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INNOVATIONS



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SPECIAL REPORT:
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Pet Age

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A BUSY YEAR

Judging by the first few months, we can expect 2021 to be an exciting time in the pet care industry.

After what seems like an eternity of snow, with the depth in my driveway surpassing three feet in March, it appears that spring has brought with it blue skies and warmer temperatures. I, for one, am grateful to see a change in the weather, and I am relieved my daily expectations no longer include slipping on ice and landing on my backside.

What the rest of 2021 has awaiting us is anyone's guess; a lot has already taken place in the pet care industry. It was announced on March 1 that Grizzly Pet was being purchased by Whitebridge Pet Brands. This move, which is the fifth acquisition for Whitebridge since it was founded in January 2015, is an example of how industry leaders like Whitebridge CEO Olivier Amice refuse to sit on their laurels.

Blaine Phillips, the subject of this issue's Five Questions profile, has come out of retirement to be the chief operating officer of Phillips Pet Food & Supplies. On the retail side, Scenthound and Rumford Pet Express are in the midst of expanding throughout

Georgia and Rhode Island, respectively. Additionally Pet Wants, which is coming off a year when the retailer broke year-over-year sales records and added 22 new franchises, expects to expand by another four dozen storefronts in 2021.

On the product front, a variety of new lines have been launched during the first few months of the year, with SquarePet's VFS, NutriSource's Element Series, Ben & Jerry's Doggie Desserts and Protection+ from Ark Naturals being ones that show great innovation.

It has become common for products to be touted as "the next big thing," but that moniker is appropriate when their existence alters their sector of the industry. These products often involve technological advancements in the form of smart devices that provide convenience to pet parents. However, innovative products can have a wider reach in the marketplace, and can be based on novel ingredients, inventive toy designs and unprecedented solutions to health issues.

Consumer demand is nothing new, but our cover story takes a look at how manufacturers are devoting years — even a decade or more — to perfecting a product that will be the proverbial "game changer." This is an area of the industry that can't be ignored, as forward-thinking distributors and retailers are the ones who will benefit the most from these innovative products.

Hemp-CBD products are innovative, although no longer considered new, having first entered the pet market in roughly the early 2010s. There's a new kid on the block who's starting to get attention, and it's called CBG — sometimes referred to as the stem cell or chemical precursor to other cannabinoids, which we cover in a special report on these two holistic remedies.

That barely covers the surface of what we have in store for you in this issue. So don't delay. Check it out. And enjoy!

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RED-EARED SLIDER

(*TRACHEMYS SCRIPTA ELEGANS*)

Fun Fact: Red-eared sliders have great vision and poor hearing, which makes them sensitive to vibrations.

Maximum Length: An adult can reach up to 12 inches in length.

Average Lifespan: Approximately 20 to 40 years on average, but can reach up to 70 years.

Food: Although their tastes tend to change as they mature – shifting to a more herbivorous diet as they get older – red-eared sliders of all ages should be offered a wide variety of both animal and plant based items. Commercial turtle pellets can make up a good base for the diet, and they should be supplemented with a variety of other items, including insects, non-toxic aquatic plants and dark, leafy vegetables.

Habitat: Red-eared sliders need housing that is warm, with water for swimming, and a dry warm area in which to bask. A 55-gallon glass or acrylic aquarium will be needed to house an adult turtle. A basking area also is necessary to allow the turtle to be out of the water and lay in the light.

Temperature: The air temperature should be approximately 75° F. An incandescent light bulb (75 watt or lower is generally sufficient) with a reflector should be placed over a section of the cage that has an elevated area to serve as a basking platform. The temperature of the basking site should be 85 to 90° F nearest the bulb.

Lighting: These turtles need both UV-A and UV-B light. UV-A helps regulate the turtle's metabolism and mood, while UV-B is needed for the production of vitamin D3. Without this vitamin, the turtle can become weak and die.



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HIRING MISTAKES

Don't hinder your ability to choose the right candidate.

BY AMY CASTRO



Amy P. Castro, MA, is a business, leadership and communication expert, author and speaker who helps organizations develop leaders and build amazing teams one person at a time. She works with pet industry professionals who want to grow their loyal customer base by building a "Best in Show" team that can deliver a 5-Star Customer Experience. Amy is also the president of Starlight Outreach and Rescue, a nonprofit rescue in the Houston, Texas, area, and she has personally fostered more than 1,000 shelter pets.

Have you ever experienced Body Snatcher Syndrome? It works like this: You think you've done everything right during the job interview process to find the right person for the job. However, sometime between the interview and the first day of work, the person you hired is body snatched and replaced by an alien. Now, you're left scratching your head wondering what happened. More often than not, retailers blame the applicant for Body Snatcher Syndrome. On the contrary, the fault lies within your hiring process.

MISTAKE #1: YOU DON'T HAVE JOB DESCRIPTIONS OR THEY'RE OUTDATED.

You can't hire someone for a job if you haven't defined the position clearly outlining its purpose, qualifications for the position, tasks and responsibilities. If you want to make better hiring choices, you need job descriptions that accurately reflect the job. You don't have to include every minute task someone will perform, but you should identify and categorize responsibility and task areas so applicants will know what to expect. When writing job descriptions, the tasks and responsibilities should be in order of time spent on the task and importance. This ensures that anyone looking at it can easily see where most of their time and focus should be. A clear job description will also help when evaluating employees, whether that's for a promotion or termination. Finally, you can use the phrase "and all other duties as assigned," in a job description, but don't use it as an excuse for not taking the time to outline the job in detail.

MISTAKE #2: NOT USING YOUR BEST EMPLOYEE AS EXAMPLE FOR HIRING NEW EMPLOYEES.

Hiring clones is never good for your business. However, identifying the characteristics and habits of your best employees helps to distinguish other great potential employees with the same needed characteristics and habits. Retailers often hire based on experiences and skills, but fail to ask enough questions about an applicant's personal qualities and values. Rarely are you burned by a hire's inability to stack food or work the cash register. Instead, you get burned by hires that lack integrity, work

ethic, caring and other qualities and values. Your best employee is probably proactive, positive, honest, dedicated, etc. Identify the qualities and values that make your best employee successful in their role and be sure to ask questions about them in your interviews. It's also important to ask your best employees why they like working for you, what makes them stay as well as what keeps them from leaving. This information helps you paint a picture of the benefits of your business to potential exceptional applicants. Finally, find out where your best employee "hangs out" when not at work. Knowing what they read and what they do outside of work can provide ideas about where to focus your job advertising and the messages you want to send in your ads.

MISTAKE #3: YOUR JOB ADS READ LIKE A WANTED POSTER INSTEAD OF AN ATTRACTIVE INVITATION TO GREAT CANDIDATES.

"Wanted. Head Groomer. Must have 10 years of experience. Must be able to work long hours. Must work weekends and holidays. Must hate job within the first two days of employment."

Ads like these are only appealing to someone who is desperate for work. People who are at the top of their game have options open and won't apply for this position. Instead, provide positive information and incentive in order for that perfect person you're looking for to respond. Be honest and mention why your great employee said they work for you. Try to make ads fun, creative and if appropriate, use a little humor. If your ad reflects your personality and the personality of your business, someone similar will relate and answer it.

MISTAKE #4: YOUR INTERVIEW QUESTIONS STINK.

I'm often shocked when I consult with clients, even those that are human resources experts, by how terrible their interview questions are. If you're asking questions like "What's your greatest weakness?" "What's your greatest strength?" or "Why should I hire you?" you're wasting your time and your applicants'. Why? Because anyone can do an internet search and find thousands of articles about how to answer these outdated, unnecessary questions.

Instead, ask questions that help you assess the knowledge, skills, abilities and characteristics of the applicant. I recommend my clients make most of their questions “behavior based” because you want to know what skills and characteristics they’ve demonstrated in past experiences. If an applicant has stayed calm when dealing with an angry customer in the past, the odds are the person will do the same when working for you. Behavior-based questions often start with, “Tell me about a time when . . .” For example, “Tell me about a time when you had to deal with an angry customer. What did you say? How did it turn out?” A question like this requires a specific scenario and it’s unlikely an applicant could make up or “Google” the answer.

MISTAKE #6: YOU’RE INTERVIEWING BY YOURSELF INSTEAD OF CONDUCTING A PANEL INTERVIEW.

Some of you reading this may not have the luxury of having more than one per-

son interview applicants. However, if you do have multiple people involved in your process you may want to consider panel interviewing. During panel interviews several people interview the applicant at the same time, rather than sequential interviewing where one person does first round and another does the second, etc.

Panel interviews allow everyone to experience the applicant at the same time, in the same place while answering the same questions. Panel interviews also allow you to discuss the interview right afterwards, so the experience is fresh in everyone’s mind. For example, a great panel for a vet tech position might be the practice owner, practice manager and most senior technician. If you’re hiring for a cashier at your retail store, maybe it’s the store owner, manager and most senior cashier. Even if you can’t spare a third person for the interview, having two people see the applicants from two different perspectives is better than interviewing by yourself.

