

## Swedencare launches NaturVet by Swedencare: Bringing America's leading pet brand to Europe

Swedencare is thrilled to announce the European launch of NaturVet by Swedencare. NaturVet, a leading pet brand renowned in the US for its commitment to pet health and wellness, is now brought to Europe by Swedencare. This marks a significant moment as we introduce a line of products celebrated for quality and trustworthiness, now adapted with European standards of excellence.

NaturVet® have 30 years of commitment to making the highest quality supplements for pets and have been a part of the Swedencare family since 2022. The brand has a loyal customer base and is evolving the product range, bringing innovations to the market.

Our European-made range of NaturVet by Swedencare Soft Chews embodies a fusion of American innovation and local quality, meeting the unique needs of European pets and their families. It's not just about providing supplements; it's about offering a comprehensive promise of care, safety, and wellbeing for pets. For Swedencare's retail and distribution partners, NaturVet by Swedencare represents an opportunity to enrich the offerings with a brand that's already proven its value to consumers in the US. And for pet parents, choosing NaturVet by Swedencare means opting for a trusted partner in your pet's health journey, assuring them of the best care possible.

The launch event will coincide with Interzoo on May 7th at Swedencare's booth 9-428, where attendees can experience the unveiling firsthand of all the products across seven therapy areas. Simultaneously, NaturVet by Swedencare will also initially be available for purchase on Amazon in the UK, ensuring accessibility to pet parents across Europe from day one.

Read more about NaturVet by Swedencare on [www.swedencare.com/naturvet-by-swedencare](http://www.swedencare.com/naturvet-by-swedencare)

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### About Swedencare

Swedencare develops, produces and sells premium products in the global and fast-growing market for health-care products for cats, dogs and horses. The company has an extensive product portfolio with strong brands such as NaturVet®, Innovet, Pet MD®, RX Vitamins®, nutravet®, and ProDen PlaqueOff®, the original for good oral health. Swedencare's headquarter is in Malmö, Sweden and the company's products are currently sold in approximately 65 countries to veterinarians, pet stores, and online through a distribution network, including subsidiaries in 9 countries and an international network of retailers.