BERRY combines a variety of phytochemicals from three different berries. We have also used certified organic berries in the manufacture of our extracts ensuring the highest quality.” The berry extracts in CRANIMALS™ VERY BERRY are certified Kosher and meet international organic food standards including those of Canada, the United States and the European Union.

Pretorius further commented that as little as a teaspoon of CRANIMALS™ VERY BERRY per day provides a potent source of antioxidants in a pet's diet to help prevent chronic degenerative disease. CRANIMALS™ VERY BERRY is especially suited to aging pets and pets engaged in high energy sporting activities, e.g. agility training.

About The Animals Behind CRANIMALS™

Cranimals develops berry-based natural supplements targeted at improving animal development, 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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