

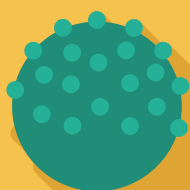
Pet Age

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# Pet Age

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# CONTENTS



## 6 | Precious Pups

Make some shelf space for great new puppy products: treats, foods, toys, leashes and more.



## 18 | The Best of Everything

Pet owners want the best for their canine companions and look for ways to pamper their pooches.



## 26 | Golden Oldies

Dogs are living longer than ever before, and now more products cater to their special needs.



## 34 | Back Story on Vital Essentials

Vital Essentials' CEO Lanny Viegut talks about the company's drive to innovate within the raw food category.

## Advertiser Index

Alzoo ..... 7 <a href="http://www.alzoo-vet.com">www.alzoo-vet.com</a> 954-217-6227	HALO Purly for Pets..... 22 <a href="http://www.halopets.com">www.halopets.com</a> 800-426-4256	PetRageous Designs LTD.. 19, 21 <a href="http://www.petrageousdesigns.com">www.petrageousdesigns.com</a> 800-893-9893
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Coastal Pet Products..... 13 <a href="http://www.coastalpet.com">www.coastalpet.com</a> 800-321-0248	Jones Natural Chews ..... 29 <a href="http://www.jonesnaturalchews.com">www.jonesnaturalchews.com</a> 877-481-2663	Stair Barrier ..... 9 <a href="http://www.thestairbarrier.com">www.thestairbarrier.com</a>
Dog Gone Smart Bed..... 11 <a href="http://doggonesmartpetproducts.com">doggonesmartpetproducts.com</a> 203-345-1330	Kanberra Gel ..... 10 <a href="http://www.kanberragel.com">www.kanberragel.com</a> 800-683-0021	Top Dog Kitchen ..... 33 <a href="http://www.topdogkitchen.com">www.topdogkitchen.com</a> 239-331-8143
Fluff & Tuff ..... 29 <a href="http://www.fluffandtuff.com">www.fluffandtuff.com</a> 248-705-5601	Kennelmaster Foods Inc. .... 31 <a href="http://www.kennelmasterfoods.com">www.kennelmasterfoods.com</a> 386-402-7818	West Paw Design..... 33 <a href="http://www.westpawdesign.com">www.westpawdesign.com</a> 800-443-5567
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# Precious Pups

Make space for great new puppy products. | Lori Bergeron

Ah, puppies. You love them, we love them, and YouTube and Instagram sure love them. Old shoes lying around the house that become new "toys" ... well, they may not love them.

But we digress. More to the point, while puppies may be cute and

cuddly, their owners cannot forget one thing: They are newborns. Their needs — from their diet, to their toys, to their bedding, to everything that will help them become adult dogs — are very different from those of their full-grown parents. Taking care of

puppies is no walk in the park. Fortunately, manufacturers have taken notice, developing a number of products for their special needs.

Here's a look at just a few.

## **FOOD**

Pet owners have long learned to



give their dogs only the freshest ingredients, and this should start when they are puppies.

Halo, Purely for Pets knows that good eating and balanced nutrition are necessary to help them grow into healthy adults.

Spot's Stew Puppy Formula is made to meet nutritional levels established by the AAFCO Dog Food Nutrient Profiles for growth and gestation. An all-natural dry food, it is available in Wholesome Chicken Recipe and Wild Salmon Recipe.

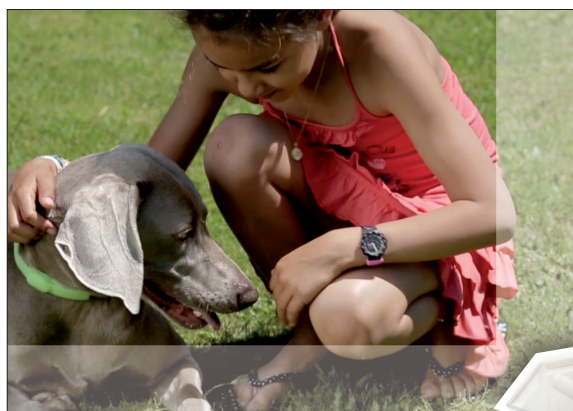
Natural Balance also has formulas designed just for puppies.

Limited Ingredient Diets Lamb & Brown Rice Dry Puppy Formula is a simple formula with simple ingredients because it has a

**"What a puppy surrounds himself/herself with at a young age will influence how the puppy learns to play, develop social skills, learn the inhibited bite, explore his or her social boundaries, and improve physical coordination." – Jennifer Cao**

limited number of proteins and carbohydrates while still delivering complete and balanced nutrition. It contains DHA from salmon oil for neural development along with omega-3 fatty acids. And the kibble is specifically shaped for smaller jaws.

