



**Media Contact:**  
Katie Casey  
Formula  
(310) 578-7050  
[casey@formulapr.com](mailto:casey@formulapr.com)

**FOR IMMEDIATE RELEASE**

## **BAMBOO PROMOTES CLEAN TEETH AND FRESH BREATH FOR CATS AND DOGS**

*New Products Offer Easy Cleaning and Tasty Treats That Furry Friends Will Love*

NORTH HILLS, Calif. (October 22, 2008) –While a pet’s dental hygiene is important, pet parents know it can be difficult to clean even the most patient pet’s teeth. Now cleaning your pets’ teeth is as easy as 1-2-3 as Bamboo introduces the QuadBrush™ pet toothbrush designed for effective and efficient teeth cleaning. Also new to the line are DogToids™ and CatToids™ Breath Mints, tasty treats for cats and dogs. They are perfect as a post-teeth cleaning reward.

“Bamboo recognized the need for innovative tools within the pet dental industry,” said Amy Osete, vice president of marketing for Bamboo. “Research shows that more than 80 percent of dogs and 70 percent of cats develop gum disease in their early years. Our innovative toothbrush makes dental care easier for the pet parent and more enjoyable for the pet.”

In keeping with the Bamboo philosophy, which is dedicated to product innovation, Bamboo offers pet parents a dental solution that utilizes unique designs and treats that keep pets happy.

- **QuadBrush™ The Ultimate Pet Toothbrush** – QuadBrush has a patented 4-bristle head design that makes brushing easy and comfortable. Three bristle heads surround the tooth and clean with one motion. The fourth head cleans the opposing tooth at the same time and helps keep your pet’s mouth open during brushing. The brush includes a sanitary cover to keep bristles clean and bacteria-free and the handle incorporates a textured grip area for extra control. Available in three fresh colors. QuadBrush is available for a suggested retail price of \$4.99.



- **DogToids™ Breath Mints** – These Ferociously Flavorful™ treats are made of human-grade ingredients with natural flavors including beef, liver and fish that dogs love. These yummy treats also include parsley to help neutralize and freshen breath. The attention-grabbing tin slides easily into a pocket or glove box – ideal for dogs on-the-go! DogToids™ Breath Mints are made in the U.S.A. and will be available for a suggested retail price of \$4.99 at pet specialty retailers nationwide.



- **CatToids™ Breath Mints** – Cats will crave the tasty flavor combination of CatToids™ Breath Mints! Made with human-grade ingredients and natural flavors including salmon and liver, these treats will keep cats



coming back for more. CatToids™ also include taurine, an amino acid, which can help maintain cats' health and parsley to help neutralize and freshen breath. CatToids™ Breath Mints are made in the U.S.A. and will be available for a suggested retail price of \$4.99 at pet specialty retailers nationwide.

For more information about Bamboo products and pet oral hygiene, please visit [www.bamboopet.com](http://www.bamboopet.com) or call 1-877-224-PETS.

**For media inquiries, please contact Formula at 310-578-7050 or via e-mail at [casey@formulapr.com](mailto:casey@formulapr.com).**

#### **ABOUT BAMBOO & FAT CAT INC.**

Headquartered in North Hills, Calif., Bamboo® is the pet care division of Munchkin Inc., a market-leading designer, manufacturer and distributor of baby accessories. Launched in 2004, Bamboo upholds the Munchkin philosophy by developing clever, innovative pet products that excite, delight and make life easier, safer and more enjoyable for families. Bamboo understands that pets are an integral part of today's family and deserve the same kind of high-quality, safe and innovative products that are created for children. After all, pets are kids too! In 2007 Bamboo acquired Fat Cat Inc., a leading designer of whimsical dog and cat toys – all created to make people & pets laugh. For more information, please visit [www.bamboopet.com](http://www.bamboopet.com) and [www.fatcatinc.com](http://www.fatcatinc.com).

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