



**FOR IMMEDIATE RELEASE: Contact Lisa Lazarczyk at [lisa@lazpr.com](mailto:lisa@lazpr.com) or 1-781-646-0667**

## **WOOF! Canus Goat's Milk is "Going to the Dogs"**

*Canus launches new Nature's Dog product line to share the love – goat's milk is good for dogs and humans alike*

**Waterbury, VT – Oct. 16, 2008** It doesn't matter whether you're human or dog, fresh goat's milk is good for you. So good, in fact, the folks at Canus Goat's Milk ([www.canusgoatsmilk.com](http://www.canusgoatsmilk.com)) with the help of Lucie the founder's canine companion just had to share it with their other four-legged friends.

Canus is launching Nature's Dog, a line of All Natural goat's milk products for canine friends everywhere. The initial product launch includes four dog grooming and treat products, appropriate for dogs of all ages, from puppies to seniors.

"Human or dog, it doesn't matter. Goat's milk has healing, moisture-rich properties with the right protein structure to be readily absorbed so we have decided to extend the benefits of fresh goat's milk in our new Nature's Dog product offerings," said Andree Falardeau, founder of Canus Goat's Milk Skin Care. "Because goat's milk is also easy to digest and has beneficial proteins, minerals, enzymes and probiotics, creating healthy dog treats with goat's milk was a logical extension of the line. Today, the natural consumer is demanding safe and natural products not only for themselves but for their beloved animals too."

For bath time, Canus offers Nature's Dog All Natural Goat's Milk Shampoo with an appealing Blue Cedar Fragrance—available in 16-ounce bottles at standard retail price of \$12.99—and Nature's Dog All Natural Goat's Milk Shampoo Bar --\$3.99 SRP for a 5-ounce bar.



Naturally, the Goat's Milk Shampoo and Goat's Milk Shampoo Bar include the gentle moisturizing properties of goat's milk to clean dry coats and soothe sensitive, itchy skin. Both products are formulated with Tea Tree Oil and Meadowfoam Seed Oil to soothe and heal dry skin and hot spots, shea butter for silky coats, wheat protein to help strengthen coats and an invigorating Blue Cedar Fragrance. The Shampoo bar is made with a vegetable base and produces a luxurious lather, making it easy to wash hard to clean areas like the dog's underbelly and paws.

When quick clean ups are in order, Canus offers lotion-based & alcohol free All Natural Goat's Milk Healing Wipes, priced at \$9.99 SRP for an 70-count pack. These thick, all purpose cleansing wipes are pre-moistened with goat's milk and conditioners. Due to the naturally moisturizing and healing properties of fresh goat's milk, Nature's Dog Wipes are gentle enough to use on hot spots, cracked paws or anywhere a dog requires skin rescue.

After standing still for a bath, every dog deserves a reward like Nature's Dog All Natural Health Treats. These low-calorie energizing snacks are ideal for puppies in training as well as senior dogs. A 12-ounce bag is modestly priced at \$7.99 SRP. Designed for optimal nutrition and easy digestion, the treats include goat's milk protein concentrate and goat's milk mineral whey, amino acids, beneficial probiotics and enzymes, and chondroitin and glucosamine for joint health. The all natural treats are wheat free, soy free and contain no preservatives, artificial coloring or flavoring and no animal by-products.

Like other Canus products, the Nature's Dog line is all natural and made with goat's milk packed with naturally rich proteins, vitamins, and minerals that are easily absorbed, gentle to digest and non-irritating to sensitive skin. The shampoo, soap and wipes are free from parabens and other chemicals found in most commercially produced cleansers.



## **About Canus Goat's Milk**

Canus was founded in Quebec, Canada in the mid-nineties and currently has its U.S. headquarters based in Waterbury, Vermont. The Company markets three complete family and pet skin care lines – Goat's Milk products for adults, Li'l Goat's Milk for children and babies and Nature's Dog Line. Altogether, Canus produces more than eighty different goat's milk based skin care products that are distributed in Europe, across North America and even in the Far East. Canus currently employs 35 full time employees and several thousand dairy goats.

For more information, go to [www.canusgoatsmilk.com](http://www.canusgoatsmilk.com).