Original Ultra Whole Body Health Chicken, Brown Rice & Duck Meal Puppy Formula is made with gluten-free ingredients. This dry dog food uses an entire-body approach. It supports neural development and helps support growing bones, teeth and eyes.



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The formula promotes proper digestion, which will help with muscle development and keeping the skin and coat healthy, and it has colostrum for good immune function. And, because it's for puppies, it also has specially selected shapes for their smaller mouths.

### TOYS

This is always a tricky subject. Puppies need toys they can play with but not destroy — which will ensure that they don't damage items in the home that are not, in fact, toys.

Jennifer Cao, the co-founder and vice president of ZippyPaws, has produced products that fit the bill.

"We know how important it is for puppies to interact with others and with toys at a young age," she said. "What a puppy surrounds himself/herself with at a young age will influence how the puppy learns to play, develops social skills, learns the inhibited bite, explores his or her social boundaries, and improves physical coordination.

"What a puppy learns at a young age will relate to how he/she plays and interacts as [he/she] gets older."

Here are a few great choices for puppies from ZippyPaws.

Junior Jigglerz is a 15-inch toy made with a ZippyPaws exclusive noisemaker that squeaks when shaken. The added crinkle paper noise inside the head and tail stimulates puppies.

Perfect for small dogs — even the roughest ones — the toy is lined with an extra layer of tough nylon material and cross-stitched for durability, so there's almost no way your puppy can tear through it.

There are approximately 78 million dogs living in 54.4 million U.S. households.

*Source: 2015-2016 APPA National Pet Owners Survey*





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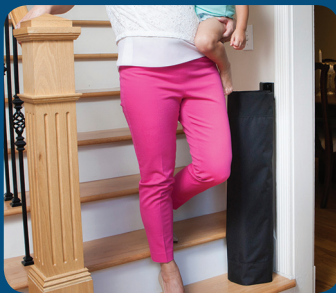
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And there is plenty of variety. It comes in eight different characters (fox, raccoon, skunk, bunny, duck, chipmunk, parrot and dragon).

"Currently there are no other toys on the market that can do what our Jigglerz do," Cao said. "They're creative, different and make noises no matter how you play with them. The accordion jiggler squeaker is what makes our Jigglerz stand out. Jiggle them all day long and they provide an irresistible sound to dogs that makes them want to keep jiggling."

And, as Cao points out, they contain no stuffing, which keeps puppies safe.

In 2014, Junior Jigglerz received the Pet Business Industry Recognition Award.

Squeakie Buddies is an ideal toy for small- and medium-sized dogs because it measures 5.5 by 3 by 2 inches, has one blaster squeaker inside and contains no stuffing.

"We specifically made these Squeakie Buddies with puppies in mind," Cao said. "We know sometimes it can be difficult to find the perfect small toy for your puppies without neglecting quality and interactivity, and that's why we created our line of Squeakie Buddies."

There are seven different characters available (bear, bunny, beaver, walrus, monkey, owl and moose).

Hide n' Seek Burrows uses

ZippyPaw's interactive hide-and-seek puzzle burrow toys to test your dog's coordination skills.

Each set comes with a "den" and three plush squeaky critters (different sizes and shapes). Cao says dog owners love interactive puzzle toys because they stimulate mental and coordination skills — the perfect toys for developing pups.

"With over 20 varieties to choose from, we offer the widest selection of hide-and-seek burrow toys on the market," she said. "Each burrow is bright and colorful,





The average dog owner visits his or her local independent pet store 5.8 times yearly.

*Source: 2015-2016 APPA National Pet Owners Survey*

which also helps stimulate the dog's brain. This act of seeking out the critters from their dens helps teach pups coordination skills at an early age. New characters will be added to the line in 2016."

#### TREATS

It seems as though puppies are hungry all the time — even between meals. Not to worry,

we've got you covered with some new treats.

Engage-ables! are edibles from Indigenous Pet Products, and are perfect for puppies. They're wholesome, long-lasting treats available in three different flavors: chicken, apple and sweet potato; duck, carrot and sweet potato; and for large breeds, there's turkey, cranberry and sweet potato.



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## AKC 2015 Most Popular U.S. Dog Breeds

- |                        |                      |
|------------------------|----------------------|
| 1. Labrador Retriever  | 6. Yorkshire Terrier |
| 2. German Shepherd Dog | 7. Poodle            |
| 3. Golden Retriever    | 8. Boxer             |
| 4. Bulldog             | 9. French Bulldog    |
| 5. Beagle              | 10. Rottweiler       |

Source: American Kennel Club | Website: [www.akc.org](http://www.akc.org)

Nutritious and functional, they contain vitamins, prebiotics and probiotics to support digestive and immune system health.