MISTAKE #7: YOU DON’T HAVE A RATING SYSTEM FOR EACH OF YOUR INTERVIEW QUESTIONS.

If you’re going to take the time to create great interview questions, then it’s worth the time to think about the answers you’re looking for, as well as the ones you don’t want to hear. Otherwise, how will you be able to separate good answers from the mediocre? I recommend for each question, that you identify key words you’d expect to hear in a great answer, in a fair answer and in a poor answer.

Create a scoring system for each category, such as five points for a great answer, three points for a fair answer and 1 point for a poor answer. As applicants answer each question, interviewers can check or circle the words they hear, score each applicant’s answer to each question and get a total score for each applicant. At the end of all your interviews, it doesn’t come down to anyone’s gut or guesses as to who should be hired, but solid evidence based on the final scores. **PA**

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EXPANDING HORIZONS

Scaled pets, other companion animals have added value.

BY JOHN MACK



John Mack is the founder and CEO of Reptiles by Mack. He is also the vice-chair for PIJAC and is on the PIJAC Zoonosis Diseases Committee. His Ohio-based company is widely recognized as one of the largest reptile breeders and suppliers in the USA today.

While COVID-19 has created a fundamental shift in the way our economy works – where would be without third party food delivery, car-side pickup groceries or streaming services? – it has been a bit shocking to see certain industries foundering while others are booming. Board games, interestingly enough, have been one area that has seen massive growth throughout quarantine, while the pet industry has shown no signs of slowing its meteoric rise over the past decade.

Despite the rampant unemployment and economic struggle, people in both the United States and world-wide have sought comfort from a pet. The pet industry has nearly doubled since 2011, exceeding \$99 billion last year alone, according to a February article by Statista. Since COVID-19 arrived in the United States, an estimated one out of 10 homes with a child under the age of 18 adopted a new pet for their household. Our industry continues to strive and the rising tide lifts all boats, from breeder to wholesaler to distributor to storefront.

However, it always pays to be aware of the current trends within the industry, and one segment that continues to rise in popularity and market share are pets that many might consider to be “non-traditional.” Pets like reptiles and amphibians, insects and other similar creatures have become increasingly popular, especially within households with more than one pet.

According to the 2019-20 American Pet Products Association (APPA) National Pet Owners survey, over 4.5 million American homes have a type of reptile as a pet. This greatly surpasses saltwater fish (1.6 million homes) and starts to approach the broad “small animal” category (5.4 million homes). Lizards, frogs and snakes are becoming increasingly desirable as small pets, particularly for Millennial and Gen-Z pet owners. These generations often rent homes and are more likely to need a pet that adheres to apartment or condominium guidelines. Interestingly, these newer pet owners view their scaly friends as ‘part of the family’ as much as any dog, cat or guinea pig. In a Packaged Facts survey from April 2020, 85 percent of “other pet” owners, which includes the reptile category, view their

pets as part of their family. This closeness has resulted in a significant rise within this market share and should serve as a lucrative opportunity for any pet store willing to take advantage of it.

While entering the reptile market might seem like an intimidating transition, in reality doing so can often run hand-in-hand with your already extant operations. A simple change like adding frozen reptile food to your stock of refrigerated food can serve as a seamless transition into the reptile industry. This can attract reptile owners to your store and provide additional options for customers that you may be missing out on. Similarly, offering terrariums and other exotic-suitable caging alongside more traditional aquariums or small rodent cages may provide alternatives for a reptile-curious consumer, imagining how they might decorate a home for a new addition. Areas near your registers could provide an ideal place for pre-packaged crickets or mealworms, allowing your customers a convenient purchase that’s also easy for your staff to maintain.

Should you decide to move into actual reptile sales, be sure to avoid overreaching — only take on what you are comfortable selling. Educate yourself on some introductory-level species and equip your staff with the knowledge and resources to in turn, educate your customers. Although we’ve spent numerous essays articulating the virtues of various reptile and amphibian species, consider starting with easy-to-care-for animals ideal for a novice reptile-keeper. Crested and leopard geckos, colubrid snakes such as corn snakes and king snakes, veiled chameleons and bearded dragons all make for a smooth transition into reptile sales, with relatively easy care requirements and a wide variety of morphs and colorations. Once you gain more familiarity with the level of effort required by reptiles, consider broadening into other species based upon your pre-existing relationships with breeders and wholesalers.

With the pet industry booming and non-cat and non-dog companion animals seeing significant rises in popularity, this spring could be your best opportunity to spread into an entirely new market. This may be the best year yet for reptiles. **PA**



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DARE TO BE DIFFERENT

It's a good idea to zig when everyone else chooses to zag.

BY ROBERT WHEATLEY



During a best practices marketing presentation that I delivered at a pet industry convention, I once built a slide showing primary product claims made by 10 premium pet brands on one side and a mixed order of brand names to the other side. I challenged the audience to match the claim to the brand. It was nearly impossible, and that was the point.

Why? The claims were so similar in message, tone and wording you could easily interchange any brand name with any statement and it would still work. It reveals an industry plagued with a significant dosing of brand sameness, a condition unwittingly acting to commoditize brand propositions across the store and in consumers' minds.

When browsing the shelves, it can be confusing for a consumer to determine what's distinctive when the form of the product is the same, the packaging format is the same and the language is the same. The claims run together, as a stew of common concept and expression from brand to brand. Brands can replicate the recipes, ingredient decks and processes of competitors such that the game of inches is exactly that. Anyone believing they have a sustainable "secret sauce" of technical advantage may be running against the competitive current in the long term.

What is the remedy and the path to incremental share growth in a healthy category? Let's start with the pet parent and the path to purchase. A trigger event occurs such as a pet joining a household, thus creating a reason the search for a high quality premium diet. Absent the power of social proof or recommendations from family and friends, our intrepid pet parent searches websites and social channels trying to gain credible expert advice.

Here is where brands can play a major role in an important moment of truth at the start of our pet parent's journey. What they typically find is a mash-up of messaging around protein-centric foods, percentages of same polished with some references to human grade quality.

Unfortunately, this drives brand choice into a beauty contest of parading packaging graphics. The role of great marketing is to recognize the nature of this similarity beast and work to dial in radical differentiation –

what we refer to as a zig to the sea of zags going on in the category.

The most pressing challenge to strategy in pet food is the clutter of like-sounding brand language. There may be an appearance of safety within the herd for marketers by following similar schemes brand to brand. However, in the end it casts your destiny mostly against distribution gains and hope the premium category continues its upward trajectory. While similarity is a fact of life in formulations, forms and ingredients from product to product, your brand is where distinctiveness, ownership and separation can be managed for long-term sustainable growth.

It might feel scary to depart from the beauty shots of glistening chicken or salmon filets that are frequently offered as the signal of food quality assurance. However, the zig to be sufficiently different by thinking differently borrows a chapter from one of the most famous and well-developed brands on earth: Apple.

"Think Different" was an association campaign that aligned their brand with great minds, creators and told a story of enablement in creative expression. Did they venture into hard drive specs and processor speeds? No. Fighting clutter with more clutter is like pouring gas on a fire hoping to extinguish it. The human brain deals with clutter by blocking out most of it.

When a pet parent is the hero of your brand story, the brand is no longer trying to compete with the consumer for that role. Consumers see themselves as the hero of their life journey every single day. The role of your brand is to operate as expert guide and coach on their pet parenting journey.

When they see your voice as a reflection of their lifestyle aspirations, that mirror you're holding up creates relevance and resonance. With that, you have a shot at engagement on a more impactful level and your future becomes less dependent on profit depleting mega spends in paid media to hammer similar sounding messages.

The path to engagement is lined with pet parents' interests and is less focused on self-promotion of product specs. If you do this, you can create a clutter-busting zig. Your reward is a shot at market share gains that outpace the category. **PA**

Robert Wheatley is the CEO of Chicago-based Emergent, The Healthy Living Agency. Emergent can help pet brands erase ineffective self-promotion and replace it with clarity and deeper meaning in their pet parent relationships and brand communication.

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WINDOWS THAT BARK

Seven tips to properly utilize your storefront window space.

BY LYN M. FALK



Lyn M. Falk is a consumer behavior specialist, customer experience curator, award-winning (registered) commercial interior designer, author, international speaker and President of Retailworks, Inc., a national design, branding, and display company headquartered in Milwaukee, WI. She and her team create “wow” experiences that inform, engage, surprise and delight customers.

If you have storefront windows that are visible to pedestrian or auto traffic, you need to use this real estate to make a good first impression, promote your brand and sell your products. Do not take this space for granted. Here are seven ways to get your windows talking and selling:

THEME

Come up with a theme, it could be all about cats, or turtles, or canaries. Or maybe it's everything colored green. Perhaps it's an upcoming event or holiday. Whatever you decide, make it a big deal and repeat it in more than one window to really get the point across.

LESS IS MORE

The human brain does not want to process a lot of information if it doesn't have to. It's basically lazy. Generally, the more complicated the display, the less someone will engage with it. So, keep it simple. This concept also helps keep labor and cost in check.

