

Holden2, LLC announces company name change to Pet MD Brands, LLC to reflect ongoing commitment to pets

Holden2, a leading company of vet recommended pet health products, announced today that it is changing its company name to Pet MD Brands. The name change reflects the company's focused commitment on global pet health and wellness through a wide product offering of nutritional supplements, shampoos, ear care and everyday pet supplies.

"One of our leading brands, Pet MD® has been a trusted name for over two decades and is focused on improving pet lives through quality, cost-effective veterinary products to all pets and pet parents." says Ed Holden, Managing Director of Pet MD Brands.

"The new name – Pet MD Brands – is part of a re-branding initiative to reinforce how the "Pet MD" name and brand is recognized and appreciated by pet owners and veterinarians throughout the United States and with the worldwide launch which has just started with Amazon UK." says Håkan Lagerberg, CEO Swedencare

Pet MD Brands is a subsidiary of Swedencare with offices in Odessa, FL and Wilmette, IL. With 16 employees, Pet MD® Brands sells products exclusively through online retailers [Amazon.com](https://www.amazon.com), [Chewy.com](https://www.chewy.com) and [PetMDBrands.com](https://www.petmdbrands.com).

For more information, please contact:

Håkan Lagerberg, CEO Swedencare
Phone: +46 (0)73 517 01 70
Email: hakan.lagerberg@swedencare.se

Jenny Graflind, CFO Swedencare
Phone: +46 (0)73 944 85 54
Email: jenny.graflind@swedencare.se

FNCA is the Certified Adviser of the Company
Phone: +46 (0) 8 528 00 399
Email: info@fnca.se

Please visit the Company homepage www.swedencare.com

About Swedencare

Swedencare, a listed company on NASDAQ First North Growth Market, specializes in pet healthcare and produces, markets and sells premium products in the global and fast-growing market. The company has a wide range of strong brands and products within most therapy areas, including Animal Pharmaceuticals®, nutravet®, NutriScience, Pet MD®, Stratford®, VetWELL® as well as ProDen PlaqueOff® for oral health to dogs and cats. Swedencare's headquarter is in Malmö, Sweden with thirteen subsidiaries located in fourteen countries with products sold in approximately fifty markets. Swedencare's sales have increased significantly over the last few years with strong margins and profits.

Image Attachments

[PetMDBrands](#)

Attachments

[Holden2, LLC announces company name change to Pet MD Brands, LLC to reflect ongoing commitment to pets](#)