Like all Indigenous products, Engage-ables! are grain-free, gluten-free, non-GMO and made in the United States.

"Pet owners and retailers are seeking safe alternatives to

rawhide and jerky treats that can be potentially harmful to a pet's digestive system," said Scott Reinhardt, sales and marketing manager at Indigenous Pet Products. "Engage-ables! are rawhide- and jerky-free and have long-lasting flavor to help keep dogs stimulated longer than average treats."

Beef Knee Cap Dog Bones, produced by Jones Natural Chews, are one of the strongest and most durable bones and are great for puppies of all sizes. Surrounded with meat and with a hint of liquid smoke, they hit the spot. This is a great chew to help develop teeth and keep puppies occupied for hours. The product does not contain any artificial ingredients and is an all-natural U.S.-sourced beef knee cap joint from the hind leg.

Pet Botanics Mini Training Reward is a product from Cardinal Pet Care and is perfectly sized for puppies. At only 1.5 calories each, the treats make introducing training fun and simple. Offered in chicken, beef and bacon flavors, they include real meat as the first

# Pet Age



**This supplement will help retailers plan as they stock products for pets that not only relieve boredom, but also keep your pet's mind stimulated.**

- The supplement will reach more than **26,000** business decision-makers in print, plus another **16,000** online.
- From dogs and cats to reptiles and fish, here are many opportunities for retailers to market toy products.
- Retailers are always looking for unique items to make their store a shopping destination.
- Bonus distribution at trade shows.

**Ad space closes 12/22**  
**Materials due 12/28**

**Contact your account rep for more information about this unique opportunity!**

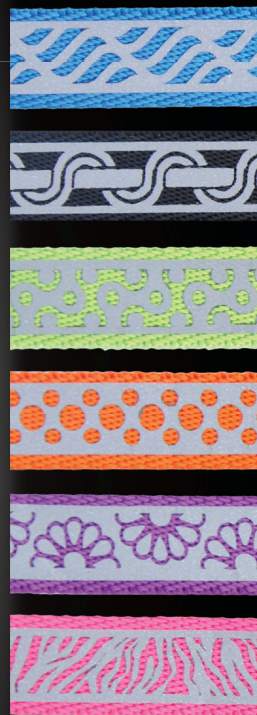
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ingredient.

Training Rewards also include Cardinal's proprietary blend of natural antioxidants and extracts called Botanifits. This formula contains blueberries, cranberries, rosemary, green tea, dandelion, peppermint, chamomile and yucca. It is designed to boost immunity and aid digestion. Salmon oil and flaxseed are also included for balanced omega-3 and omega-6 fatty acids to keep coats healthy and shiny.

### ACCESSORIES

You need to keep the littlest ones safe and protected. And you need to keep your home protected by teaching them how and where to relieve themselves.

Here are two products that do

the trick.

Li'l Pals Comfort Mesh Harness from Coastal Pet Products was designed with comfort and style in mind, this easy-to-put on mesh harness is adjustable for the perfect fit. The breathable, soft mesh promotes comfort and the metal D-ring ensures safety and adds durability. Walking a puppy has never been easier.

Coastal Pet Products says it is committed to enriching the interactions between pets and people by providing high-quality lifestyle products that support the care and safety of dogs.

Puppy Go Potty Dog Litter from Healthy Pet product, is a great natural litter solution that's useful for housetraining puppies when the weather is bad and it's hard to

go outside in extreme conditions.

"There are a couple interesting reasons the demand for dog housetraining products is increasing," said Jane Wasley,

**"More people are purchasing small dogs than are having children." – Jane Wasley**

brand manager at Healthy Pet. "One, more people are purchasing small dogs than are having children. Two, the humanization





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of pets (small dogs being one example) leads to wanting to care for them like we do our children. Three, the end user could be anyone from a young professional living in a metro high-rise that leaves their dog home alone all day to an elderly women that can't always take the dog for a walk."

"We at Healthy Pet are excited to be an innovator and leader in this category, providing a natural, high-performance and convenient solution. Pet specialty retailers can continue to offer their customers products in this category that not only offer convenience but also a natural choice. Puppy Go Potty offers pet parents the options and benefits that are important to them and the care of their dogs."



## Pet Age Pet Apparel and Travel

This December guide will feature the latest trends in pet travel and apparel, two categories which continue to grow in the pet industry.

