

SmartBones®

About Martin Glinsky, Ph.D.

Martin Glinsky, Ph.D., is considered one of the premier pet nutritionists in the country and is currently the Chief Science Officer at PetMatrix, creators of SmartBones and DreamBone chews. He received his undergraduate education at Cornell University and his M.S. and Ph.D. degrees from the University of Illinois, specializing in Animal Nutrition and Nutritional Biochemistry.

He has lectured extensively around the world on pet nutrition and dietary formulation and started his own pet food manufacturing company in 1980, specializing in holistic and organic pet foods. His expertise in formulating, manufacturing, analyzing and testing of nutritional products for pets is well known and respected.

Dr. Glinsky formulated, engineered and produced the first dry pet foods to incorporate fresh ingredients, the standard of the holistic pet food category today. He has been intimately involved with many of the best-selling holistic foods brands being marketed around the world.

Dr. Glinsky has utilized his years of knowledge and experience to create a whole new concept in pet nutrition - Dr. G's Fresh Pet Food - in addition to creating the first vitamin and mineral enhanced, rawhide-free SmartBones and DreamBone treats.

To arrange an interview, please contact:

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SmartBones Fact Sheet

- SmartBones are 99.2% digestible, which is higher than the digestibility of premium dog foods (85% digestibility).
- Chicken, vegetables and other healthy ingredients dogs will love are used in making SmartBones.
- SmartBones are the first treats of their kind to be enhanced with vitamins and minerals.
- SmartBones are safer for dogs than regular rawhide treats, which may cause intestinal blockages.
- SmartBones are environmentally friendly, whereas a toxic chemical process is needed to create consumable rawhide for treats.
- Nine out of 10 dogs prefer SmartBones over rawhide treats.
- SmartBones are available in Peanut Butter and Chicken Flavors. There is also a Dental variety with additional teeth health benefits.
- Four different sizes of SmartBones are available, based on a dog's weight:



Small Dog (5-10 lbs)	Mini SmartBones
Small – Medium Dogs (11-25 lbs)	Small SmartBones
Medium Dogs (26-50 lbs)	Medium SmartBones
Large Dogs (over 50 lbs)	Large SmartBones

- SmartBones are available nationwide and at www.SmartBones.com.

SmartBones FAQ

Why are SmartBones fortified with vitamins and minerals?

SmartBones chews are produced in a food-grade production facility where each ingredient is formulated and controlled. During this process, SmartBones are fortified with vitamins and minerals to ensure dogs' daily diets are nutritionally balanced when combined with eating dry kibble dog food. Rawhide and many other chews don't include vitamins and minerals. In fact, even though rawhide analyzes as over 80% protein, the protein is of such poor quality that it is what is known as "unavailable protein" and has almost zero nutritive value for a dog's body.

SmartBones are over 99% digestible – why is this important?

When a dog eats a treat or kibble, not all of the ingredients and nutrients are actually digested. Even with some of the higher-quality dog foods on the market, a dog will digest only 85% of this food. The creators of SmartBones wanted the chews to have a much higher percentage of digestibility, and strived to achieve 99.2% digestibility – a testament to the high quality of the ingredients used in SmartBones.

SmartBones are preferred by 9 out of 10 dogs – how did you conclude this?

For palatability testing the leading rawhide dog chew on the market was presented alongside SmartBones. Each treat was offered to a dog in a left and right bowl on one day, and then the bowl placement was reversed on the second day. Out of the 20 dogs, 18 dogs chose the SmartBones chew first on both days, and the other two dogs chose the SmartBones chew on one of the days so they were judged to show no preference; hence 9 out of 10.

Why is it important for my dog to chew anyway?

Historically, in the wild, dogs used to tear through the skin of a wild beast to get at the meat, cleaning their teeth naturally in the process. But today's domesticated dogs that solely eat kibble never get this exercise, and as a result, their canine teeth become disused, causing plaque to build up. Ask any canine dental hygienist and they will tell you about how poor dental health in pets can result in infections, gingivitis, periodontitis, and kidney and heart diseases in addition to bad breath. All dogs have an inherent desire to chew, especially puppies. Destructive chewing is often the result of a normal desire to chew and relieve boredom. Pet chews are the perfect answer to this problem, and SmartBones offers nutrition and health benefits as well.

How many SmartBones chews should my dog have each day?

Dog chew consumption is size-dependent, but it is appropriate to feed one-to-two SmartBones of the correct size daily:

Small Dog (5-10 lbs)	Mini SmartBones
Small – Medium Dogs (11-25 lbs)	Small SmartBones
Medium Dogs (26-50 lbs)	Medium SmartBones
Large Dogs (over 50 lbs)	Large SmartBones

Where are SmartBones available?

SmartBones are available at stores nationwide and www.SmartBones.com.

SmartBones®

FOR IMMEDIATE RELEASE

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Pet Owners Looking for Rawhide-Snack Alternative Find Answer with SmartBones

“Smart” chew treat is fortified with vitamins, minerals to keep dogs healthy

NEW YORK, N.Y. (June 17, 2011) – If ‘Fido’ is one of the more than 20 million dogs craving a chew treat not made with rawhide, there’s a palate-pleasing, healthy alternative now available.

SmartBones, by PetMatrix, are chew treats made with chicken, vegetables and other healthy ingredients. These rawhide-free treats are perfect for the four-to-five out of 10 consumers who prefer not to feed their dogs rawhide.

“Chew treats are an important part of every healthy dog’s diet,” said PetMatrix Chief Science Officer Martin Glinsky, Ph.D. “Eating kibble alone doesn’t thoroughly exercise a dog’s mouth and can cause teeth to become disused and plaque-ridden. This ultimately may lead to additional health problems.”

And, since keeping pets healthy is paramount, SmartBones contain a special vegetable layer that is fortified with vitamins and minerals to help supplement daily nutritional requirements. In fact, these treats are the first of their kind to be fortified and offer more nutritional benefits than standard chew treats. This is because rawhide treats are made with animal byproducts that offer “zero” nutritional value, Dr. Glinsky said.

“Even though rawhide is a form of protein, all proteins aren’t equal,” Dr. Glinsky said. “Rawhide is an extremely low-quality form of protein, not the type that animals need for nutrition.”

In addition to health benefits, SmartBones are easier on a dog’s digestive system compared to rawhide treats. SmartBones are 99.2 percent digestible, whereas even the highest-quality dog foods are only 85 percent digestible.

“The actual digestibility of rawhide treats is questionable,” Dr. Glinsky said. “There are many reports of certain breeds of dogs swallowing rawhide treats whole, or in large pieces, which cause intestinal blockages and other severe health problems.”

Further aiding a dog’s digestion, SmartBones are available in four different sizes based on a pet’s weight: Mini SmartBones (5-10 lbs.), Small SmartBones (11-25 lbs.), Medium SmartBones (26-50 lbs.) and Large SmartBones (over 50 lbs.). All four sizes are available in Chicken and Peanut Butter flavors. There is also a special Dental variety offering additional ingredients to assist with oral health.

SmartBones are available in stores nationwide, and additional information may be found at www.SmartBones.com or by calling 877.336.DOGS (3647).

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About PetMatrix

PetMatrix, the creator of SmartBones, was founded in 2008 and has offices in New York, Arizona and Hawaii. The company's founders have extensive pet industry experience, which they use to create healthy products that improve the lives of pets around the world. For more information, please visit www.SmartBones.com.

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