

June 30, 2022



# Central Garden & Pet Introduces GoodGood, a New Pet Wellness Brand Dedicated to Both Sides of the Pet-nership

*Rooted in science, GoodGood was built on the idea that human and pet wellbeing are interconnected – because when pets feel good, pet parents feel good too*

WALNUT CREEK, Calif.--(BUSINESS WIRE)-- Central Garden & Pet (NASDAQ: CENT) (NASDAQ: CENTA) ("Central"), a market leader in the Garden and Pet industries, announced today the launch of GoodGood, a new pet wellness brand dedicated to helping pet parents better understand their pets' behavior by offering solutions that look at wellness from both the human and pet perspective.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20220630005303/en/>

Central Garden & Pet Introduces GoodGood, a New Pet Wellness Brand Dedicated to Both Sides of the Pet-nership. Rooted in science, GoodGood was built on the idea that human and pet wellbeing are interconnected – because when pets feel good, pet parents feel good too. (Photo: Business Wire)

"Wellness is not a one-way street, and pet parents everywhere know that when your pet is stressed, you are too.

Similarly, when you are able to help your pet feel good, you feel good too. But, far too often pet parents aren't sure how to help their furry friends, which can affect the overall wellbeing of both pets and humans," said Mike McGoohan, Senior Vice President Strategy and Marketing at Central Garden & Pet. "The GoodGood brand was built in partnership with passionate pet parents and scientists seeking to support a better understanding of our pets and to develop trusted, highly-effective and easy-to-use wellness solutions that help pet households lead happier and healthier lives."

GoodGood's inaugural line of dog supplements includes four products: GoodGood Allergy + Immune Dog Chews, GoodGood Calming Dog Chews, GoodGood Hip + Joint Dog Chews and GoodGood Skin + Coat Dog Chews. Each ingredient included in the brand's supplements was hand selected to ensure that each formula delivers the utmost efficacy. Made with recognizable, premium ingredients, the four new dog supplement chews carry the prestigious NASC Quality Seal and are made in the United States with domestic and imported ingredients. There are 90 chews per bag, and all four products are available now via Amazon and Chewy for \$29.99.

- GoodGood **Allergy + Immune Dog Chews** give your dog an extra line of defense from the changing seasons or the not-so-good stuff they might roll around in. The formula includes key ingredients like echinacea to support inflammation and to promote good skin health, vitamin C, which supports the proper functioning of the immune system, vitamin E, an antioxidant that promotes healthy skin, and probiotics to promote good gut flora.
- GoodGood **Calming Dog Chews** use ingredients from science and nature to help keep your dog chill when life throws its curveballs, so you can feel good about how good they feel. The formula includes key ingredients like chamomile, which supports stress and nervousness, ashwagandha, to support stress and maintain calmness, L-theanine, which helps your dog feel calm but not drowsy, and probiotics to support healthy digestion and a strong immune system.
- GoodGood **Hip + Joint Dog Chews** help dogs from young pups to old pooches keep pep in their step. The formula includes key ingredients like glucosamine, which supports joint cartilage, MSM, which supports bones and joints, turmeric to promote healthy joints, and probiotics to support digestion and a healthy immune system.
- GoodGood **Skin + Coat Dog Chews** offer a targeted formula to deliver a soft and shiny coat, which goes paw in paw with healthy skin. The formula includes key ingredients like omega 3 fatty acids to support cell and tissue health in the skin, biotin to help maintain a shiny coat and healthy skin, antioxidant vitamin E, which helps maintain healthy skin and coat, and probiotics to promote digestion.

Starting today, GoodGood will be introduced to consumers through a vibrant, new creative [campaign](#) developed by Droga5 and will run across CTV, social and online channels. The campaign “Hello GoodGood” is designed to demonstrate the brand’s commitment and understanding of pets behaviors and create the best solutions to help all pets.

GoodGood is an example of the Company’s *Central to Home* strategy in action and its commitment to build and grow brands consumers (and their pets) love. GoodGood will be rolling out additional products dedicated to the “gooderment” of pet and human wellness within the year. You can learn more about GoodGood at [GoodGoodPet.com](https://goodgoodpet.com).

## About GoodGood

GoodGood is a new pet brand that was born to challenge the idea that human wellness and pet wellness are two separate things. Because GoodGood knows when pets feels good, humans feel good too. Rooted in science and a deep understanding of pets, GoodGood is committed to the goodest goods designed for both sides of the pet-nership. To learn more about GoodGood, visit <https://goodgoodpet.com/>. GoodGood is a new brand in the Central Garden & Pet portfolio.

## About Central Garden & Pet

Central Garden & Pet (NASDAQ: CENT) (NASDAQ: CENTA) understands that home is central to life and has proudly nurtured happy and healthy homes for over 40 years. With fiscal 2021 net sales of \$3.3 billion, Central is on a mission to lead the future of the pet and garden industries. The Company’s innovative and trusted products are dedicated to helping lawns grow greener, gardens bloom bigger, pets live healthier and communities grow stronger. Central is home to a leading portfolio of more than 65 high-quality brands including Pennington®, Nylabone®, Kaytee®, Amdro® and Aqueon®, strong manufacturing and

distribution capabilities and a passionate, entrepreneurial growth culture. Central Garden & Pet is based in Walnut Creek, California and has over 7,000 employees across North America and Europe. For additional information about Central, please visit [www.central.com](http://www.central.com).

View source version on businesswire.com:

<https://www.businesswire.com/news/home/20220630005303/en/>

Liz Nunan

925-878-9465

[lnunan@central.com](mailto:lnunan@central.com)

Source: Central Garden & Pet Company