



## **Tetra® Brand Introduces Tetrafauna® PRO ReptoMin® Lifestages Nutrition, a New Digestible Odor Control in Aquatic Reptile Nutrition**

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BLACKSBURG, Va., July 27, 2016 /PRNewswire/ -- Tetra® brand, the global leader in aquarium products for more than half a century, announces innovation in aquatic reptile nutrition with Tetrafauna® PRO ReptoMin® Lifestages Nutrition, a new product line that contains digestible odor-blocking technology to help maintain a more healthy environment for aquatic species.

Tetra® brand's R&D center of excellence, located in Melle, Germany, has developed Lifestages formulations for optimal nutrition in baby, juvenile and adult aquatic turtles.

Lifestages formulas are scientifically balanced to fulfill the needs of each growth milestone. As an innovative, proprietary blend, these Lifestages formulas reduce a major problem that affects turtles by supporting an increase in nutrient absorption and helping to reduce the concentration of ammonia and odors in the aquarium associated with pet waste.

"This nutrition line is unparalleled to any aquatic reptile food that Tetra has ever innovated," says John Fox, Division Vice President, Aquatics Marketing, Spectrum Brands, Inc. – Pet, Home & Garden Division. "Our new premium nutrition line supports your turtle through a more personalized approach. And with odor-blocking technology, Lifestages formulas make your turtle-keeping experience more pleasant."

The development process to redefine nutrition and benefits for this category has been more than five years in the making. As a result of Tetra® brand's extensive research efforts and the launch of Tetrafauna® PRO ReptoMin® Lifestages Nutrition, you can now enjoy leading, advanced nutrition for your turtle and the benefits of fewer odors associated with turtle waste.

In addition to a complete line of reptile nutrition, Tetra® brand provides retailers with merchandising strategy and tools to help educate and make consumers successful. From easy-to-decipher size charts at shelf, icons on packaging, innovative talk box and brochure design, to the trusted TetraCare® support team, Tetrafauna® ReptoMin® PRO Lifestages nutrition is the clear choice for turtle keepers and retailers alike.

### **About Tetra® Brand**

*Driven by innovation for 60 years, Tetra® brand is the most recognizable and trusted name for fishkeeping, hobbyists and enthusiasts. Tetra® brand equipment, environments, water care and nutrition, such as TetraMin®, EasyBalance®, AquaSafe®, SafeStart™ and the revolutionary Whisper® filtration, are the most widely used in the industry. Tetra® brand products are produced by Spectrum Brands, Inc. – Pet, Home & Garden Division, a leading supplier of products for the specialty pet supplies market, and the home, lawn and garden insect and weed control markets and a division of Spectrum Brands Holdings, Inc. For more information, visit [www.tetra-fish.com](http://www.tetra-fish.com).*

### **About Tetrafauna® Brand**

*Tetrafauna® brand is the world's leading brand of innovative nutrition, equipment and environments for consumers wishing to create the ultimate showcase for reptiles and amphibians. Tetrafauna® brand products are produced by Spectrum Brands, Inc. – Pet, Home & Garden Division, a leading supplier of products for the specialty pet supplies market, and the home, lawn and garden insect and weed control markets and a division of Spectrum Brands Holdings, Inc. For more information, visit [www.tetrafauna.com](http://www.tetrafauna.com).*

### **About Spectrum Brands Holdings, Inc.**

*Spectrum Brands Holdings (NYSE: SPB), a member of the Russell 2000 Index, is a global and diversified consumer products company and a leading supplier of consumer batteries, residential locksets, residential builders' hardware, plumbing, shaving and grooming products, personal care products, small household appliances, specialty pet supplies, lawn and garden and home pest control products, personal insect repellents and auto care products. For more information, visit [www.spectrumbrands.com](http://www.spectrumbrands.com).*

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