GOOD COMPOSITION

All successful displays have good composition meaning they utilize the elements and principles of design in a thoughtful way. The most effective principles of design are: contrast, repetition and movement. Any time something contrasts from its surroundings, it stands out and attracts attention – it becomes a focal point. Any time you repeat an object/shape, it leaves an impression on the viewer's mind and any time you have movement in window, it will always attract the eye.

PROPS

Keep props simple and/or supportive. They can either be the star of the show, or supportive of the products you are featuring. Either way, make sure they are effectively used. It's helpful to have a stock of basics in storage you can easily pull from and retrofit as needed, i.e.: wooden crates, painted wood risers, buckets, umbrellas, backdrops.

SIGNAGE

Sometimes a display needs a sign to help sell the idea, product or event. The sign could sit on an easel in the window

or be applied to the glass with vinyl decals. Keep in mind who will be reading the sign. For example, if it's people in automobiles driving 30 mph or faster, then your signage needs to be big and bold and higher on/in the window. For pedestrian traffic, keep the signage at eye level or below. If your windows are tinted, be sure to put the vinyl on the outside of the glass and always use white, cream or bright colored vinyl as dark colors will not be noticeable.

Finally, always make sure your store's name is at eye level on the front door, along with your store hours, website address and social media icons.

ILLUMINATION

Displays should be illuminated 3x brighter than their surrounding ambient light to attract attention and provide visual pop. The eye is always attracted to the brightest spot. This is especially important if the windows are tinted. It's also fun to incorporate decorative floor lamps, or string Edison bulbs (think patio lights) across the window or attach twinkling lights around the perimeter. If your store is on a street that has nightlife after you close, be sure to keep your lights on a timer so they can stay on until street life quiets down.

Be sure to quickly change a burnt light bulb as one being out can really make a difference in the brightness of your display. If you don't have ceiling lights, then bring in a few spotlights that can be placed on the floor and aimed upward. If you don't illuminate your displays well, you're losing out on the effectiveness of your display. Lighting makes a difference.

FREQUENCY

If you have a lot of repeat customers, are located on a busy street or in a busy mall, change your window displays often to keep passersby interested and intrigued. Get them in the mode of wondering what you will do next. Once you get people hooked on your window displays, the displays will start selling themselves and social media will surely be your friend.

Remember, displays that are well designed and evoke a positive emotion are often followed by a purchase. So, get your windows barking and selling. **PA**



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CEO, PHILLIPS PET FOOD & SUPPLIES

Q: CONSIDERING THAT YOU RETIRED FIVE YEARS AGO, WHY HAVE YOU RETURNED AS CEO OF PHILLIPS PET FOOD & SUPPLIES?

A: I'm incredibly proud of my family legacy — my grandfather started Phillips as a single store in 1938, with the goal of delighting our customers and creating a great place to work. It has been a pleasure to be a part of the incredible transformation that has taken Phillips to where we are today, while keeping my family's objectives at our core. Though I retired from the CEO position in 2016, I made sure to stay in touch with what was going on in the pet industry and at Phillips. In November, I reinvested as an owner of Phillips and assumed the role of Chairman of the Board. When asked to return as CEO, it was an easy and quick decision for me to say yes. After spending 35 years building Phillips into a great company, I know the business

so well that it's like I never left. Phillips is home to me and I am excited as well as honored to be leading the company once again.

Q: WHAT'S YOUR OVERVIEW OF THE PET MARKET AS IT IS IN 2021, AND HOW DOES IT COMPARE TO WHEN YOU WERE LAST PHILLIPS CEO IN 2016?

A: While some things are different, our industry is still thriving and the demand for pet food and supplies continues to grow at an impressive rate. During the pandemic, pet ownership has increased as companionship has become more important, which has driven the demand for Phillips' products. We continue to see national retailers, e-commerce players and independent retailers finding ways to be successful in the marketplace. Even though e-commerce has become a bigger player than it was previously, independent retailers continue to have a strong presence. In addition, operating

in a pandemic environment has its own unique challenges, driving us to become more efficient in a challenging cost environment and to address new complications in the supply chain.

Q: WHAT ARE THE KEY FACTORS TO FUTURE SUCCESS FOR PHILLIPS PET FOOD & SUPPLIES?

A: This business is about serving our customers and investing in relationships with our vendors, while also creating a great culture and work environment for our Phillips team members. We take great pride in our strong relationships and we take our customers' loyalty seriously. As we pursue renewed growth and evolution, we continue to believe that providing the highest quality services and products to all our customers is the key to our success as a business.

Q: DO YOU FORESEE PHILLIPS EXPERIENCING ANY ORGANIZATIONAL CHANGES GOING FORWARD?

A: My objective has been to ensure a seamless transition and to focus on our strategic priorities. Nothing has changed about our business except for its leadership and we are not planning major changes beyond a redoubled focus on executing against our goals.

Q: HOW HAVE PETS HAD AN IMPACT ON YOUR PERSONAL LIFE AND WELL-BEING?

A: I've had pets all my life so I can't imagine not having a dog. They brighten up any bad day at the office and I treasure how easy they are to be around. Through the difficulties of 2020, their companionship and joy are even more important to me and my wife Sheryl. During the pandemic, we spent more time than ever with our golden retriever, Summer, and west highland terrier, Louie, who are truly part of our family and come with us everywhere. With Louie and Summer, it's also the first time we've ever had two dogs and it's been incredible to see their bond with each other — they're like two peas in a pod. I will say, Louie is a big dog in a small dog's body and is definitely in charge between the two. **PA**



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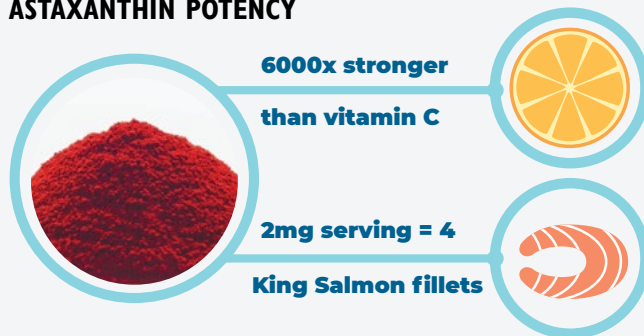
The Vital Nutrient Your Dog is Missing



You already know that salmon is a high-quality protein source that delivers healthy fats, but did you know that it also contains one of nature's most powerful known antioxidants, called astaxanthin? Natural astaxanthin is the red nutrient that gives salmon their color, provides antioxidant support, and promotes endurance throughout the salmon's spawning migration. Most dogs don't eat enough salmon to get a clinically beneficial dose of astaxanthin, which is why supplementation is important.

AstaReal harvests natural astaxanthin from algae grown in a state-of-the-art indoor cultivation facility near the Columbia river in Washington state. The salmon swimming up the Columbia river remind us that it was nature that inspired AstaReal to conduct over 30 years of research and development allowing us to deliver all the benefits of AstaReal® Astaxanthin to dogs today.

ASTAXANTHIN POTENCY



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2. Immune cells have polyunsaturated fatty acids (PUFAs) in their membranes, which makes them sensitive to oxidative damage by free radicals. A study showed that natural astaxanthin supported **healthy immune function** in dogs by lowering both oxidative stress and systemic inflammation markers.
3. Natural astaxanthin has modulated markers of systemic inflammation in several studies. This means that natural astaxanthin may help to **support a healthy inflammation response** from head to tail.
4. Natural Astaxanthin loves mitochondrial membranes. In dogs, as much as 50% of all membrane-bound astaxanthin is found in mitochondria – the powerhouses of the cell that make both energy and free radical byproducts. Free radicals can damage healthy cells, but astaxanthin helps neutralize them and **support vitality**.
5. Natural astaxanthin is found in muscle tissues whose mitochondria keep dogs active and healthy. Studies have shown that natural astaxanthin improved mitochondrial function and helped dogs recover faster from exercise. By **promoting healthy muscles**, AstaReal® Astaxanthin may also support healthy joints and mobility.



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To learn about other benefits of AstaReal® Astaxanthin visit astarealusa.com





Get tougher on plaque Introducing Protection+

This all-new canine dental care product is so tough, it **stops plaque and tartar growth before it even starts**. Only **Protection+** offers five incredible benefits in one dental care solution. It's truly changing the dental care landscape, thanks to **astaxanthin**, a powerful, naturally-occurring antioxidant that gives even the littlest dogs the best protection around.

To join the pack, visit arknaturals.com or 800.926.5100.