### Why Advertise?

- The supplement will reach more than 26,000 business decision-makers in print, plus another 16,000 online.
- As pets become more a part of the family, owners want them to have the same comforts as they do.
- According to PetRelocation.com's Summer Pet Travel survey, 60 percent of pet owners travelled with their pet in 2014, and that number continues to increase.
- Bonus distribution at trade shows.

**Ad space closes 11/6**  
**Materials due 11/9**



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# The **Best** of Everything

From food to toys to spa products, dog owners insist on the best for their best friends. | Lori Bergeron

Let's admit it, there's a reason they call dog owners "pet parents." It's because they want to make sure their pets get the best of everything, just as they would for their kids.

And what a time to have a dog.

There are more products for them than ever before. We've selected just a few of the many foods, treats, toys and accessories you'll need to stock to help owners pamper your pets. And if pampering is what your customers want for their

dogs, we'll even show you how to give them a spa-style treatment. Perhaps the whole pet parent idea is off by a generation because that type of special attention sounds a bit more like "pet grandparent."

Here's a look at some products

that'll keep a dog's tail wagging.

### CHEWS AND TREATS

When a dog is hungry for a snack, owners like to indulge them. But more and more owners are concerned about their dog's weight and other health issues. Here are a few healthy options for treats and chews.

Doggie Chicken Chips, from Kennelmaster Foods, is a yummy edible made with U.S.-sourced premium chicken tenderloin that does not contain fillers, preservatives or additives.

It's a simple, one-ingredient, protein-packed treat that has only two calories, and it's the perfect "finger nippin' good" snack for dogs, especially those that have

weight issues.

Designed for canines of all sizes and ages, these crispy, crunchy chips break apart easily and are a great motivational tool for training.

Lamb Lung Puffs, a product from

Jones Natural Chews, is a high-protein snack and is also easily broken apart for training.

It's light, tasty, and made of the best U.S. lamb lungs, which are sliced and oven-baked for great



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## 11% of American dogs are overweight or obese. That's about 9 million dogs.

*Source: 2015-2016 APPA National Pet Owners Survey*

flavor and texture. An ideal, all-natural, low-fat treat for all breeds, it does not contain any artificial ingredients.

Pegetables from Indigenous Pet Products recently announced a new formulation of Pegetables Nature's Dog Chew. This premium dog treat now features dental benefits in addition to improvements in taste and texture.

Pegetables are made with real vegetables — including carrots,

sweet potatoes and peas — which make up its core ingredients. They contain antioxidants, complex carbohydrates, omega fatty acids, amino acids, protein, fiber, vitamins and minerals.

The chews also contain their Plaque Off System and have been reformulated to further help reduce plaque and tartar buildup while keeping breath fresh. The result is a dramatic improvement in palatability.

Beyond taste and texture, the product is nutritious and highly digestible. The new Pegetables are more pliable, creating a longer-lasting edible that offers more opportunity to mechanically clean teeth. In testing, the chews performed as well as or better than the market leader in acceptance by dogs the first time they were presented with them, and again over the long term.

This year Cardinal Pet Care's Crazy Dog product line adds fun and fitness to training and activity.

Highly recommended by professional dog trainers (and their students) for motivating pets and holding their focus, Crazy Dog's Train-Me! treats offer "crazy" good nutrition because they're full of protein, added vitamins and





nutrients.

Holiday treats and table scraps are often unhealthy for dogs, but those with food sensitivities will love the Grain Free! Minis version. These delicious, meaty rewards are designed to be gentle on tummies and have only 1.6 calories per piece.

Did you know that 73 percent of owners walk their dogs — even in winter? Crazy Dog's new Walkies! Fit Bites offer a fun way for pets and their people to stay in shape. With real meat as the first ingredient and resealable packaging, they're the perfect carry-along treat for any in-home or outdoor activity that supports a healthy and active lifestyle.

Appropriately foot-shaped,

they give dogs a reason to keep moving. The ingredients are also formulated to enhance fitness and optimum nutrition: taurine for heart health; chicken cartilage to support mobility by helping to repair joint cartilage and tissue; and L-carnitine, a proven fat burner, to help control weight. Here just in time for the holidays,

they'd make a great gift for your favorite pet athlete.

Pet Botanics, now made in the USA, the company's premium dog foods and treats feature real meat as the main ingredient, as well as grain-free options with only natural preservatives. They're packed with nutritious ingredients, including Botanifits, a proprietary natural





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blend of botanicals like cranberry, green tea and dandelion.

