



FOR IMMEDIATE RELEASE

EMERSON ECOLOGICS DOUBLES NUTRITIONAL SUPPLEMENT PRODUCT OFFERING FOR PETS

Top Veterinary-Recommended Brands Now Available at Emerson Ecologics

BEDFORD, NH, DECEMBER 13, 2011 -- Emerson Ecologics, LLC, the leading provider of professional-grade nutritional supplements to the healthcare practitioner market, today announced an expansion of their offering of dietary supplements for pets. The addition of new products and brands from high-quality suppliers has doubled the company's product offering in this category.

To support a proactive and balanced approach to all members of a family, the company offers professional nutritional supplements for all customers—people and pets. Emerson Ecologics is a one-stop shop for practitioners, including veterinarians, offering the most comprehensive range of nutritional supplement brands, with thousands of products from over 250 of the world's top manufacturers.

Emerson Ecologics carries professional veterinary and retail pet nutritional supplement brands which include Ayurvedic, homeopathic and botanical formulas in the following categories: behavior support, joint and bone health, liver support, essential fatty acids, probiotics, digestive support, and multivitamin supplements. Top veterinary-recommended brands featured are Nutramax Laboratories, PetAlive by Native Remedies, Pro Pets, Rx Vitamins for Pets, and Vetri-Science Laboratories. Pro Pets, a Sedona Labs brand, is available exclusively through Emerson Ecologics.

"Pets are important members of a family," commented Christine Toomasi, ND, Medical Educator at Emerson Ecologics, "and people are seeking new ways to maintain their pet's quality of life. Holistic pet healthcare utilizing nutritional supplements that support canine and feline health is a good way to complement an animal's conventional veterinary care. Good nutrition plays a key role in everyone's health. Cats and dogs can suffer from some of the same common conditions as people; and their health can be optimized with some of the same ingredients."

"Emerson is committed to supporting the health of every member of the family," said Andy Greenawalt, Emerson Ecologics CEO. "High-quality dietary supplements are important for all patients, so our pet supplement brands go through the same on-boarding screening process as all our other professional brands. We look forward to continuing to expand our dietary supplement offerings for pets."

Continuing its commitment to the highest quality standards for pet supplements, Emerson Ecologics is focusing on NASC (National Animal Supplement Council) certified brands. In addition to the above

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brands, the company also represents: American BioSciences, Ayush Herbs, BioMed Foods, Kan Herbs, Nelson Bach, Ness Enzymes, Newton for Pets, and Nordic Naturals.

About Emerson Ecologics

Emerson Ecologics, LLC is the leading provider of products and services to the professional integrative healthcare community servicing Naturopathic, Chiropractic and Medical Doctors, Licensed Acupuncturists, Dieticians, Nurses, and more. The company distributes over 20,000 products from hundreds of industry leading manufacturers. As a result of their broad product offering, e-commerce capabilities, and commitment to the industry’s focus on safety and quality, Emerson Ecologics serves as the one-stop source of products, services and educational solutions for the integrative healthcare practitioner. Emerson Ecologics is GMP registered by NSF. For more information, visit the company’s website at www.emersonecologics.com.

Contact:

S. Nicole Trombly

Emerson Ecologics

800.654.4432

pr@emersonecologics.com

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