



FOR IMMEDIATE RELEASE

FoodSafe Technologies Announces the Launch of SafeNature™ for the Pet Food Industry

Deer Park, New York, August 30, 2016 – [FoodSafe Technologies](http://www.FoodSafeTech.com), a leader in antioxidants, antimicrobials, and delivery systems for pet food, animal feed, and human food, is proud to announce the launch of SafeNature™ Natural Antioxidants. SafeNature Natural Antioxidants leverages the company's strength of co-developing custom food safety and shelf life solutions that stand up to the growing market demands for natural products.

The company's newest product family, SafeNature™ are natural antioxidants and plant phenols derived from plant extracts to naturally improve product shelf life. These natural products have been developed over the past 10 years to meet the growing demand for custom natural green label antioxidant solutions.

According to a Pew Research Center survey, more than half of U.S. adults believe that genetically modified (GM) foods are generally unsafe to eat. Women are more likely than men to view GM foods as unsafe (65% vs. 49%). This belief is carrying over into the pet food industry. *Petfood Industry* found pet owners are requesting greater availability in natural pet food choices, plus more affordability, which the SafeNature product line addresses by offering custom, yet affordable natural choices in pet food antioxidants.

When asked why they created the line for pet foods, Frank Monteleone, President, explained, "*Pet owners humanize their companion animals, and these label and ingredient concerns impact their choices in pet food. Natural quality food ingredients play a large role in customer pet food choices.*" SafeNature™ uses plant and vegetable extracts sourced exclusively from North America and European crops such as canola, rapeseed, sunflower, and safflowers; all formulas are manufactured in the United States. The SafeNature antioxidant product family includes soy-free antioxidants, GMO-free natural antioxidants, U.S. Crop Antioxidants, in addition to an E.C. GMO-free compliant (EC No. 1829/2003, 1830/2003) for European Customers.

By customizing formulas and offering SafeNature's selection of natural ingredients, FoodSafe Technologies develops the very best shelf life improvement products for pet food clients resulting in a natural antioxidant that complements our client's pet food and pet treat products. To learn more about SafeNature and the value an antioxidant program can make in the manufacturing of pet food products, visit www.FoodSafeTech.com or call 866-339-3751.

About FoodSafe Technologies

Based in Deer Park, New York, FoodSafe Technologies was founded in 2006. The company manufactures antioxidants, antimicrobial agents, and shelf-life extenders in the United States. FoodSafe Technologies provides shelf life and product safety solutions for human nutrition, poultry products, pet food kibbles and treats, animal feed proteins, animal feed meal, and dairy products.

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