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Editor's Choice

NUTRISOURCE ELEMENT SERIES

NutriSource Element Series offers an advanced diet for canine companions bringing together the best elements of nature's intention with cutting-edge nutritional concepts. It's all part of the NutriSource mission to provide pets with unsurpassed gut health and support whole-body health. Element Series comes in four delicious, animal protein packed recipes, each containing at least 83 percent animal protein in every bowlful.

www.nutrisourcepetfoods.com

ANNAEAET TREAT PACKAGING

Annamaet's Salcha Treat, Aqualuk Treat and Lean Treat have transitioned to a new, modern packaging design, updated to match the look and feel of Annamaet's growing range of superpremium food and supplement formulas. The updated bags are made with BioFlex materials, designed to convert what would be trash into clean, renewable, sustainable energy as it breaks down within today's modern landfill environments. Annamaet is proud to continue their partnership with BioFlex, following the introduction of eco-friendly bags to all of their dog and cat food formulas in 2019.

www.annamaet.com



BAM-BONES PLUS

Now tougher than the original and in a new peanut butter flavor, Bam-Bones Plus combine the natural strength of bamboo fiber with nylon fiber to create a longer-lasting, durable chew toy for more aggressive chewers. Raised nubs provide great texture for chewing and help control plaque and tartar build-up, minimizes bacteria and helps with bad breath. The easy to grip shape allows dogs to hold Bam-Bones Plus with their paws and keep it stable while chewing.

www.ethicalpet.com



PROTECTION+ BRUSHLESS TOOTHPASTE

Protection+ Brushless Toothpaste is the only dental chew that stops plaque and tartar before they start. Powered by nature's most powerful antioxidant: astaxanthin. The brand's unique 5-in-1 dental chews have a toothpaste center with active ingredients and natural breath fresheners such as cinnamon, clove and vanilla.

www.arknaturals.com

FANCY FEAST PETITES

Fancy Feast Petites are exceptional, delectable, single serve entrees your cat will love. Simply snap the divided tray in half, peel back and serve. These elevated entrees are crafted without artificial colors or preservatives and are 100 percent complete and balanced nutrition for adult cats. Fancy Feast Petites are available at retailers nationwide.

www.purina.com



THE CAT CORRIDOR



The Cat Corridor interior cat door gives your cat their own private access to any room in the house, and with its cat-shaped design, adds a playful and decorative touch to the home. The Cat Corridor conveniently hides the food, water or litter box behind closed doors while also keeping curious dogs out of the cat's comfort zone.

www.petsafe.net



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OrgaNOmics Pet Food is organically sourced and made in the USA pet food for dogs and cats, using only meat-based premium quality proteins and produce. All selectively sourced meals are grain and gluten free and produced in BPA free cans. Offerings are Beef & Pork, Chicken, Lamb & Beef, Salmon & Duck and Turkey, Duck & Chicken Dinners for Dogs as well as Beef & Pork, Chicken, Lamb & Beef, Turkey, Duck & Chicken, Salmon & Duck Dinners for Cats.

www.organomixpetfood.com

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Kennelmaster Foods is adding Hickory Smoked Doggie Chicken Stix to its popular line of Chip's Naturals products. Chicken Stix are made with chicken tenderloin and natural hickory smoke flavoring. These all-natural, U.S.A.-made, breakable, crunchy, dehydrated treats are fast becoming a popular choice within the Chip's Naturals product line.

www.kennelmasterfoods.com

K'DARA CREAMY CBD

K'dara's Creamy CBD (500 mg) infused Peanut Butter Treat for pups of all ages, crafted with a pharmaceutical recipe and made organically with premium broad-spectrum CBD hemp extract, roasted peanuts and soybean oil. Great for dogs with anxiety and has been proven to decrease pain, increase appetite and provide assistance with joint relief. Tested for yumminess, safety and ensured benefits.

www.kdara.com



FILTRETE SMART AIR PURIFIER



The Filtrete Smart Air Purifier has an automated filtration system that monitors air quality and adjusts fan speed to clean the air. Users can control the device from anywhere using the Filtrete Smart App – which also provides personalized insights into their indoor air quality. Two sizes available: Smart Air Purifier Tower and Smart Air Purifier Console.

www.filtrete.com

THE FLUFF TROUGH

The Fluff Trough is an elevated pet feeder with a patented, ergonomic design to promote better digestion for dogs of all sizes, cats and other animals. The collection has expanded to include an XL size for larger dogs, as well as a stainless-steel insert for water. Fluff Troughs can be customized with a pet's name, likeness or special quote.

www.flufftrough.com



PAVLOV DIGITAL 'NO BARK' COLLAR

Developed by animal behavior experts, the Pavlov Digital 'No Bark' Collar combines the latest technology with tried and tested learning techniques to provide an easy-to-use and effective solution for noisy dogs. Thanks to its smart digital design the collar can react quicker and apply the interruptive stimulus more effectively; can listen for barking only and ignore other noises; can escalate and change the frequency of the interruption in response to persistent barkers; and can deliver an extended battery life of three-to-six months.

www.companyofanimals.co.uk



MOTIVE CBD

Motive CBD, a Columbus-based wellness brand, has launched CBD dog chews and a CBD pet tincture. The cheddar cheese and bacon-flavored, full-spectrum CBD dog chews that contain seven mg of CBD per chew for a tasty treat that promotes health and comfort. The bacon-flavored, full-spectrum CBD oil for pets can be administered orally or combined with pet food, recommended twice daily for optimum health and mobility.

www.trymotivewellness.com



DERMABLISS

Dermabliss line of supplements and dermatology products are veterinarian formulated for pets' skin and coat health. Each Dermabliss product uses unique and key ingredients to help pets who suffer from allergies, atopy or other skin conditions. Dermabliss supplements are beneficial for dogs with seasonal allergies, and our topical products work to promote healthy skin in dogs and cats.

www.vetniquelabs.com



COLLAR AFARM KIT

The aFarm kit allows transforming an aquarium into a hydroponic farm. Any saltwater or freshwater aquarium up to 20 liters and with glass up to 6 mm thick is suitable for growing moisture-loving plants. The kit consists of a plastic container, internal filter, LED lamp, power supply and self-adhesive plastic wire holder. All the components are covered with a two year warranty.

www.collarglobal.com

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Brilliant Bites from Happy Go Healthy is the first premium dog supplement range with immune health at its core. The new brand line includes five condition-specific dog supplements: Hip & Joint, Skin & Coat, Daily Wellness, Gut Health and Calm. Brilliant Bites combines prebiotics and probiotics with proprietary ingredients that are exclusive to Happy Go Healthy for true holistic benefits.

www.happygohealthypets.com



JINX PEANUT BUTTER & BLUEBERRY BISCUITS

These all-natural crunchy treats are the perfect way to make your dog's day and improve their nutrition regimen. Made with plant-based ingredients, each biscuit is packed with delicious superfoods that support a healthy immune system and heart. Made with only four healthy limited ingredients, they contain vitamin C, chia seeds for Omega-3 and Omega-6 and more.

www.thinkjinx.com

DOGGIE SPRITZ

TRU47, a natural line of sprays, wipes and wraps made with 99.99 percent pure silver, is bringing the protection of silver and essential oils for dogs with Doggie Spritz. Spray on itchy and rashy skin to soothe irritation, and on minor cuts and scrapes to help fend off bacteria. It has been reported to chase away fleas. It's safe if licked by pets and safe for use on humans. No animal testing.

www.tru47.com



SHAKE A FLAKES

Raised Right's Shake A Flakes are single-ingredient meal toppers that you can shake on top of your pet's food to help keep things exciting at mealtime. They are shelf stable, preservative-free and traceable to their source. Every batch is lab safety tested for pathogens like E. coli, listeria and salmonella. For transparency, Raised Right posts the test results from every batch on their website.

www.raisedrightpets.com



GOAT'S MILK ESILAC LIQUID

Goat's Milk Esbilac Liquid a commercially sterilized product that affords safer handling than products made with raw goat's milk. It is scientifically formulated and easy to digest to aid puppies and dogs with sensitive stomachs. Containing no artificial ingredients, it is made with heat-processed natural whole goat's milk powder to reduce or eliminate pathogens while maintaining nutritional value. It offers complete and balanced macro- and micro-nutrients, and it also meets the AAFCO dog nutrient profiles for complete and balanced nutrition.

www.petag.com

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www.vetniquelabs.com





NATURE'S HIGHWAY

Nature's Highway announces three pet products: CBD Pet Chews, CBD Pet Tincture and CBD-Infused Catnip. These products were designed to calm pets during uncomfortable situations like separation, thunderstorms, or fireworks and also help with aggression, arthritis, inflammation, pain and healthy skin.

www.natureshighwaycbd.com

PURE CRAFT CBD

Pure Craft CBD offers the Nano-Optimized Broad-Spectrum CBD Water-Soluble Pet Tincture, which is naturally flavored and available in 250 mg. It easily mixes into a pet's water and food or can be simply applied directly into its mouth. Pure Craft CBD products are bio-available and come with third-party lab COAs (Certificates of Analysis). Plus, all Pure Craft CBD products are manufactured in a GMP-compliant facility (Good Manufacturing Practices) that is also FDA-registered.

www.purecraftcbd.com



SPLEASH

SPLEASH is a patent-pending handle that attaches to a pet's current leash to walk, protect and refresh the pet on the go. SPLEASH attaches in under 30 seconds and provides drinking water plus a built-in flip open cup to provide easy hydration on walks. The easy pull trigger can spray water over 14 feet, to give pets a quick cooling off, wash off muddy paws or protect yourself and your pet from other encounters on your walk. SPLEASH comes in two colors: black with blue accent or black with orange accent.

