



HAPPYTAILS™ CANINE WELLNESS, REINVENTING THE PET FOOD INDUSTRY WITH SCIENTIFICALLY ADVANCED TREATS & SUPPLEMENTS

The New Authority in Canine Wellness

Launches E-Commerce Site with Scientifically Advanced Treats & Supplements

Santa Clara, CA - November 12, 2021 - Today marks an important milestone in the canine wellness industry. HappyTails™ Canine Wellness, a division of Au Terre™, Inc., is launching their e-commerce site, www.happytails-wellness.com, with innovative, scientifically formulated treats and supplements designed to deliver optimal canine wellness and disrupt the canine wellness industry for the better and forever.

After discovering the importance of biotics and their impact on the canine microbiome, Athena Boulgarides was inspired to develop the concept and business plan for HappyTails™ Canine Wellness. Once she met Bob Welch, they decided to employ innovative product development and the latest scientific advances in canine nutrition to launch HappyTails™ as the first division of their company, Au Terre™, Inc. "Once in a lifetime, if you're very lucky, you have the opportunity to partner someone with a successful track record, like Bob Welch, who shared my passion for canine wellness," said Athena.

Launched in December 2020, HappyTails™ Canine Wellness is the first division of Au Terre™, Inc. to generate revenue. Bob Welch, CEO of Au Terre™, Inc. shared, "I am immensely proud of Athena and her team as they launched and achieved revenue for our HappyTails Canine Wellness™ Division in less than 10 months. We know our work has just begun as we blaze new trails within canine wellness industry!"

In record time the company is already positioned as a pet industry disruptor, impacting the future of canine wellness for the better. Best known as *The New Authority in Canine Wellness* they assembled a remarkable product innovation and development team, led by Dr. Greg Sunvold, that represents over one hundred years of groundbreaking leadership within the pet nutrition industry. As Athena Boulgarides, President of HappyTails™ Canine Wellness states, "Our overarching objective is clear; we are committed to continuous innovation, and to harnessing cutting edge technology, to deliver products that promote optimal canine wellness."

Over the last decade scientific research around pet nutrition has been one of the key drivers responsible for the shift toward new and innovative products within the industry. Athena explained, "As research advances the case for functional digestive health ingredients in pet food, it's clear that pre, pro and postbiotic metabolites are the new frontier in canine microbiome science. Understanding postbiotics and their role in digestive and microbiome health is driving the development of treats and supplements that boost these beneficial mechanisms. Scientists are now learning that postbiotic metabolites are considered master health-regulating compounds and comprise the new "tool kit" in ensuring overall wellness."



The company's initial product launch includes six categories of innovative treats and supplements for dogs: Jazzy Jerky™ Treats, Marine Munchies™, Bestie Chews™, HappyTeeth™, Journey Up!™, and MAXWELLNESS™ & MAXMOBILITY™ nutritional supplements. The company's products are made with natural ingredients in the U.S.A. and are scientifically formulated to deliver key functional benefits for all breeds and life stages.

In November 2021 HappyTails™ Canine Wellness is launching two products lines that all pups will love: Jazzy Jerky™ Treats and Marine Munchies™. Both lines are available for purchase through the company's e-commerce site, Walmart.com, and Amazon.com. Their launch special includes a 25% discount plus free 2-Day shipping.

Jazzy Jerky™ Treats are formulated to support digestive health & immune function while promoting healthy skin & coat and contributing to overall cognitive development. The Jerky comes in three flavors: Wag-A-Licious™ Beef, Cluck-A-Licious™ Chicken, and Splash-A-Licious™ Salmon and are available in two sizes, 5 oz., and 10 oz.

In addition, they are launching their Marine Munchies™ line with Snazzy Salmon™ Snax, a treat made with 100% wild-caught sockeye salmon skin filets, which have been cured, cold-smoked and gently dried. This high-protein superfood is naturally loaded with protein, Omega 3 DHA & EPA fatty acids, vitamins, nutrients, and amino acids that deliver functional benefits and promote overall wellness.

The next products to be offered are among the most exciting and novel within the pet nutrition industry. HappyTails™ nutritional supplements will launch with two distinct formulas, MAXMOBILITY™ and MAXWELLNESS™. As Athena explained, "Our proprietary formula is called SYNBIOTIC 5+™ because it delivers unique benefits related to the interaction between the five categories of ingredients including: Prebiotics, Probiotics, Postbiotics, Enzymes, and Antioxidants." Dr. Greg Sunvold, the company's industry-acclaimed Chief Canine Nutrition Scientist also shared, "HappyTails™ supplements will make ALL the difference in your dog's life."

HappyTails™ products are made with love in the USA, with the finest domestic and globally sourced ingredients. According to Athena, "We have partnered with the finest ingredient manufacturers in the world, including Cargill and Lallemand Animal Nutrition, to ensure the highest quality and efficacy for our products."

HappyTails™ Canine Wellness, a division of Au Terre™ Inc., is entering the pet food, treat and supplement markets with remarkable products, an exceptional team of experts, and an inspiring mission.

For more information on HappyTails™ and their line of products, visit www.happytails-wellness.com

Products Now Available At:

HappyTails™ Canine Wellness: <https://happytails-wellness.com/collections>

Amazon.com: <https://www.amazon.com/s?me=AZMKWQ54D3BVC&marketplaceID=ATVPDKIKX0DER>



Walmart.com: <https://www.walmart.com/ip/Bundle-of-PAWsitivity-Jazzy-Jerky-Treat-Variety-Pack-3-5-oz-Packages/985497907>

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About HappyTails™ Canine Wellness:

HappyTails™ Canine Wellness, a division of Au Terre™, Inc., is the pet industries newest premium treat and supplement brand that is quickly earning the trust of dog parents and industry experts alike. As the *New Authority in Canine Wellness*, HappyTails™ embodies scientifically advanced formulations, cutting edge ingredient technology, innovative product development and unparalleled quality. We are proudly setting new standards for the delivery of functional benefits and changing the future of the canine wellness industry with innovative products that are scientifically formulated, by our world-renowned nutrition specialists, to achieve optimal canine wellness.