Their Grain-Free Omega Treats are available in salmon and chicken flavors. Besides meat, they are mixed with cod and sweet potato. They also are balanced with omega-3 and omega-6 fatty acids for shiny coats and healthy skin.

Today, more and more people are exercising with their canine companions. Whether it's a 10-mile run or a long day spent hunting, K-9 Endurance Gel from Indigenous Pet Products is designed for an active lifestyle.

All four gel flavors (chicken, lamb, venison and pumpkin and sweet potato) provide vital nutrition and energy when food may not be readily available. They are great for dogs engaged in performance or sporting activities during which a boost in endurance would be beneficial: agility, field trials, hiking, or even a day of Frisbee catching. They also are perfect for dogs in serious work situations, such as disaster relief or harsh tactical environments. The squeezable tube provides quick and convenient nourishment.

Rather than being just an energy boost, the gels contain protein and carbohydrates for sustained nutritional benefit. As well as maintaining vigor and vitality, additional nutrients help to promote a healthy skin and coat. Glucosamine and chondroitin are included to support healthy joints.

### FOOD

Nothing in the pet industry has changed more dramatically than the food we serve our companion animals.

David Yaskulka, a vice president at Halo, Purely for Pets, says his company helped begin the movement away from "animal feed" proteins in 1986, and today leads the way with a wide selection of exclusively meals-free diets in kibble and cans — never any chicken meal, by-product meal or other rendered animal parts.

The key trend in pet food today is humanization. Pet owners treat their dogs and cats like members of the family and want diets that mirror healthy human foods. This growing movement has led consumers to be more discerning about what they feed their pets. As a result, there has been a notable division in the pet food aisle: diets containing meals and diets that use only whole animal proteins like chicken, turkey and salmon.

Halo, Purely for Pets offers an entire line of products for dogs, from the original Spot's Stew to Small Breed formula, Healthy Weight formula, Vigor for active lifestyle pets, Puppy formulas, Senior formulas, Grain-Free formulas and more. All of Halo's diets are meals-free, and they always have been.

Wild Calling! Pet Foods tries to take a step forward. Or should we say, a step back ... to nature.

The company says its food philosophy is built on the fact that animals run on instinct. And, like us, they get bored eating the same thing day after day, which is why Wild Calling! designs all its products to be rotational. Varieties offered are elk, trout, duck, turkey, whitefish and beef; each protein has slightly different nutrients.

Here's a look at a few.

The Rocky Mountain Medley



## The key trend in pet food today is humanization.

dry dog food group is a wildly exotic meat, poultry and fish line that provides optimal nutrition for a healthy life from puppyhood to senior adulthood. These foods include GlycoEdge for consistent energy and a low glycemic index that doesn't spike glucose or insulin levels. New Zealand green-lipped mussels provide natural omega-3 and omega-6 fatty acids to help support skin/coat and hip/joint health. These rich-meat, low-carb diets are 100-percent grain- and gluten-free and 88-percent digestible.

The Western Plains Stampede line offers recipes that include the company's unique "Limited Ingredient Technology," or LiTe, for pets with food sensitivities or specific dietary needs. Formulated as single-animal-protein diets with no chicken, egg, yeast, corn, wheat or soy, this line offers flavors packed full of highly digestible meat, poultry or fish proteins. They also include GlycoEdge. These foods offer some of the only options for a meat-first, limited-ingredient diet and also are 100-percent grain- and gluten-free and highly digestible.

### TOYS

We know, we know. Just about anything can be a dog toy. That's

true, but here are a few from ZippyPaws that you may want to consider.

Donutz are marketed as unique, durable and fun toys for small- and medium-sized dogs that love to squeak. Donutz have embroidered sprinkles and toppings on them that make them look like real delicious donuts. Each toy includes two ZippyPaws exclusive crescent squeakers.

Grunterz is the latest in a new series of large plush toys for dogs, these sea-themed friends make a "grunt" sound when pressed.

Tubbiez are made of soft fleecy material, these are squeaky, round toys that dogs will love to fetch. Every Tubbiez includes a Rattle Blaster squeaker (it's a squeaker and rattle in one). They are great for dogs of all sizes and come in six different characters (bear, pig, koala, duck, panda and horse).

### NECESSARY ACCESSORIES

It's a shame, but in this day and age, we need to be ready for any emergency. And, as such, a family safety plan must include pets.

Sleepypod, the maker of innovative pet travel products, reminds owners that, no matter where you live, a natural or manmade disaster could strike



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with little to no warning. Too often pets can face dire circumstances as a result.

Pet travel and safety expert Melanie Monteiro explains why advance planning will give owners and their pets the best chance to stay safe in the company's new "Emergency Preparedness with Pets" video.

