



-- For immediate release --

Pets get a healthy boost with NuHemp™ dietary supplements and wellness products!

GUELPH, Ont. – NuHemp™, a revolutionary new offering from the innovative product development company KicX Nutrition Inc., is giving pets a healthy boost...naturally!

"We are introducing an exciting and innovative all-natural line of fortified dietary supplements, treats and therapeutic products for dogs," said Doug Daymond, President of the Guelph-based company.

"NuHemp™ is a Canadian developed and manufactured line of cutting-edge, natural and nutraceutically fortified products that provide dogs the natural nutrients needed to support health, vitality and longevity," he said.

The common foundation for all of the NuHemp™ products is the synergistic formulation of hemp nutrients (either oil or meal), all-natural holistic ingredients and nutraceuticals (MSM, FortiFeed™ and BioMOS™) all combined given each of their targeted wellness and therapeutic properties. Hemp oil is nature's richest source of essential fatty acids while hemp meal is a whole food powder that's rich in complete protein, branch chain amino acids, essential fatty acids and healthy dietary fibre.

Other ingredients are MSM (Methylsulfonylmethane), a naturally occurring form of sulfur compound used by the body to build connective tissue and amino acids; FOS (FortiFeed™), a prebiotic fibre for companion and commercial animal feeds to promote a healthy digestive track; and Bio-MOS™, an innovative advance in biological gut microfloral modifiers to work against bad bacteria and flush it away.

NuHemp's pet nutrition line is designed to boost health and contains hemp products that are a nutritional powerhouse. Hemp contains one of the highest concentrations of Omega 3, 6 and 9, which are known as good fats. As well, hemp is an incredible protein and dietary fibre that's gluten free and naturally contains Vitamin E to boost health while keeping the products naturally fresh for months.

Canada has taken a leadership role in the research, development and manufacturing of hemp food products. Researchers in the agri-food industry are discovering new nutritional and health benefits from foods, leading to new value-added products designed to enhance health.

The botanical name for hemp is cannabis sativa and is one of Canada's newest crops, grown commercially since 1998. It's also one of the country's oldest crops, cultivated as early as the 1600s by Huron natives in the Georgian Bay area.

The NuHemp™ product line consists of gourmet Omega Sauces, 2-Chomp Munchies, PAWZitive Therapy Conditioning & Protection Stick and an MSM Soothing Topical Gel. They are made from the finest natural human grade ingredients and produced in small batches to ensure freshness and nutrient integrity.

- More -

- **Omega Sauces™** are made from pure, natural canola and hemp oils fortified with nutraceuticals and naturally flavoured. Each dose added to the pet's food will deliver much-needed dietary nutrients. Gourmet flavours are roasted chicken, luscious lamb, savory roast beef and succulent bacon.

- **2-Chomp Munchies™** are a nutritious treat that are fortified with a customized blend of nutraceuticals, made from human grade natural ingredients, baked in small batches and hand cut. They help provide dogs with the nutritional essentials for a long, healthy life. Gourmet flavours are crunchy peanut butter and luscious lamb.

- **PAWzitive Therapy™ Conditioning & Protection Stick** protects the pads on a pet's feet from the cold, ice and salt. It is made from 100 per cent pure Canadian hemp seed oil and an exclusive blend of natural botanical and essential oils. It provides protection while it soothes and moisturizes chapped pads with no residue and is completely absorbed.

- **MSM Soothing Topical Gel** is a cool, water-based gel with hemp oil that easily rubs in to quickly quell inflammation on the spot. Specially formulated for fast acting relief of sore, tight muscles and aching joints. It is well documented that MSM's anti-inflammatory and pain-reducing properties prevent pain in nerve fibres and decrease scar tissue.

"Just as proper, balanced, proactive nutrition is important to a family's health, it is equally important to the health of the family pets," Daymond said. "As part of a wholesome balanced diet, NuHemp's innovative and therapeutic gourmet functional foods and supplements will help provide dogs with the essentials for a long, happy and health life."

The NuHemp family of products will be exclusively sold into an authorized independent/specialized dealer network within the Pet & Natural Health retailing categories. The brand will not be available for sale at mass merchant, grocery or department stores.

KicX Nutrition Inc. is an established, innovative and vibrant product development company that has injected new energy into both the retail and commercial sectors by introducing natural, environmentally responsible product solutions that deliver. KicX is both a provider and marketer of lifestyle, value-added pet and human products.



To learn more about KicX Nutrition Inc. and its exciting new line of NuHemp™ products, call (519) 836-8443; E-mail: info@nuhemp.com; or go to: www.nuhemp.com