



Agency Contact: Holly Padove; holly@thepressroom.com; (805) 773-1000
Client Contact: Gunny Sodhi; Gunny@ayush.com; (800) 925-1371

FOR IMMEDIATE RELEASE

Paws Up to Ayush Herbal Pet Care's Easy-to-Swallow Drops

Ayush offers six of its popular herbal pet supplements in easy-to-administer drops



Redmond, WA (June 8, 2011) – It's a snap to keep your favorite four-legged friends healthy with Ayush Herbal Pet Care drops, featuring premium wildcrafted or organic Ayurvedic standardized herbal extracts in an alcohol-free, glycerin-based formula.

Formerly available from vets only, these all-natural, drop-based supplements are now available directly to pet owners, and are ideal for pets who balk at swallowing cumbersome capsules.

Based on Ayurvedic medicine, a 5,000 year old natural healing science from India, Ayush's herbal formulas can keep pets healthy and active, addressing digestive, liver, kidney, skin and other health issues. The products meet or exceed stringent requirements and are the choice of holistic veterinarians worldwide.

“While natural alternatives for pets may seem like a recent occurrence, veterinary medicine was actually mentioned in Ayurvedic medical texts dating back thousands of years,” said Dr. Tejinder Sodhi, a holistic veterinarian based in Redmond, WA, and co-founder of Ayush Pet Care Products. “Unfortunately, it can be difficult to get our pets to take capsules. The drops solve the problem and can be squirted on their food or water, or directly into their mouth.”

Available in two-ounce bottles for \$19.60 (MSRP), tinctures include:

- **Trifal** - Triphala is one of the most revered Ayurvedic formulas for supporting digestion. The herbal combination in Trifal (amalaki, bahera and haritaki) has been considered the secret to longevity and robust health in Ayurveda for centuries for cats, dogs and humans
- **Livit 2** - The synergistic blend consists of sixteen herbs known for liver-supporting and detoxifying properties
- **Ashwaganda** - Also known as “Indian ginseng” Ashwaganda can calm the mind, relieve nervous exhaustion, enhance cognition, stabilize the mind function, and promote sleep, great for agitated pets
- **Neem Plus** - A blend of several Ayurvedic herbs including neem and amalaki, the formula is useful in supporting the immune system and promoting healthy skin

- **Rentone** - Offers kidney and urinary support with a unique combination of Eastern and Western herbs in addition to other nutrients
- **Boswelya** - contains the standardized extract of *Boswellia serrata*, which supports a healthy inflammatory response and blood supply to joint tissue, thereby also increasing comfort, especially ideal for older pets

Ayush Pet Care products can be found nationwide from select pet stores and holistic veterinarians, directly at www.ruved.net, under the vet products product category, or by calling (800) 925.1371.

Founded in 1988, Ayush Pet Care is a subsidiary of AYUSH Herbs and R-U-VED Inc., the only Ayurvedic herb company in the U.S. owned and operated by practicing Ayurvedic physicians, who also cultivate the medicinal herbs offered to ensure the utmost in quality and safety standards. AYUSH Pet Care is located at 2239 152nd Avenue NE; Redmond, WA 98052. Editors seeking more information, samples or images may contact Holly Padove at holly@thepressroom.com or (805) 773-1000.

