
IN® Pet Supplements Face Challenges in New China Market as Imitation Products Continue to Baffle Consumers

As the pet industry in China continues to grow, unethical companies are beginning to produce imitation products to benefit from the success of dominant brands. It is essential that these brands educate the public about the phony products.

Milford, CT (prHWY.com) March 16, 2010 - They say imitation is the highest form of flattery. However, Scott Brown, President of IN® Pet Supplements wasn't particularly flattered when he discovered his line of pet supplements is being replicated by illegitimate businesses in China's growing pet market. Facing a difficult task, the team at IN® Pet Supplements is fighting back against the phony IN® impersonators by educating the Chinese consumers and retailers about the benefits that can only be realized through the use of the "real" IN®.

As the pet market in China is experiencing staggering growth, it is no surprise that many illegitimate Chinese companies are taking the opportunity to profit from the work of others. IN® Pet Supplements have been a staple in the Chinese pet market since its humble beginnings and have come to be known throughout the country affectionately as "magic kibbles" by their loyal customers. In the past several years however, IN® customers have been faced with a difficult decision when trying to purchase their favorite supplement. On many pet store shelves, next to the jars of IN® sits an eerily similar looking jar produced by a non-existent American company. Every aspect of the IN® label has been copied in great detail, from the list of ingredients and benefits down to the golden retriever that sits on the front of the jar. The nuggets inside the jars even resemble the look of IN®'s soft and moist form. While the knock off products may have the same look and feel, they certainly don't provide the health benefits of the real thing.

In a land where many pet foods are made with questionable ingredients, IN® provides dogs with the omega fatty acids, live enzymes and vitamins that most foods lack. Currently China's third most popular dog supplement, IN® has become an indispensable resource for the country's breeder population. Well known for its ability to promote healthy skin and coats, IN® also helps to prevent and treat hot spots on dogs, mange in dogs, hair loss and sores. However, with success comes responsibility. Today the marketing department at IN® Pet Supplements is responsible for teaching Chinese consumers and retailers that an imitation product does exist and the ways to tell the difference.

IN® Pet Supplements have teamed up with Midas Pet Foods in an effort to raise awareness about the presence of imitation products. On a recent trip to China, President Scott Brown met with the crew at Midas Pet Foods for a ceremony to celebrate Midas' distribution of IN® in China. Pictures from the ceremony will be published in China's premier pet magazines so pet shop owners can recognize and identify with the true look of the original IN® products and personnel. Additionally, Scott and other members of IN® will be visiting China several times a year to appear at pet supply seminars around the country. The seminars will serve to educate pet retailers about the abundance of health benefits that can only be achieved from taking the true form of IN®. In fact, Scott has become a bit of a celebrity amongst Chinese pet shop owners. His face now sits in front of the American flag on the new packaging of IN®. This way consumers can clearly see who is manufacturing the products they are purchasing.

It is unfortunate that artificial products have sprung up in the market, but such is commonplace in China. In a country where everything from hotels to cars are replicated and sold cheaply, the production of an imitation pet

supplement isn't far-fetched. However, there is no substitute for IN®'s quality and effectiveness and soon the people of China will know what to look for when they want to "Give IN®" to their pet.

For more information on IN® Pet Supplements, visit their website at <http://www.inpetsupplements.com>.

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