www.spleash.com



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This versatile cooling solution is great for keeping pets cool, for use on the patio or in the garage, or for use in sports, tailgating, camping and RV activities.

www.portacool.com



LI'L PALS PUPPY TOYS

Li'l Pals Puppy Toys keep puppies' teeth clean while chewing and keep them engaged in play with fun textures and a bright teal color. They are made from a soft, malleable rubber specifically designed for chewing pups. Their antimicrobial properties also deter bacteria growth, promoting puppies' oral health.

www.coastalpet.com

PET THROW, WRAP & BEACH BLANKET

It's a throw, a car seat cover, a wrap, a towel, a beach blanket. This gorgeous fabric is incredibly versatile. Each throw is handwoven in Guatemala by artisans using a traditional wooden pedal loom, the same way their ancestors have been weaving for generations. This 100 percent cotton throw is a perfect addition to your warm evening outings, with your pup by your side, or anywhere you need a beautiful lightweight layer. Think end of your bed or the arm of your favorite chair.

www.samandnala.com



CANIDAE CA

Canidae's new CA product line is designed to reflect the company's commitment to quality nutrition more than ever, catering to all varieties of dogs with varying activity levels and lifestyles. This range, designed exclusively for independent pet retailers, features six new nutritionally dense, premium formulas with increasing levels of protein to deliver different optimized solutions for different dogs' needs. Canidae CA is an exclusive product that reflects the fact that dogs, like humans, have individual needs for different lifestyles.

www.canidae.com



RAWTERNATIVE

RawTernative is a new brand of air-dried dog food by the makers of Grandma Mae's Country Naturals. The line consists of three proteins: pasture-raised beef, grass-fed lamb and cage free chicken — all containing over 90 percent meat. Made in New Zealand with ethically sourced ingredients, the air-dried formulas are complete diets — as healthy as raw — but without the need to defrost or add water. New Zealand Green Mussels provide added health benefits and the food includes naturally sourced glucosamine and chondroitin.

www.rawternative.com



HEALTHY ROOTS PAWS

Healthy Roots Paws Full Spectrum Hemp Extract drops are a blend of coconut oil and Omega-3 to promote a healthy and happier pet. Fish oil is known to improve functions associated with the heart, lungs, kidneys, skin and joints, making it a great addition to come alongside CBD.

www.healthyyrootspaws.com



SIFTEASE

SiftEase is the fastest, easiest way to clean a litter box, saving customers time and money. No more scooping and use the same litter odor-free for up to 20 days. How it works: Simply pour dirty litter into the sifter at the top, the waste stays inside while clean litter passes through to the bin below, empty the waste and return the clean litter to the box. Single and multi-cat households rave about this quick, easy solution to a nasty chore.

www.cleanlitterclub.com



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01 BRUSHLESS TOOTHPASTE

Ark Naturals Brushless Toothpaste is the only 4-in-1 dental chew. The outside ridges abrasively clean teeth; it has a toothpaste center with active ingredients; mechanically helps reduce plaque and tartar; and freshens breath with alfalfa, cinnamon, vanilla and clove. Carefully crafted in the U.S., Ark's dental chews are vet recommended, gluten free, easier to digest and significantly lower in calories than most competitive dental chews.

www.arknaturals.com

02 C60 PURPLE PASSION

C60 Purple Power's pet line protects a range of animals from oxidative stress, which is the main cause of aging and cellular damage. By scavenging free radicals and reducing oxidative stress, C60 allows pets to heal naturally. Scientific research has shown that C60 may provide the health benefits including reduced inflammation, vision improvement, reduced allergy symptoms and healthy joint support.

www.c60purplepower.com

03 VETERICYN ALL-IN

ALL-IN is the first life-stage dog supplement on the market with an innovative formula that provides optimal nutrient absorption. The patented bio-active complexes within ALL-IN focus on the individual health and nutritional needs to increase quality at each stage of a dog's life. ALL-IN contains the key nutrients your dog needs at its particular stage of life, whether puppy, adult or senior, to promote digestive, cellular, bone, mental and immune health.

www.vetericyn.com

04 FREE & ACTIVE

Dr. Marty's Free & Active supplement is uniquely formulated to help your best friend stay active and playful at any age. Its powerful blend of ingredients will help support healthy joints and tissue — while reducing aches and stiffness. The result is better mobility, enhanced physical performance and a happier, more fulfilling life for your dog.

www.drmartypets.com

05 HEAVENLY HOUNDS

Heavenly Hounds offers a simple, highly effective solution to calm these nervous and anxious dogs. The company's calming bites are made with real peanut butter, and completely clean ingredients without any added soy, corn, wheat or preservatives. Active ingredients include passion flower, valerian root, niacin and thiamin. The products do not contain any hemp derived ingredients, and have earned a quality seal from the National Animal Supplement Council.

www.heavenlyhounds.com



06 VITA PRIMA SUN DROPS

Vita Prima Sun Drops are advanced liquid vitamin supplements that are designed species-specifically, with Sun Drops for Birds enriched with Vitamin A and Sun Drops for Small Animals enriched with Vitamin C. Added directly to a pet's food or water, these high potency multivitamins are easy to use and taste great.

www.vitakraftsunseed.com

06



07 BRILLIANT SALMON OIL

Launching the only human-grade salmon oil for pets, Brilliant Salmon Oil offers great margins to retailers and distributors in the U.S. and Canada, eye-catching branding and convenient merchandising/POP solutions. With two sizes (10-ounce and 34-ounce) of convenient, see-through UV-protected bottles, Brilliant Salmon Oil is heart-healthy, giving dogs and cats shinier coats, softer paws, increased energy and enhanced appetites.

www.brilliantssalmonoil.com

07



08



09



10



09 DAILY HEALTH NUGGETS

Daily Health Nuggets by Earth Animal help complete the daily diets of dogs and cats, whether it's dry kibble, canned food, home-cooking or raw-food diets. Avoiding the cooking process, the Nuggets give back vitamins, minerals and Omega-3, -6 and -9 fatty acids that have been destroyed by cooking. They are a one-of-a-kind, natural (and tasty) science-based supplement that pets need and crave for optimal health.

www.earthanimal.com

10 API FRESHWATER MASTER TEST KIT

The API Freshwater Master Test Kit measures the four most important levels in freshwater aquariums quickly and accurately, including pH, high range pH, ammonia, nitrite and nitrate. With scientific accuracy for professional results, the reusable Freshwater Master Test Kit comes with four glass test tubes with snap-tight caps and a convenient holding tub for easy storage.

www.apifishcare.com



MAKING IT BETTER

Manufacturers continue to deliver the most advanced and innovative products.

BY GLENN A. POLYN

In order to satisfy an ever-demanding consumer, the pet care industry is continually challenging itself to create products that are better tasting, more exciting, with added durability and solve specific health issues. It takes intelligence and ingenuity to achieve these goals, but the industry is teeming with people who answer the call and help manufacturers bring these products to market.

The list of innovative brands is vast, and they cover all pet categories. However, one thing remains constant; they are constantly challenging themselves to “make it better.”

Ryan Rutherford, chief creative officer at Cosmic Pet, entered the pet industry 20 years ago with JW Pet, and has also done independent consulting for several companies, including Caitec and Kurgo. According to Rutherford, the pet toy market was very limited in the early 1990s. It was, as he

describes, “an immature industry.”

“At the time, there wasn’t a lot,” Rutherford noted. There were the rubber newspapers and vinyl steaks. Then there was Kong, which was known for its iconic shape, and Nylabone, which was a vast aisle of nylon bones.”

While working for JW Pet, he designed Cuz, the dog toy that is famous for its appearance of a ball with legs and feet.

“Cuz was an opportunity to bring a playful, abstract, cute thing into the pet space, and it worked,” Rutherford recalled. “It was my way of giving an anthropomorphic character element to the most common dog toy; a ball. Walk into a pet store now and there are endless choices for fun characters. At Cosmic, we have multiple brands delivering just that, from our Crazy Crew line and Mega Mutt brand for dogs to our Quirky Kitty and Mad Cat lines for

cats. Characters are no longer an outlier, now you need great character design just to be a player.”

Characters are not the only thing evolving in the pet toy sector. We’ve seen the introduction of functional puzzle toys made famous by brands like Nina Ottosson. New materials, including composites and exotic elastomers, have also been introduced, pushing the boundaries among toys. While much has changed over the past 20 years, Rutherford considers creativity and innovative designs to be important in the pet industry.

“The world’s different from where I was 20 years ago,” he said. “My perspective has changed as this company has grown and as I’ve matured in this industry. My high and my fix is to do something that hasn’t been done before. That’s the thing I’m chasing and looking for all the time. But it doesn’t

have to always be that revolutionary, crazy, out-of-the-box, mind-blowing thing. That's not what always fits the business. That's not what fits the customer. For me, it's trying to fit that new thing into whatever we're doing. You set up the boundaries of the opportunity. You set up all these rules as a designer to create a question that you can answer with a product. What's the price point? What's the gap that they have on the shelf? What space are we trying to fill? The more information that you have from a customer or an opportunity, the narrower that the chance to be crazy gets. But that's always what I'm looking for — what is that thing that hasn't been done?"

