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New VitaPaw Vitamin Water a convenient and healthy choice for pets

Georgetown, Texas USA - In the wake of the pet food controversy, much attention has been directed towards pet health and wellness. Health conscious owners who want the best for their pets can now serve them VitaPaw (www.vitapaw.com), a vitamin enhanced water for animals.

Made with the finest ingredients and purified water, VitaPaw hydrates pets while providing them with essential nutrients they need to maintain an healthy lifestyle. Ready to serve and available in 16.9 oz and 1 liter bottles, even the most discriminating pet will welcome this fresh alternative to tap water.

Based in Texas, VitaPaw is the vision of Rene Bruce of Newport Beach, CA. A dedicated dog owner, Bruce wanted to provide the best nutrition for his 5 year old Russell Terrier , Kia. "People take daily vitamins to bridge the nutrition gap for themselves, and it's a great idea for their pets as well. Not everyone feeds the highest quality pet foods, because of cost or habit, and a good vitamin supplement can add the missing nutrition." It's easy to forget to give a pill or add a powder, so Bruce thought adding it to water, which pets drink every day, could bring a level of convenience to the pet owner.

Imagine taking your dog for a run at the beach or the park and bringing your refreshment - and theirs too.

Bruce brings years of product experience, mainly in extreme sports, and in 2003 launched Kiapet.com, the web home of his terrier, Kia (she's the dog on the bottle). Impeccably trained, cared for, and loaded with personality, Kia has her own products, including a K9 tankpad for riding Bruce's motorcycle, and has garnered a following worthy of a celebrity.

The Texas connection lies in Celeste Lamberth, CEO/CFO. After more than a decade at prominent product design firm Design Edge, Inc., she helped launch WETNOZ, spending four years immersed in the pet industry, gaining valuable insight from listening to pet owners and assessing their needs and wants. "This industry's backbone is the owner. They want the best products for their pets, whether it's accessories or nutrition. VitaPaw is a great compliment to any pets' lifestyle, whether they are a pampered indoor cat or my Corgi working horses in the field. It contributes to their health and that's important to all owners."

VitaPaw can be given in addition to, or as a substitute for regular water. Just as in humans, animals will pass through any nutrients that their body does not use. Refresh, Rehydrate and Reward you pet daily with VitaPaw. Visit www.Vitapaw.com for more information.