Happy Cow Udder Balm, brought to you by A&E Balm Company, was recently named a Choice Retail winner by the National American Hardware and Paint Association at its 55th National Hardware Show in Las Vegas, held October 21-23, 2021. The NHPA’s Retailers Choice Panel selected Happy Cow Udder Balm as one of the most outstanding and innovative products at the 2021 National Hardware Show. The selection committee indicated they believe our product is unique and has the potential to be a home improvement best seller!

