



Ethical Products Introduces Rancher Chews™: Premium Collagen Chews Built for Dogs That Love to Chew

Bloomfield, NJ – Ethical Products, Inc., a trusted leader in the pet industry for more than 75 years, is proud to announce the launch of Rancher Chews™, a premium line of long-lasting collagen chews designed to satisfy dogs' natural chewing instincts while supporting their overall wellness.

Made from 95% collagen and featuring a simple, wholesome ingredient list, Rancher Chews deliver a highly digestible chewing experience that helps occupy dogs, promote healthy chewing habits and support joint, skin, and coat health. Unlike traditional rawhide, Rancher Chews gradually soften as dogs chew, creating a safer and more enjoyable experience for both pets and their owners.

With an impressive 92% protein content, Rancher Chews provide a nutritious reward while helping to reduce plaque and tartar through natural chewing action.

"Today's pet parents are looking for chews that deliver more than entertainment," said Jonathan Zelinger, President of Ethical Products, Inc. "Rancher Chews combine premium ingredients, long-lasting enjoyment and functional health benefits in a product retailers can confidently recommend."

Rancher Chews Features & Benefits:

- Made with 95% collagen
- 92% protein to support active dogs
- Long-lasting chew that helps satisfy natural chewing instincts
- Highly digestible alternative to traditional rawhide
- Helps support healthy joints, skin and coat
- Made with just three simple ingredients:
 - Collagen
 - Protein (Spinach, Duck Liver, Chicken Liver, Beef Liver)
 - Sorbic Acid

Rancher Chews are available in multiple sizes to accommodate dogs of various breeds and chewing styles, giving retailers a premium chew option that meets growing consumer demand for functional, ingredient-focused treats.

The launch of Rancher Chews continues Ethical Products' commitment to developing innovative, high-quality products that strengthen the bond between pets and their families while helping retailers grow their business with trusted brands.

For more information about Rancher Chews or to become a retailer, contact Ethical Products, Inc. or visit the company's website.

About Ethical Products, Inc.

Founded in 1951, Ethical Products, Inc. has been creating innovative pet products for more than 75 years. Through its trusted family of brands, including SPOT®, Ethical Products develops toys, treats, accessories, wellness products, and pet essentials that enrich the lives of pets and the people who love them. The company continues to deliver quality, innovation, and value to retailers and pet parents throughout North America.