In accessories, brands like Hauspanther by Primetime Petz are finding innovative ways to incorporate pet products that fit seamlessly into a pet parent's home. Thanks to Kate Benjamin, founder of Hauspanther, the brand is designing cat furniture, toys, litter boxes and scratchers that marry form with function while looking attractive with a consumer's home décor.

Meanwhile, Park & Bench describes itself as a cat brand known for its line of cat scratchers that fit with the style and finesse of the modern, sophisticated cat. The brand's products are designed to be unique yet practical. Made from sustainable material that encourages a cat's natural behavior, the company uses non-toxic ingredients that keep cats safe and healthy regardless of how rough they play.

Appearance is important in the design process at Park & Bench, which views pets and their owners as equals in the experience of its products. According to Ryan Carter, director of product development at Park & Bench, it's a methodology that is central to the style and theme of his designs.

"Our Tremolo cat scratcher, for example, is stylish enough to complement most home decor, from mid-century modern to boho and is yet practical in its functionality as a scratcher and cat hut," he explained. "Our scratchers are designed to perform their core function and improve the aesthetics of any space they are added to without clashing with cat parents' décor. We are always curious and do things deliberately different without compromising quality and craftsmanship. We aim to make prod-

ucts that both pets and owners can thoroughly enjoy."

Founded in 2007, Sure Petcare has developed an award-winning range of microchip-operated pet door and feeders. The company, which is a Companion Animal portfolio of digital products within Merck Animal Health, uses technology for the innovative products that it has on the market.

Sure Petcare's Connected Feeders, Behavior Tracker and Connected Door key into a pet's exercise patterns and movements. Last year, the brand introduced leading edge pet technology products that enable pet parents to connect to the company's "Eco-System," whereby consumers can track their pet's behaviors — eating, sleeping, exercising and resting — to iden-

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tify possible health problems before they become life threatening.

Another product that stands out for its unique qualities is Dog Rocks, a natural, innovative solution to prevent dog urine from burning grass. Drinking water filtered and purified by Dog Rocks is purer than tap water, so it's safe for all pets in the household to enjoy. Dog Rocks, in line with the trend for eco-friendly gardening, are packaged in sustainable cardboard pouches — and represent excellent value for money compared to the cost and hassle of continually repairing or re-turfing a scorched lawn.

“Dog Rocks are re-writing the rules of gardening,” explained Carina Evans, CEO of Podium Pet Products. “No longer are lawns and beloved family pets incompatible. What’s so smart about Dog Rocks is that, unlike other products on the market, they do not alter the pH of a dog’s urine, so pet-owners can relax in the knowledge that they’re not medicating their dog, and can once again enjoy a lawn to be proud of. Dog Rocks has been endorsed by vets and ‘pet parents’ worldwide.”

The product has received multiple awards across the globe. Evans points to the product being recognized by Her Majesty Queen Elizabeth in 2016 as one of the most exciting days of her career.

“We were so honored to win a Queen’s Award,” explained Evans of the honor, which is considered one of the most prestigious awards in the United Kingdom. “I was treated to an amazing reception at Buckingham Palace with many other U.K. innovators and entrepreneurs. I met the Queen, Princess Anne and the Duke of Kent, who are all great animal lovers. This award recognized how innovative Dog Rocks is, and what a unique offering it is to consumers worldwide.”

When seeking a brand using technology for the advancement of health care, one will find Vetericyn Animal Health. Since the company started 11 years ago, its team has been passionate about using innovation and cutting-edge technology to produce the safest, most effective products in animal health and wellness. As a result, Vetericyn has helped pet parents, livestock producers and veterinarians take better care of animals

Vetericyn partnered with A.S. Narain



Naidu, PhD, FACN, FLS, a medical microbiologist/ immunologist with more than 35 years of research expertise, to advance the area of dog supplements utilizing his breakthrough technology and background on bioactive molecules.

Backed by eight patents, Vetericyn’s ALL-IN is a clinically proven, life-stage dog supplement that combines a proprietary delivery system that gets ingredients absorbed into the cells. It contains the essential building blocks dogs need at their particular life stage to promote digestive, cellular, bone, mental and immune health.

“We’re helping to guide pet owners into the future of pet health by providing a balanced life stage dog supplement that combines total nutrition with a delivery system that gets nutrients into the cells,” explained Geoff Hamby, director of marketing at Vetericyn. “Because ALL-IN is based on decades of knowledge, clinical evidence and a passion for innovation, we have earned the trust of pet parents across the globe to bring them cutting-edge products.”

Thera-Clean is a brand that has recently launched a product that, on the surface, appears to be a grooming product. However, the brand is revolutionizing pet health and wellness with its chemical-free system thanks to the innovative power of microbubbles.

In fact, Thera-Clean recently was named 2020 Skin & Coat Product of the Year at the Pet Innovation Awards, beating out 2,000 other entries, with its Microbubbles

Cleaning System. The system supports the well-being of a companion animal by delivering an all-natural, deep clean that not only improves a pet’s appearance, but also its health and wellness. The product was inspired by microbubbles, an innovative technology developed in Japan that had been widely adopted at veterinary hospitals and grooming salons internationally.

“Thera-Clean Microbubble Technology has perfected the way we get skin truly clean with just water and billions of very tiny bubbles,” said Kyle Darling, president of Thera-Clean. “No soaps, no shampoos, in fact no chemicals at all. A Thera-Clean bath deep-cleans to a level that regular bath products simply cannot reach, going down into the skin and cleaning the entire follicle rather than just the surface. Bacteria, dirt, debris, yeast and even allergens get trapped down inside our pet’s skin causing issues to remain a constant battle.”

Microbubbles are incredibly small bubbles that are less than 100 micrometers across. A Thera-Clean microbubble is about one-third the size of a red blood cell. The Thera-Clean System, using tap water, uniformly generates microbubbles that range from 3 to 20 micrometers. This allows Thera-Clean microbubbles to penetrate hair follicles and pores, without passing through the epidermis, or skin surface for a deep clean. Pets simply sit in a tub with a soft, gentle stream of microbubble-infused water and the microbubbles do all the work. A



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thorough cleansing takes only 15 minutes.

“Thera-Clean opens up a whole new service/revenue stream for retailers,” Darling noted. “It also gives the pet parent an alternative to spending more money on drugs with an all-natural approach. The No. 1 reason for a vet visit is dermatology related. You’re not going to get the skin healthy until it gets properly cleaned first. Thera-Clean is just as much a part of the prevention of skin problems as it is in helping to treat them. That is why we educate pet parents on the importance of a regular Thera-Clean bath for all pets — skin issue or not.”

The innovations in pet food are as varied as the vast recipes that exist on the market. Merging food and health, Purina was able to utilize cat food as an innovative method to transform the way people can manage cat allergens by reducing exposure to the allergen, but not to the cat.

With Dr. Ebenezer Satyaraj as lead researcher on the Purina project, a team of scientists, nutritionists and veterinarians worked for over a decade to come to the conclusion that pet food could play an important role in helping manage cat allergens. The 14 years of research revealed that a protein in cat saliva called Fel d 1 is the major cat allergen — not the hair or dander. When cats groom themselves, Fel d 1 gets on the hair and skin through the saliva, and ulti-

mately into the environment.

Launching last year, Pro Plan LiveClear safely neutralizes the Fel d 1 protein in cat saliva. The key ingredient is a specific protein sourced from eggs. When cats eat the food, the ingredient binds to Fel d 1 and safely neutralizes it in the cat’s mouth.

“Purina scientists have researched cat allergens for more than a decade and discovered a breakthrough approach that can safely and significantly reduce allergens in cat hair and dander,” noted Dr. Kurt Venator, chief veterinary officer at Purina. “Pro Plan LiveClear, which is available now, is the first and only cat food shown to reduce allergens in cat hair and dander by an average of 47 percent starting with the third week of daily feeding.”

Founded in a small town in Alberta, Canada, Champion Petfoods has been a pioneer in crafting premium food for dogs and cats since 1985. The brand specializes in making foods that are Biologically Appropriate to nourish as nature intended. That means Champion starts with WholePrey ingredients from both fresh and raw animal sources. ORIJEN and



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ACANA foods are crafted by nutrition and health experts in world class kitchens, exporting to nearly 100 countries worldwide.

Earlier this year, ACANA unveiled its latest innovations in HEALTHY GRAINS dry dog food, High-Protein Biscuits and Freeze-Dried Food.

“We’re constantly talking to pet lovers about what ingredients they want to see in their pet’s food,” said James Burns, director of marketing at Champion Petfoods Canada. “It comes down to high quality; if the ingredient list looks good enough for them to eat as a human, then it’s good enough for their pet. That’s why at Champion Petfoods, we looked for healthy grains, high protein and simple ingredients that read like a pet lover’s own recipes.”

Fromm Family Foods has been an industry leader and innovator since its inception more than a century ago. For five generations, the company has valued its history of quiet innovation, blazing trails and making a substantial mark in animal health and nutrition. Fromm laboratories developed the first canine and feline distemper vaccines, and the company also pioneered the process in which meat and grain are cooked together to create the dry kibble that is prevalent today.