In it, Monteiro provides the following vital readiness tips:

- Regularly update your pet's identification tag and microchip.
- Create an emergency pet buddy system.
- Put together evacuation kits for you and your pet.

- Make a list of emergency contacts.
- Make a disaster plan with your family.
- Order free pet rescue alert stickers.
- Download pet safety apps.
- Take your pet with you if you must evacuate.

The Lazer Brite line of collars, leashes and harnesses helps dogs and their walkers stay safe at night. To be safe, you must be seen. This innovative line from Coastal Pet Products features the same reflective material that safety professionals use, and it is visible up to 600 feet. The new design maximizes reflectivity for nighttime safety with fashionable patterns on brightly colored nylon.

Every dog needs a comfy place of its own to settle down for the night. The various beds Dog Gone Smart offers certainly fit the bill. The high sides of the Rubie Roadie Cuddle Bed create a den-like feeling that dogs love. The Donut Bed has an inner cushion and bolstered sides to provide plenty of comfort and support. The new NINJA beds are durable and chew-proof. They withstand wear and tear, making them perfect choices for the outdoors.

## SPA PRODUCTS

Do you have customers looking to pamper their pooches? Cardinal Pet Care allows them to do just that with indulgent spa treatments from Viva La Dog Spa. These products keep canines relaxed, pampered and looking refined with earth-friendly shampoos, conditioners, sprays and wipes.

Viva La Dog Spa's Rescue Me! Deep Conditioner is an ultra-

rich and luxurious treatment for making any dog's fur touchably soft and shiny, even through the winter. It helps make even very dry or matted coats lustrous again.

Devotion Designer Dog Fragrance was named for the devotion between people and their pets and the loyalty of our pets to us, Viva's spray-on fragrance keeps pampered pups smelling clean and fresh with a blend of raspberry and soft floral scents.

Mini Viva Dog Facial Wipes is just in time for winter travels, these mini wipes tidy up a dog's whiskers and chin after eating. They're perfect for cleaning the folds and wrinkles of breeds like bulldogs, pugs and shar-pei, and are a daily must for tearing. These unique wipes are gentle on fur and made with fine, all-natural ingredients; their pink color and fruity scent come from real raspberry.

Cold weather is harsh on doggie skin and coats, but Viva La Dog Spa's French Moroccan Oil treats the damage, soothing dry patches and restoring softness. Just like luxurious spa brands, the oil can be rubbed directly onto the skin.

Be ready when you're on the go this season. The Viva La Dog Spa Travel Kit includes a 2-ounce bottle of shampoo and grooming spritz in haute couture black and pink boxes. It's designed to fit in a purse, glove box or canine travel bag. The polka dot box includes White Coat Shampoo and Cucumber Melon grooming spritz. The striped box contains Oatmeal Mango Shampoo with its matching fragrance spritz.





## SQUEAKIE EMOJIZ



## KEEPIN' UP WITH THE TRENDS

Our Squeakie Emojiz have been so popular we can't keep them in stock for long before selling out! To be fair to the other emojis, we created three new characters: Speak-No-Evil Monkey, Pizza Slice, and the Angry Face emoji. Now with these fun and quirky squeaky plush toys, dogs can speak the tech-savvy language too!



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| SENIOR

# Golden Oldies

There are more senior dogs, so you'll need more  
room for senior dog products. | Lori Bergeron



As dogs reach their senior years, it's important to recognize that their daily requirements are changing. And that doesn't just mean making adjustments for a less active lifestyle. Different toys, different treats and a different diet are all a necessary part of this transition. And to keep them as productive as possible, some anti-aging efforts to slow down the process also are beneficial.

With that in mind, here are just a few products designed to help aging pets.

#### FOOD

Appetites may decrease, but the need for a healthy diet only increases with age.

**12% of U.S. dog owners give their dogs supplements for joint health or mobility.**

*Source: 2015-2016 APPA National Pet Owners Survey*

Halo, Purely for Pets offers products that address the changing dietary requirements of dogs who are getting older.

Halo Senior Recipes are available in Ground Beef Recipe and Ground Chicken Recipe. These smooth-textured wet foods are gently cooked and are easily digestible, flavorful and satisfying. They include glucosamine and chondroitin to support healthy joints.



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"We are fortunate to have an increasing population of older pets and, with that, a responsibility for providing for their care." – Dr. Chris Bessent

"This is real-food nutrition formulated especially for the needs of senior dogs," said vice president David Yaskulka.

Packed with vitamins, minerals and other trace nutrients, all Halo foods are free of artificial colors, flavors or preservatives and contain only quality animal proteins.

