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Nylabone Launches New Limited Ingredients Dental Treat

Nutri Dent® Limited Ingredients: New Look, New Formula

NEPTUNE CITY, N.J.--(BUSINESS WIRE)-- Nylabone, maker of innovative dog chew treats, dental solutions, and chew toys and a leader in safe, healthy chewing since 1955, has released a new look and an improved formula for their dental chew treats: Nutri Dent® Limited Ingredients product.

These natural dental chews will first be available at PetSmart, Petco and Pet Supplies Plus, and in-store savings will soon be available to consumers.

Nutri Dent® Limited Ingredients dental treats feature a groundbreaking new formula with only eight natural ingredients, making them a healthy and simple option for pet parents who want to give their dogs' teeth the best possible care.

Nutri Dent® Limited Ingredients dental chew treats are made with wheat starch, vegetable glycerin, natural flavors, gelatin, lecithin, cellulose powder, oat hulls, and either beef, alfalfa extract, or coconut oil. This limited-ingredient formula has no artificial colors, no artificial flavors, and no preservatives.

"We're extremely excited to introduce an innovative dental treat with a limited-ingredient formula to the market that helps to prevent plaque and tartar buildup," said Grant Adkins, Senior Vice President of Marketing at Nylabone. "Pet parents are looking to limited ingredients for their pets' food, treats, and chews and we are offering a much simpler formula than other leading brands. It's important that we provide them with a healthy, simple, and easily digestible solution that their dogs will love to eat, to help maintain an effective dental routine."

The treats come in three different flavor varieties: deliciously fresh for a classic taste, filet mignon for a savory option, and natural coconut, which provides the added benefits of natural coconut oils. Available in mini, small, medium, and large, there is a perfect-sized Nutri Dent® Limited Ingredients dental chew for every dog.

The patented 360-degree design, combined with a dog's natural chewing action, helps clean teeth and freshen breath—all in one delicious limited-ingredient treat.

About Nylabone

Nylabone, the leader in safe, healthy chewing since 1955, crafts the highest-quality chew toys, best chew treats, and most innovative dental solutions in the world. A family-operated company, Nylabone has a history of helping pet parents take the best possible care of their dogs. We are committed to developing the very best solutions for destructive chewing, separation anxiety, dental health, and more, helping dogs live fuller, happier lives.

Recommended by veterinarians, Nylabone® products encourage a positive relationship between humans and their furry best friends. To put it simply, Nylabone Chews Best!

For more information, visit us at www.nylabone.com.

Nylabone is a subsidiary of California-based Central Garden & Pet Corporation (Nasdaq: CENT, CENTA) and includes Nylabone® Products: The Leader In Responsible Animal Care For Over 50 Years.

About Central Garden & Pet

Central Garden & Pet Company is a leading innovator, marketer and producer of quality branded products for the lawn & garden and pet supplies markets. Committed to new product innovation, our products are sold to specialty independent and mass retailers. Participating categories in Lawn & Garden include: Grass seed and the brands PENNINGTON®, and THE REBELS BRAND®; wild bird feed and the brand PENNINGTON®; weed and insect control and the brands AMDRO®, SEVIN®, IRONITE® and OVER-N-OUT®; and decorative outdoor patio products under the PENNINGTON® brand. We also provide a host of other regional and application-specific garden brands and supplies. Participating categories in Pet include: Animal health and the brands ADAMS™ and ZODIAC®; aquatics and reptile and the brands AQUEON®, CORALIFE®, SEGREST and ZILLA®; bird & small animal and the brands KAYTEE®, Forti-Diet® and CRITTER TRAIL®; dog & cat and the brands TFH™, NYLABONE®, FOUR PAWS®, IMS™, CADET®, DMC™, K&H Pet Products, PINNACLE® and AVODERM®; and equine and the brands FARNAM®, HORSE HEALTH™ and VITA FLEX®. We also provide a host of other application-specific pet brands and supplies. Central Garden & Pet Company is based in Walnut Creek, California, and has approximately 4,100 employees, primarily in North America. For additional information on Central Garden & Pet Company, including access to the Company's SEC filings, please visit the Company's website at www.central.com.

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