The company expanded its manufacturing capabilities with family-owned facilities throughout Wisconsin to create new canned offerings for dogs and cats and recently introduced a proprietary manufacturing process to launch Crunchy Os, a “puffed up” treat that delivers an unmistakable and entertaining audible crunch. Innovation and product leadership continue to be hallmarks of the Fromm brand as the next generation of family leaders take the helm.

Bryan Nieman, brand director of Fromm Family Foods, describes how the Fromm business, rooted in innovation and dedicated to the development of complete and balanced nutrition, has continued to create variety-driven foods and treats to a growing community of pet parents.

“These core values drive Fromm to design dry and canned entrees for dogs and cats that feature diverse protein sources and meticulous formulation and manufacturing practices,” he continued. “Fromm delivers on these values with our life stage-specific Fromm Gold line of dog and cat foods and the variety-driven Four-Star Nutritionals.”

Several brands in the pet food sector are linking healthy digestive and immune systems to the overall health of a pet, which is why Diamond Pet Foods created a proprietary line of species-specific probiotic strains for most of their formulas for dogs and cats. The K9 Strain Probiotics (for dogs) and Viables Probiotics (for cats) were developed from probiotic strains already found in the canine and feline GI tracts, then are added to the food after the cooking process, ensuring the viable probiotics are not killed during that phase.

Every pound of Diamond, Diamond Naturals, Diamond Naturals Grain-Free, Diamond CARE and Diamond Pro89 dog formulas, and Diamond CARE Weight Management for Cats dry food delivers 80 million CFU of live, active probiotic cultures, guaranteed.

“After seeing the benefits probiotics provide humans, Diamond Pet Foods thought the same benefits could be good for our four-legged customers,” said Dr. Michele Sayles, executive director of food safety and quality at Diamond Pet Foods. “A team of us at Diamond worked with a leading supplier of probiotics to identify and isolate

species-specific strains to create a proprietary blend for Diamond Pet Foods. We spent years studying and enhancing the probiotic formulation to perfect the blend. Using probiotic strains already found in the canine and feline GI tracts ensures they are a beneficial strain for each animal. Now, the majority of our products include these blends, enhancing the benefits to those foods with-

out increasing the price. We continue to work closely with our supplier of probiotics as science evolves to maintain nutritional integrity to each formula Diamond creates.”

Thanks to these and other members of the pet care community, the current and future generations of companion animals can expect to have access to the most beneficial and advanced products possible. **PA**

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Phillips Brings BIXBI Pet Products to 4 Warehouses

Phillips Pet Food & Supplies, a leading pet product distributor serving the independent pet channel, will begin distribution of BIXBI dog food products in its Florida, South Carolina, Texas and Arizona distribution centers.

Today's consumer is looking for more premium offerings with a focus on wholesome ingredients and nutrition. BIXBI's commitment to using 100 percent fresh meat, whole food ingredients and excluding meat meals, by-products, soy, corn, rice and wheat from their diets creates meaningful differentiation.

BIXBI currently has two unique lines of food. The brand's LIBERTY line provides an affordable 100 percent fresh meat option for dog parents in its dry, wet and freeze-dried offerings. BIXBI's original food line, RAWBBLE, is a premium offering with freeze-dried coated dry and freeze-dried raw recipes. LIBERTY and RAWBBLE have industry-leading digestibility averaging over 90 percent. BIXBI is committed to transparency in its sourcing and never sources ingredients from China. All proteins are responsibly sourced in the USA, France and New Zealand.

"Phillips is excited to establish a partnership with the BIXBI brand and to bring the LIBERTY and RAWBBLE lines to our retail customers in our Florida, South Carolina, Texas and Arizona markets," said Elizabeth Thibodeau, senior vice president, merchandising and supply chain for Phillips Pet Food & Supplies. "Today's pet parents are looking for clean, whole food nutrition and BIXBI's assortment provides those benefits."

Whitebridge Acquires Grizzly Pet Products



Whitebridge Pet Brands, LLC, a leader in natural and minimally processed pet foods, recently announced that it

has completed the acquisition of Grizzly Pet Products, maker of Grizzly pet supplements. Terms of the transaction were not disclosed.

Grizzly Pet Products, founded in 2002 by Harald Fisker and with operations in Washington and Denmark, produces cat and dog supplements that are made primarily from wild Alaskan fish oils. The company's products are marketed in pet specialty channels in North America and Europe.

"The Grizzly business originated from the discovery that portions of wild-caught Alaskan salmon – which contain a very rich source of Omega-3 fatty acids – destined for human consumption were routinely thrown away. We were one of the first companies to recognize that wild-caught fish contained higher levels of essential fatty acids than farmed fish and provided better nutrition for pets. In partnership with human-grade processing plants in Alaska, we were able to extract this healthy nutrient and develop products for dogs and cats, thereby using the

entire fish. Every Grizzly supplement bears the National Animal Supplements Council Quality Seal," said Fisker.

Whitebridge Pet Brands, led by CEO Olivier Amice, was founded in January 2015. The acquisition of Grizzly Pet Products is the fifth acquisition by Whitebridge Pet Brands which was founded by the merger of Cloud Star, a leading pet treat manufacturer and Petropics, maker of Tiki Cat and Tiki Dog.

Since then, Whitebridge Pet Brands has acquired Dogswell (2017), a leading brand of functional jerky for dogs, and Cardinal Pet Care (2020), maker of Pet Botanics and Crazy Dog training treats. Whitebridge Pet Brands is backed by Frontenac, a Chicago-based private equity firm.

"At Whitebridge, we want to help people bring health and happiness to pets through better nutrition, which we believe is natural and minimally processed foods, complements, treats and supplements, formulated to the specific needs of dogs and cats," said Amice. "We are very excited the Grizzly brand will be joining the Whitebridge portfolio. Our Better Together philosophy to our people, our partners and to our portfolio led us to Grizzly, allowing Whitebridge to enter the growing pet supplements category. The combined strength of the two organizations will benefit our customers and our entire business."

Zesty Paws Names Senior VP of Supply Chains



Zesty Paws, a leading functional supplement brand for pets, has hired Chris Jaromin as senior vice president of supply chain. In this role,

Jaromin will be responsible for leading the supply chain team by expanding and evolving Zesty Paws' operations to optimize the brand's supply chain network.

"I am very excited to be joining a fast growing, dynamic company and team who has a great promise to achieve more success and innovate even further in the years to

come," said Jaromin, a proud owner of a tabby cat and beagle/hound mix rescue. "I love Zesty Paws' mission of improving the health and wellness of animals. Zesty Paws' products fill an important area in animal wellness and I am honored to be part of the journey to reach more pet parents with Zesty's functional pet supplements."

Prior to joining Zesty Paws, Jaromin held the position of vice president of operations for Massachusetts-based startup Biena Snacks. Previous to that, he led operations at pet food manufacturer WellPet.

"I couldn't be happier to welcome Chris Jaromin to the Zesty Paws family," said Steve Ball, CEO of Zesty Paws.

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New Ownership at Colorado Wag N' Wash

Wag N' Wash Natural Pet Food & Grooming, a full-line specialty retail destination for cats and dogs, recently announced that its Highlands Ranch, Colorado, location will come under the new ownership of Jen Park, who is beginning her entrance into business ownership at a special time as the location is celebrating its 13-year anniversary.

A go-to spot for companion animals and pet lovers alike, the Wag N' Wash in Highlands Ranch has been providing self-wash and grooming services, natural food products and fresh-made bakery items for more than a decade. Park is passionate about the brand and very familiar with the location as she has been a long-time customer of the store. As the local owner, she will oversee daily operations and immerse herself into the community through various fundraisers and adoption events.

"I'm very excited to officially enter the world of pet store ownership and join the Wag N' Wash team, after years of loving the brand as a customer," said Park. "Having lived in Highlands Ranch for a number of years, I understand how passionate pet owners are in the region about caring for their animals. I'm looking forward to serving the community and making the next 13 years just as prosperous as the first!"

The Natural Dog Company Launches Recycled Packaging Program



The Natural Dog Company (NDC) has announced the roll-out of an industry standard-setting program: in the coming months, it will begin distributing its retail and wholesale treats and chews in 100 percent recyclable food-grade plastic adorned with recyclable tags.

NDC is among the first companies in the pet industry to address the unsustainable use of multi-laminate, non-recyclable plastic packaging and labeling. Pet Sustainability Coalition estimates that more than 300 million pounds of non-recyclable plastic packaging is generated annually by the pet industry in the U.S. alone.

"I know the pet industry is primed and ready to adopt a new level of sustainability," said Dan Goodnow, CEO and founder of NDC. "We're excited to be doing our part to help propel the industry forward."

The company's new recyclable packaging and labels are made from number four low-density polyethylene (LDPE) plastic, the same grade used in grocery bags. While these items aren't yet readily accepted in household curbside recycling, many local retail stores collect these plastics in designated drop-offs bins. Consumers can search nationally for drop-off locations through the How2Recycle website. The Natural Dog Company will include instructions for recycling bags and labels on its packaging.