Also in this segment, Natural

Balance offers products designed just for seniors.

Original Ultra Reduced Calorie Formula is a dry food made specifically for senior or overweight dogs. It uses premium-quality proteins such as chicken, salmon meal and lamb meal, as well as carrots, oatmeal, fresh potatoes and brown rice for balanced nutrition. It also includes

essential fatty acids for excellent skin and coat condition.

Original Ultra Whole Body Health Reduced Calorie Chicken, Salmon & Duck Canned Dog Formula is a wet food that has 18 percent fewer calories than the standard product; it is built specifically for overweight or less active adult and senior dogs. Designed for healthy digestion, it





is gluten-free and helps maintain optimum immune function, as well as strong, healthy bones and teeth.

## TREATS

Yes, our older dogs may still want a little something between meals. It's important that we give them treats that are appropriate for their age.

Rocky's Rollers, by Jones Natural Chews, comes in 6- to 7-inch soft, flexible links that are made with U.S. meats. They do not contain any artificial ingredients and come in three classic flavors — chicken, lamb and beef — to accommodate the pickiest of eaters. Dogs of all sizes can enjoy this treat.

L.I.T Hip & Joint Jerky produced by Natural Balance, includes glucosamine and chondroitin to help support healthy hips and joints. And it's both nutritious and

# The need for a healthy diet only increases with age.

delicious because it has no corn, wheat, artificial flavors, colors or preservatives. It is available in chicken, duck and salmon formulas.

## TOYS

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would do? Not anymore. Our senior dogs need different play toys to keep their attention and to get them up and gently moving. Here are a few from ZippyPaws.

Crinkle Monkeys is a soft plush toy monkey that has crinkle paper in its limbs, and dogs love to flop it around. The variety of noises it makes keeps them thoroughly entertained.

Zippy Snakes comes in fun wavy or coiled shapes that are easy for dogs to grab and fetch — even once they have reached an advanced age. The Crescent squeakers inside the snake body keep dogs happy, excited and engaged. And the tail rattles, too.

"These snakes hiss fun," said Jennifer Cao, co-founder and vice president of ZippyPaws. "The

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unique shape of the body allows for a unique fetching toy. Push them, shake them, throw them — they'll squeak and rattle no matter how you play with them.”

ZippyPaws believes many dogs love the crunchy noise a water bottle makes. The company made their Deluxe Bottle Crusherz just for these dogs. With this product, consumers save their empty water bottles and put them inside Crusherz to create an irresistible dog toy. Deluxe Crusherz feature two layers of reinforced fabric.

### ANTI-AGING

There's no way we can reverse the process of aging. But there are some things we can do to help our aging dogs feel better.

Here's a look at a product by Herbsmith created to aid in just that.

Senior Dog Wisdom Cognitive Support Soft Chews are available

Senior dog owners want their dog's bed to be as comfortable as possible.

in both large and small chews, this Herbsmith product consists of a veterinarian-developed formula designed to maintain healthy brain function in seniors.

Older dogs may exhibit signs of diminishing cognitive or mental

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function, such as confusion, disorientation, forgetfulness and difficulty sleeping at night.

Dr. Chris Bessent, the founder of Herbsmith, explains the situation.

"We are fortunate to have an increasing population of older pets and, with that, a responsibility for providing for their care," she said. "With this aging population, dementia and cognitive dysfunction are seen more commonly every year.

"That's why Herbsmith formulated Senior Dog Wisdom. Based on cutting edge research, Senior Dog Wisdom soft chews help to support cognitive health in aging dogs by providing nutrients such as alpha lipoic acid, L-carnitine and phospholipids."

Ark Naturals also offers a senior dog brain booster.

The bite-sized Brain's Best Friend treats are soft so senior dogs will have no trouble chewing them. They contain fish oil, ginkgo biloba, resveratrol and other brain enhancing ingredients. They help alleviate cognitive issues, including poor memory, disorientation, lack of recognition and problems with learned behaviors. Dogs love the poultry liver flavor, and they contain no wheat, corn, soy, yeast or artificial flavors, colors or preservatives.

### ACCESSORIES

OK, we'll admit it. We may be used to the scents of our beloved dogs, but others find their aroma a bit

too powerful when walking into our homes. Have no fear, we've got you covered.

Kanberra was the first to introduce water-based, alcohol-free air purifiers and surface cleaners that used pure Australian

**50% of dogs in the USA are classified as small dogs.**

*Source: 2015-2016 APPA National Pet Owners Survey*

tea tree oil to attack and degrade mold, mildew and bacteria at the source. What does this mean for the pet industry? It means a full line of all-natural products that





remove odors — and they're not a masking or cover-up agent.

