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## **NuHemp Launches BIO-Nesting™ - Premium Small Animal Bedding the Way that Nature Intended!**

### ***Innovative Pet Product Features Hemp Fiber which Excels in Coziness, Durability & Absorbency***

**Guelph, Ontario (May 29, 2007)** - For good health and well-being, small pets such as hamsters, gerbils, chinchillas, guinea pigs, rabbits, ferrets, mice and birds need a hygienic, warm and comfortable nest. **NuHemp BIO-Nesting™** is a new nesting & bedding product that naturally absorbs moisture and ammonia, and provides a healthy environment. It forms a springy, 2-tiered insulating bedding that is similar to the materials these critters would use for nesting in their natural habitat.

A true innovation in small animal bedding, BIO-Nesting utilizes the fantastic absorption and natural odor elimination properties of the commercial hemp plant. Compared to pine and cedar bedding, BIO-Nesting offers **double the moisture absorption rate** and it has natural anti-mildew and anti-microbial properties. Therefore, the nest stays dry and odorless much longer than traditional wood-based materials, which is also more **economical** because it means less frequent changing of the bedding.

BIO-Nesting works by forming a 2-tiered bedding: (1) The fine hemp hurd particles fall and settle to the bottom of the cage where they soak up the liquids; and (2) the soft hemp fiber that remains on top forms a comfortable, warm and dry layer over the saturated material – reducing the chance of the wet bedding being mixed with the dry. NuHemp BIO-Nesting™ Small Animal Bedding is offered in a 5L bag for a SRP of \$6.99, a 23L Bag for \$16.99 and a larger 40 LB bag for commercial applications.

BIO-Nesting is virtually dust-free. Dust minimization is important because frequent inhalation of dust by a pet may lead to respiratory problems. Other bedding products may contain volatile compounds such as aromatic hydrocarbons and phenols, which have been proven to have a negative impact on the health of some small animals. BIO-Nesting **does not** emit any of these harmful compounds and is virtually **odorless**.

### ***BIO-Nesting is Eco-Friendly, 100% Natural and is Completely Biodegradable!***

Made from the inner core and outer fibers of the hemp plant stem, BIO-Nesting is **not bleached and no chemicals or pesticides** are used. It breaks down twice as fast as other bedding products and composts readily into a high-grade organic material in just a couple of months. Hemp farming is one of the finest examples of **sustainable agriculture** because it is naturally pest-resistant. Hemp plants grow rapidly and close together, as a result, they crowd out weeds and do not require herbicides. Hemp is also a soil-building plant that is excellent for crop rotation. Its strong roots anchor the soil to prevent



erosion and the leaves return nitrogen to the soil. Most hemp cultivation in Canada is focused on harvesting the plant's nutritious seeds. BIO-Nesting is a form of waste minimization because it *utilizes a valuable byproduct* of the hemp seed harvest – the fiber that is created after the seeds have been removed.

***Hemp Hideout™ is a Fun 'Home Within a Home' and Convenient Way to Transport Small Pets Home from Retail!***

The fun-loving rodent enthusiasts at NuHemp have gotten into the pet architecture scene as well with yet another small pet habitat innovation. The **Hemp Hideout** w/ BIO-Nesting is a natural **nesting box** that fits inside virtually any size of pet home, giving them a “home within a home” to provide a natural sense of security. The outside of the Hideout has the appearance of a cardboard house, and is stenciled like a coloring book so that the owner can customize and color it (with non-toxic markers!) including personalizing the pet's name above the door.

The Hemp Hideout is an ideal small animal starter kit that comes with an ample supply of NuHemp BIO-Nesting. The BIO-Nesting is biodegradable, absorbs moisture and is totally safe as is the Hideout - even if the new resident decides to customize it by gnawing on it. It is an attractive product for the retailer because it acts as an up-sale item because the Hemp Hideout is ideal for the new small pet owner to transport their pet home safely and in style.

***NuHemp – A Holistic Brand of Natural Pet Nutrition & Wellness Products***

BIO-Nesting is the newest addition to the holistic NuHemp brand of natural pet nutrition and wellness products created by **KicX Nutrition Inc.**, a Canadian company based in Guelph, Ontario Canada. The innovative product development company is committed to providing the best nutritional supplements, treats, grooming and bedding products to optimize the health and well-being of pets.

In addition to BIO-Nesting and the Hemp Hideout, the NuHemp portfolio of natural pet products includes a comprehensive line of natural grooming products that promote optimal skin health and lush, manageable coats. The **NuHemp Organic Botanicals** family of premium grooming products is made in small batches to ensure freshness and maintain nutrient integrity and each product is formulated with botanical and organic ingredients to manage different types of skin and coat conditions. The line includes: Omega Zapp Skunk Odor Conditioning Shampoo; Omega Sudz “3 in 1” Shampoo w/Oatmeal; Omega Therapy Tree-Tar Shampoo w/Oatmeal; Omega Eazz “2 in 1” Conditioning Shampoo w/Oatmeal; Omega Gleam Conditioner w/Oatmeal; and Omega Shine™ Conditioner, Detangler & Revitalizing Spray.

NuHemp also offers **cutting-edge** functional treats, daily dietary supplements and therapeutic products that provide dogs the nutrients they need to support health, vitality and longevity, including gourmet Omega Sauces, 2-Chomp Munchies, PrOmega Powder, PAWZitive Therapy Conditioning & Protection Stick and an MSM Soothing Topical Gel. The common foundation for all of the NuHemp products is the synergistic formulation of hemp (either oil or meal), all-natural holistic ingredients and synergistic nutraceuticals (MSM, FOS and Glucosamine HCL). “NuHemp's therapeutic gourmet functional foods, supplements and grooming products help provide our four-legged friends with the essentials for a long, happy and healthy life,” says Doug Daymond, President of KicX Nutrition, Inc. To learn more visit [www.nuhemp.com](http://www.nuhemp.com).