



**Ethical Products Introduces Arctic Chews™: Pure Icelandic Fish Treats Crafted by Nature
Wild-Caught. Single Ingredient. Naturally Nutritious.**

Bloomfield, NJ – Ethical Products®, a trusted innovator in the pet industry for 75 years, proudly announces the launch of Arctic Chews™, a premium collection of single-ingredient dog treats sourced from the pristine waters surrounding Iceland.

Crafted using only wild-caught fish, Arctic Chews delivers a naturally wholesome treat that pet parents can feel confident feeding every day. Rich in protein and naturally occurring Omega fatty acids, each chew provides exceptional nutrition while supporting healthy skin, a shiny coat and overall wellness.

"Our goal with Arctic Chews was simple: create a line of premium treats that reflects nature at its purest," said Jonathan Zelinger, President of Ethical Products. "By sourcing our fish from Iceland's cold, clean waters, we've developed a product that combines exceptional quality, sustainability and irresistible taste."

Every Arctic Chews treat is:

- Made with one simple ingredient: wild-caught Icelandic fish
- Naturally high in protein
- Rich in Omega-3 fatty acids
- Free from artificial colors, flavors, preservatives, fillers and additives
- Carefully air-dried to help preserve natural flavor and nutrients
- Responsibly sourced from Icelandic fisheries committed to sustainable harvesting practices

Inspired by Iceland's rugged coastline and crystal-clear waters, Arctic Chews brings dogs a taste of one of the world's purest marine environments. Each batch is carefully produced with complete traceability, giving retailers and consumers confidence in the product's quality and origin.

The Arctic Chews collection features a variety of premium fish chews and treats designed to satisfy dogs of all sizes while providing a natural chewing experience that supports everyday health.

With consumer demand continuing to grow for clean-label, limited-ingredient pet treats, Arctic Chews offers retailers an exciting opportunity to expand their premium natural treat assortment with a product line backed by Ethical Products' 75-year reputation for quality and innovation.

About Ethical Products, Inc.

Founded in 1951, Ethical Products, Inc. has been enriching the lives of pets and their families for 75 years through innovative toys, treats, accessories, and wellness products. Its family of trusted brands includes SPOT®, Nothin' to Hide® and now Arctic Chews™, delivering quality products that promote healthier, happier pets.