



FOR IMMEDIATE RELEASE
Media contact: Jane Skuta
+1.703.364.9753
press@sleepypod.com

Sleepypod and Assisi Animal Health Introduce Next Generation Technology for Inflammation and Pain Management in Small Animals

Introducing Assisi Loop Lounge™, a total body non-pharmaceutical, anti-inflammatory device designed to accelerate healing, reduce inflammation, and alleviate pain.

PASADENA, Calif.—October 30, 2018—Today, Sleepypod® and Assisi Animal Health introduce the Assisi Loop Lounge™, a total body non-pharmaceutical, anti-inflammatory device designed to accelerate healing, reduce inflammation, and alleviate pain in small animals. It is the result of collaboration between Sleepypod, a Pasadena-based company known for redefining pet products, and Assisi Animal Health, a New York-based company that is a vanguard in creating non-pharmaceutical anti-inflammatory medical technology.

Assisi Loop® technology is nestled in the Ultra Plush bedding of Sleepypod Air or Sleepypod Atom carrier models, creating a contained, comfortable treatment space that can be used at home or on the go. Therapy is delivered by multiple applicator coils embedded in cushioned, foam therapy pads. The pad has a 10-inch treatment depth that assures nose-to-tail and toes-to-top-of-ears treatment. A controller box containing rechargeable batteries can deliver 60 treatments on a single charge and last four years before replacement.

The Assisi Loop Lounge is the only therapeutic pet bed that incorporates a U.S. Food and Drug Administration (FDA) cleared, prescription-only pulsed electromagnetic field (PEMF) technology that is proven in both human and pet research. Peer-reviewed clinical research in veterinary medicine may be found at <https://www.assisianimalhealth.com/research/veterinary-research/>.

The Assisi Loop Lounge uses Assisi Loop targeted pulsed electromagnetic field (tPEMF™) technology to deliver a microcurrent targeting the body's own anti-inflammatory process. The microcurrent enhances nitric oxide production, accelerating the healing of soft and hard tissues, including the skin, tendons, ligaments, bones, and organs. The Loop Lounge is effective treatment alone and can be used adjunctive to other therapies. Learn more about tPEMF technology at <https://www.assisianimalhealth.com/technology/>.

Sleepypod's multifunctional carriers have earned multiple awards and honors for design innovation and safety, to include top ratings through independent testing from Center for Pet Safety. Sleepypod is the first pet products manufacturer to crash test its carriers at U.S., Canadian, and European child safety restraint standards. Watch the tests at <https://www.youtube.com/watch?v=CW3So9O0gq4&list=PL2t9swGuON-Srpva8N9XYW7KxnKogNNdC>.

"Our collaboration with Sleepypod is based on the superior design, construction, and safety features included in all their carriers," says L. John Wilkerson, Chairman of Assisi Animal Health. "Assisi is proud of our resulting product and its potential to advance the standard of care, and of caring, that we can offer our pets."

"Sleepypod carriers have transformed how pets travel," says Michael Leung, Sleepypod co-founder. "As a leader in non-pharmaceutical anti-inflammatory technology, Assisi Animal Health is an ideal collaborative partner to Sleepypod. Through this collaboration, we as a team are moving the ball forward in companion animal care by delivering an innovative approach to body healing and pain relief."



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Find more information about Assisi Loop Lounge at <http://sleepypod.com/assisi-loop-lounge> and at <https://www.assisianimalhealth.com/product/looplounge/>.

Watch Assisi Loop Lounge Instructional Videos

-Assisi Loop Lounge with Sleepypod Air: <https://youtu.be/1BRuFfsHxu4>

-Assisi Loop Lounge with Sleepypod Atom: <https://youtu.be/r1xHOsdrmtY>



Features and Specifications

Assisi Loop Lounge is available in two sizes:

Sleepypod Atom

- Therapy pads: one
- Carrier dimensions: 17 (long) x 8.5 (wide) x 10.5 (tall) inches
- Recommended for pets 12 pounds or less
- Available colors: Jet Black, Dark Chocolate, Strawberry Red, Robin Egg Blue, and True Violet

Sleepypod Air

- Therapy pads: three
- Carrier dimensions: 22 (long) x 10.5 (wide) x 10.5 (tall) inches
- Recommended for pets 17.5 pounds or less
- Available colors: Jet Black, Dark Chocolate, Strawberry Red, Orange Dream, Glacier Silver, Robin Egg Blue, and True Violet

Availability

Assisi Loop Lounges with accompanying Sleepypod carriers are available from participating veterinary practices. With a prescription from a veterinary professional, they can also be purchased directly from Assisi Animal Health at <https://www.assisianimalhealth.com/product/looplounge/>.

About Sleepypod

Look behind the beautiful designs and you'll find multiple functions, durable materials, and safety



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beyond compare. Sleepypod pet products have earned numerous awards and accolades for safety and design innovation. Every Sleepypod carrier and car safety harness has been independently tested and certified with a top safety rating from the Center for Pet Safety. Pets travel safer with Sleepypod.

Sleepypod.com

About Assisi Animal Health

Assisi Animal Health offers clinical solutions that empower veterinary professionals, pet owners and their companion animals to achieve healing and health throughout life's journey together. The company's pet-friendly product line employs its patented, targeted, pulsed electromagnetic field (PEMF) anti-inflammatory technology. The technology is a non-invasive, non-pharmaceutical anti-inflammatory device (NPAID®) that is FDA cleared for humans, and proven in clinical trials in veterinary medicine. Assisi's prescription products, in conjunction with its Clinical Use Guide, deliver pain management, healing and quality of life for companion animals with a broad array of acute, chronic and degenerative inflammatory conditions. AssisiAnimalHealth.com

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