

3M Introduces Low Calorie Dental Treats at 2006 Pet Expo; New Treats Promote Healthy Teeth and Diet

Dog owners can reward their canines with new and healthier treats they'll soon find in the dog treat aisle. At the Global Pet Expo today, the pet experts at St. Paul-based 3M introduced their new patent pending 3M dental treats. Not only do these treats promote healthy teeth and tartar control in dogs of all ages and sizes, they are lower in calories than leading brands and are specially designed to break into small pieces to help with digestion.

3M dental treats are the newest product to be introduced in the innovative 3M Pet Care family of products. Importantly, the composition of the 3M dental treats helps to promote easy digestion and come in a thinner patented shape.

Additionally, the treats are designed to promote healthy dental hygiene in dogs without adding excessive calories to their diets.

"Our primary goal in developing the 3M dental treats was to offer a differentiated product that promotes good dental hygiene and a low-calorie treat all in one," says George Dierberger, marketing and international manager of 3M Consumer Business Services. "However, our researchers took our dental treats one step further and designed their shape to be only 3/16" thick, so it will be easy for the dog to chew and digest."

3M dental treats will be available in 16 ounce packages, sizes small, medium and large. The suggested retail price will be \$19.99.

Additionally, 3M has an entire line of pet care products, including:

3M liquid bandage is available in a 0.61 fluid ounces (18ml) spray bottle, which contains 60 applications, at a suggested retail price of \$8.99.

3M skin and paw crack care is available in a .17 fluid ounces (5ml), which contains 25-30 applications, at a suggested retail price of \$9.99.

3M heavy duty pet wipes are made of a heavy-duty cloth that combines deodorizing and moisturizing ingredients to leave your pets clean and smelling fresh (suggested retail price of \$7.99 for 12 wipes).

3M antibacterial ear wipes for dogs, cats and other small animals that are made of a smaller, thinner fabric designed to be more suitable for cleaning tiny crevices are available in packages of 20 at a suggested retail price of \$4.99.

3M deodorizing pet shampoo with an antibacterial formula for dogs, cats and horses (suggested retail price of \$8.99).

3M Pet Care products are available at PETCO Pet Specialty stores, Publix Grocery stores, Walgreens and Wal-Mart. For more information, visit www.3mpetcare.com.

About 3M - A Global, Diversified Technology Company

Every day, 3M people find new ways to make amazing things happen. Wherever they are, whatever they do, the company's customers know they can rely on 3M to help make their lives better. 3M's brands include Scotch, Post-it, Scotchgard, Thinsulate, Scotch-Brite, Filtrete, Command and Vikuiti. Serving customers in more than 200 countries around the world, the company's 69,000 people use their expertise, technologies and global strength to lead in major markets including consumer and office; display and graphics; electronics and telecommunications; safety, security and protection services; health care; industrial and transportation. For more information, including the latest product and technology news, visit www.3M.com.

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