Because Kanberra's potent active ingredients are pharmaceutical grade oils derived from natural sources, the products are safe for everyday use — even around kids and pets. You do not have to worry about chemicals or harsh smells.

Kanberra's gels and sprays are great for pet bed and crate areas, litter box areas and more. In fact, you may already be familiar with them. Often, retailers use the gel directly in their air handling systems so that their establishments don't smell like pet stores.

Kanberra Spray can be used directly on dogs as an insect repellent. Also, if your dog happens to have fleas or ticks, the spray is a great all-natural alternative to remove those pests; fleas jump off and ticks roll off because most insects do not like the smell of tea tree oil.

As dogs age, they may suffer from stiff and achy joints. Their owners will want their beds to be as comfortable — even as therapeutic — as possible. There are a number of good therapeutic beds to meet this need for senior canine comfort.

Tall Tails offers the Therapeutic Memory Foam Bed, which provides excellent comfort and support to aging dogs — or any dog, really. The Quad-Element Bed by Sealy Dog Beds utilizes memory foam topped with cooling energy beads for canine comfort.

For older dogs that are sensitive to the cold, The Green Pet Shop has the Achy Paws Self Warming Pet Mat. It brings soothing warmth to aching joints.

Each dog owning household in the USA has 1.43 dogs on average.

Source: 2015-2016 APPA National Pet Owners Survey

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# IT'S GOOD TO BE AN ALPHA

VITAL ESSENTIALS PRODUCTS TREAT ALL DOGS LIKE ALPHA DOGS.

Pet Age spoke with Lanny Viegut, CEO of Vital Essentials, about how innovation drives the company in the evolving pet food industry and the company's move into the feline category.

**Tom: Can you tell me a little bit of the history of Vital Essentials?**

**Lanny:** We are family owned and operated, with an innovative culture and dedication to the Alpha Prey-Model Diet approach. Our company traces back to 1968, and for 47 years we have been providing raw foods and treats for discerning pet parents all across the country. I was invited to join the company in 2009, and later that year the Vital Essentials brand was born. It has certainly been an enjoyable, educational and rewarding journey.

There are so many distinguishing characteristics that set Vital Essentials apart from the rest of the pack: innovative foods and treats, custom-sourcing programs, single-source protein formulas, custom-engineered freeze-drying systems built on site, limitless scope of operational capabilities, USDA Pet Food certification and GFSI (Global Food Safety Initiative) certification. I am a hands-on owner with a meat science degree and have devoted my entire career to the meat industry, first in human foods and now pet. We have created a team culture that welcomes and embraces new, inspiring ideas.

**Tom: Can you explain the Alpha Prey-Model Diet? What is it, and what are the benefits?**

**Lanny:** It is well documented that



the alpha male and female canines in the wild are the first of the pack to eat. Alphas instinctively know that the vital organs — such as heart, lungs, liver, kidneys and tripe — of their prey are the most beneficial parts to consume.

We believe that every dog should have access to a nutrient-rich diet similar to an alpha's in the wild. Our goal is to mimic the alpha diet as thoroughly and commercially as possible. Furthermore, you will find that an alpha's diet does not include fruits, vegetables or plant matter. Although well documented, it is less known that canines have an affinity toward the tripe (stomach) of their prey (typically herbivores), and at the same time, have no interest in the stomach contents. Before consuming the tripe, canines will puncture and violently shake the stomach to remove unwanted contents. This instinct is visible in our domesticated pets when they playfully shake a toy with their mouth.

**Tom: I see on your website that Vital Essentials has launched a new line of Vital Treats for Cats to compliment Vital Treats for Dogs. What can you tell**

**me about them?**

**Lanny:** Vital Cat Treats have received overwhelming recognition by retailers of all types throughout the USA. Even stores without a raw food or treat selection are offering this line.

Vital Cat Treats are unlike any other treat line in the world. They are made with fresh, whole, single-sourced USDA animal protein and are available in seven innovative flavors. Freeze-Dried Minnows are the most distinct and visionary followed by Ahi Tuna, Wild Alaskan Salmon, Rabbit Bites, Chicken Giblets, Duck Liver and Chicken Breast.

**Tom: What's in the future for Vital Essentials?**

**Lanny:** The future is bright for Vital Essentials and for other brands in our category. We anticipate substantial growth as we welcome thousands of new pet parents to the raw category each week. As leading raw diet providers, the ultimate investment we can make for millions of healthier pets is a categorical commitment to raw pet food awareness and education, inviting and welcoming new pet parents to the "category of the future."

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