



Fresh GOAT'S MILK ALL NATURAL DOG PRODUCTS

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Suds Up with New Shampoos for Nature's Dog by Canus

Shampoos formulated for puppies, active dogs and dogs with sensitive skin; New Gift Set ready for holidays

Waterbury, VT – November 2, 2009 Suds up. In time for the muss and mud of fall, Canus Goat's Milk (www.canusgoatsmilk.com) is introducing new shampoos to its Nature's Dog by Canus line. Whether your dog has sensitive skin or needs frequent bathing, Nature's Dog has a shampoo to keep a pooch's coat healthy and clean.

The Nature's Dog line by Canus (www.naturesdog.com) will now include three varieties of goat's milk-based dog shampoos. In addition to Nature's Dog original Moisturizing Shampoo, the product line will include new Oatmeal Shampoo and Puppy Shampoo formulas. These all-natural shampoos are biodegradable and phosphate free and are specially ph balanced for a dog's skin.

Each 16-oz bottle is modestly priced at \$11.99 SRP. The shampoo formulas include:

- **Oatmeal Shampoo.** Designed to sooth itchy, dry skin, the shampoo contains colloidal oatmeal and lavender oil—a natural antiseptic.
- **Puppy Shampoo.** This gentle tearless shampoo is formulated for puppies' young, delicate skin and won't strip new coats of their natural oils.
- **Moisturizing Shampoo.** Nature's Dog original Blue Cedar Fragrance shampoo has been repackaged for active dogs who need frequent bathing and have greater exposure to dirt and pests. Contains Cedarwood oil for natural flea and tick control.

Also new, and in time for the holidays, is a Nature's Dog gift pack (\$20 SRP) containing a full-size Nature's Dog Wipes, full size Nature's Dog shampoo and sample size Nature's Dog peanut butter treats.

The Nature's Dog line by Canus, first launched in 2008, includes goat's milk based treats and grooming products including the Goat's Milk Shampoo Bar, Alcohol Free Goat's Milk Healing Wipes, Chicken Treats and Peanut Butter Treats.

Like other Canus products, the Nature's Dog line is all-natural and made with fresh 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, phosphates 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.