



THE *MAXI/GUARD*[®] LINE
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NEW PRODUCT RELEASE

***MAXI/GUARD*[®] Oral Cleansing Wipes, 10 pack**

Addison Biological Laboratory, Inc. is pleased to announce an additional package size for our *MAXI/GUARD*[®] Oral Cleansing Wipes! In addition to the current jar of 100 wipes, we will now offer the product in a foil pouch containing 10 oral wipes; *MAXI/GUARD*[®] Oral Cleansing Wipes, 10 pack.

Our market research has found that many veterinary clinics are already repackaging *MAXI/GUARD*[®] Oral Wipes from the 100-count jar into smaller Ziplock packages. We have had a consistent and strong demand from veterinarians for a professionally packaged “sample size”. The new 10 packs can be positioned as a free sample to stimulate further sales of the 100 count jars and as a less expensive retail offering.

This new size will be very popular for:

- Dental packs
- New puppy/kitten packs
- Dental month promos
- After dental cleanings
- As a retail introductory size for pet owners
- Pet owners who travel with their pets

***MAXI/GUARD*[®] Oral Cleansing Wipes, 10 pack:**

Product Number: 4501-0

Product Size: 10 Oral Wipes per Pouch

Packaging: 30 Pouches per Case

For more information, please contact Karlin Yaeger at 800-331-2530 or kyaeger@addisonlabs.com .