



HOLISTIC HOUND
NOURISH TO FLOURISH

FOR IMMEDIATE RELEASE

**HOLISTIC HOUND REBRANDS ACCLAIMED LINE OF SUPPLEMENTS
TO HIGHLIGHT SUPERIOR BENEFITS OF FULL SPECTRUM
*PHYTOCANNABINOID-RICH (PCR) HEMP OIL***

Berkeley, Calif., (June 26, 2018) – Holistic Hound has announced a rebrand of its veterinarian-formulated line of supplements, moving away from CBD to reflect the full-spectrum benefits of phytocannabinoid-rich (PCR) hemp oil. While CBD is only one of the many beneficial phytocannabinoids found in the cannabis plant, PCR hemp is more indicative of the full spectrum oil found in the brand’s acclaimed line of PCR hemp oil and medicinal mushroom supplements.

“PCR hemp oil more specifically encompasses the many other beneficial constituents found in the cannabis plant that also contribute to its healing properties, including additional cannabinoids, terpenes (smell) and flavonoids (taste),” said Holistic Hound founder and homeopath Heidi Hill. “All of these work together to provide something called the ‘entourage effect’ which we believe provides greater and more effective benefits than an isolate product that contains CBD alone.”

Kicking off June 26 at the SuperZoo trade show in Las Vegas, Holistic Hound will educate retailers and other show attendees to the unique benefits of its PCR hemp line of products, containing a full spectrum of plant constituents, as well as medicinal mushrooms for additional support.

Holistic Hound products contain a certified organic blend of five medicinal mushrooms, including Reishi, Shiitake, Mesima, Poria and Turkey Tail. Medicinal mushrooms are safe, nutritious and delicious and have been used in many cultures for centuries to combat a variety of ailments.

Reported benefits of medicinal mushrooms include:

- ★ Supports and modulates the immune system
- ★ Helps maintain a healthy inflammatory response
- ★ Antioxidant protection
- ★ Helps support liver and kidney function
- ★ Helps support blood sugar and blood pressure within normal ranges
- ★ Helps maintain normal histamine levels and supports seasonal allergies

(more)

The PCR full-spectrum hemp oil in Holistic Hound products is derived from US-grown organic hemp, is non-psychoactive and THC-free, is third party tested for safety and potency, and provides the positive medicinal benefits of cannabis without negative side effects. Reported benefits of PCR hemp include:

- ★ Promotes calmness and relaxation
- ★ Supports immune system function
- ★ Supports a healthy inflammatory response
- ★ Helps maintain a healthy intestinal tract
- ★ Enhances physical and mental well-being

The line of Holistic Hound supplements features the following products:

- ★ PCR Hemp & Mushroom Bites - in Pasture-Raised Chicken and Grass-Fed Lamb Liver varieties
- ★ PCR Hemp Oil
- ★ PCR Hemp and Coconut Oil
- ★ Mighty Mojo Mushroom PCR Hemp & Mushroom Oil
- ★ Mighty Mojo Mushroom Powder

Holistic Hound is dedicated to helping improve the health, wellness and longevity of dogs and cats with an acclaimed line of veterinarian-formulated, organic, phytocannabinoid-rich (PCR) hemp and mushroom supplements, made in the USA. Founded in 2003 by homeopath and animal lover Heidi Hill, the company distributes Holistic Hound products to independent pet stores and other retailers nationwide. Holistic Hound recently received a 2018 GreenState Cannabis Award for Excellence in Pet Products from San Francisco Chronicle. In addition to the line of supplements, Holistic Hound operates a natural pet store in Berkeley, California, providing ongoing support to clients through high quality food and products, consultations, inspiring on-site classes/talks, and more. For more information visit www.holistichound.com.

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