Goodnow believes pet owners are wired to care for things beyond themselves.

"Whether its animals or the environ-

ment those animals live in, it's in our nature to want the world to thrive," he said.

The Natural Dog Company's new recyclable packaging and label program advances the company's response to its impact on global plastic waste. NDC committed to achieving plastic neutrality in early 2020 by partnering with

rePurpose Global, a nonprofit dedicated to solving the global plastic waste crisis.

A percentage of every NDC product purchased funds the collection, processing and reuse of low-value plastics that are otherwise landfilled, burned or flushed into the ocean each year. Goodnow estimates that NDC is set to help recycle more than 9,000 kg of plastic each year.

Goodnow founded NDC in 2009 with a commitment to sustainability across the company's supply chain. From purchasing 100 percent wind-powered energy at the company's first warehouse and sourcing free-range, grass-fed chews and zero deforestation beef, to offsetting its carbon footprint through a UPS emissions reduction program, environmental stewardship has always been a priority.

Goodnow credits the PSC for inspiring, guiding and supporting NDC in achieving these benchmarks. In 2004, Goodnow's interest in the complementary synergies of business and the environment led to an internship with Natural Capitalism Solutions, the parent organization of today's PSC.

"Our business of distributing dog chews touches many industries, from cattle grazing, to logistics, to packaging," Goodnow said. "We are committed to working in all of these areas to improve the lives of the people and pets we work with, as well as the environment we inhabit and rely upon."

WellPet Names Reed Howlett as CEO



Wellness Pet Food Holdings Company, Inc., the largest independent branded premium pet food platform in North America,

backed by Clearlake Capital Group, L.P., recently announced that industry veteran Reed Howlett has been appointed as chief executive officer (CEO). Howlett is an accomplished thought leader in the premium pet food industry, with over 25 years of relevant experience. He has served in many executive and leadership roles within the sector, including as CEO of pet food company Nature's Variety.

"I am honored to serve as the next CEO of WellPet to build on the company's heritage as a pioneer in the premium-focused, natural pet food category," said Howlett. "WellPet has an unprecedented opportunity to expand to serve more pet families by deepening our focus on providing the highest quality pet food and treats and driving nutritional innovation for our partner retailers and pet parents, and ultimately supporting the health and happiness of the pets that depend on the company's products."

Howlett succeeds Camelle Kent-Rizkalla, who over the last eight years helped to significantly elevate WellPet and its brands, and will continue in an advisory capacity with WellPet.

"Leading WellPet for the past several years has been the thrill of a lifetime, and I have great confidence in Reed and the entire WellPet family to further the company's success serving our retail partners and pet families with the very best natural nutrition," said Kent-Rizkalla.

The company also announced the appointments of Jeffrey Watters and Paul Kayser to the board of directors. Watters joins the WellPet board with over 33 years of relevant industry experience, serving most recently as president and CEO of Ainsworth Pet Nutrition. Kayser joins the WellPet board with over 28 years of rele-

vant experience and is currently president and CEO of Clearlake portfolio company Pretium Packaging.

"We are thrilled to welcome Reed and Jeff to the Clearlake family and are excited to have Paul bring his expertise to another of our portfolio company's boards," said

José E. Feliciano, co-founder and managing partner at Clearlake. "We look forward to working together with this team to execute on WellPet's growth plans, driven by Clearlake's O.P.S. framework, including organically through product innovation and potential transformational acquisitions."

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Pet Wants Sets Sales Records, Adds Territories

Pet Wants, the Cincinnati-based pet food and supplies franchise, has announced the addition of 22 new franchises and record-breaking sales in 2020. Pet Wants now has 111 territories across the country.

Pet Wants, which is part of the Strategic Franchising family, provides pet owners with premium, fresh pet food, free of animal by-products and non-nutritious fillers.

“The pet industry is exploding right now, so there’s never been a better time to be part of it,” said Chris Seman, president of Strategic Franchising. “I’m so proud to see the way Pet Wants was able to grow throughout the pandemic showing just how sound an investment this franchise can be.”

Pet adoption soared during the pandemic as families rushed to shelters and pet stores to find furry friends to help bring a smile during the challenging time. The increase in pet families benefited Pet Wants, which was able to capitalize with a 25 percent year-over-year revenue increase in 2020.

Pet Wants, which originally launched in 2010, was built to provide small batch, slow-cooked, fresh, high-quality pet food delivered to customers through a retail store and home-delivery service. The company is hoping to take advantage of a trend that has Americans spending more than \$36 billion a year on pet food and treats.

“Pet parents are really starting to pay attention to the quality of the food they are feeding their dogs and cats,” Seman said. “Pet Wants is one of the first in the industry to offer this kind of high-quality food at an affordable price, and we are confident that will lead to steady growth in the future.”

Pet Palette Partners with Independent Sales Reps



Pet Palette recently welcomed five new independent sales representatives to their team of industry professionals. This furthers their efforts to expand and solidify their wholesale distribution territory coverage to all 48 contiguous states and independent pet retailers across the country.

“Each of these seasoned pet industry veterans bring with them years of valuable experience, which benefits their accounts in a great deal of ways. We are thrilled to welcome them to the team,” said Jim Geiger, national sales manager of Pet Palette.

Pet Palette is a national distributor of unique and innovative wholesale pet products that focuses on providing easy, trustworthy and customer-centric service. It strives to support independent pet by offering low minimum orders and free shipping options.

Lynda Crammer (AL, FL, GA, MS, NC, SC, TN)

Lynda Crammer is a 28-year sales professional in the pet industry who works with retailers in the southeast region of the U.S. including Alabama, Florida, Georgia, Mississippi, North Carolina, South Carolina and Tennessee. She kicked off her career by helping launch the Pro-Visions division of Ralston Purina in the Florida area. After working in the pet food market for over 20 years with feed stores and pet supply stores, Crammer delved into the hard-goods side of the business by servicing 21 states on the east coast for Dog Gone Smart. She is experienced at helping stores grow in all aspects of their business.

Scott Haff (DE, MD, VA)

Scott Haff brings over 20 years of experience selling consumer goods to both

small and large format retailers as well as consumers. He works with pet supply retailers in the Mid-Atlantic region which includes Delaware, Maryland and Virginia. Haff’s time in the pet industry is made up of 15 years spent selling pet foods and treats for brands including Nutro, Dogswell, Hi-Tek and Honest Kitchen. His key responsibilities include working with retailers to ensure they are carrying the best selection of products that cover every pet owner’s needs, in one location.

Jon Hughes (IA, MN, ND, NE, SD, WI)

Jon Hughes is a sales professional who brings over 20 years of diverse experience in the pet industry. This experience began when his family invented and started Swheat Scoop Cat Litter in 1994, which they grew into a \$20 million dollar business before selling. Hughes then moved on to selling dog food and treats for Midwest Pet, where he greatly helped to increase their sales in the midwest territory. Following this, he led the delivery and sales for Midwest Tropical Fish in 21 Walmart stores located in Minnesota and Wisconsin.

Jessica Meincke (ID, MT)

Jessica Meincke’s 20 years of pet industry experience began on the veterinary side. The majority of her time as a Licensed Veterinary Technician was spent as a supervisor and lead technician. She also has a background in dog behavior and training. Meincke believes in strong client communication and currently covers Idaho and Montana.

Nicolette Popa (IN, KY, Western NY, OH, WV)

Nicolette Popa brings 15 years of experience in the pet industry, which began with her time as a PetSmart department manager. She then joined the team at Coastal Pet Products and eventually became the pet specialty accounts sales manager and international accounts manager, where she called on both independent retailers as well as pet store chains. After this, she spent time as the midwest accounts sales manager and international accounts sales manager at OurPet’s Company.

Help Us Keep Domestic Violence Victims and Their Pets Together

Purina's Purple Leash® Project

By Joe Toscano, Vice President, Trade & Industry Development at Purina

For more than 90 years, Purina has been guided by the belief that pets and people are better together. I can attest that my own dog, Stew, has made my life better, and I cannot imagine having to choose between his safety or my own. Unfortunately, that decision is being made every day by domestic violence victims who want to leave but can't because there is no safe place to go with their pets.

According to the National Coalition Against Domestic Violence, 71% of pet owners entering domestic violence shelters report that their abuser had threatened, injured or killed family pets. This is why nearly half of survivors will delay leaving abuse if they cannot take their pets with them. As few as 10% of domestic violence shelters in the United States accept pets, and we want to change that. We envision a world where no one is trapped in abuse because they can't take their whole family with them.

The inspiration for what developed into the Purple Leash Project came nearly seven years ago when one of our associates read about the difficult decision that many domestic violence survivors with pets were being forced to make. It didn't seem fair that pets, who may be the only source of unconditional love and support for a victim, weren't being considered when it came to sheltering survivors. So, we decided to help.

After working to support New York's largest domestic violence shelter for many years, in 2019 Purina took the step to make a national impact by creating the Purple Leash Project. In partnership with the national nonprofit RedRover®, our goal is to raise awareness of the issue and increase the number of pet-friendly



domestic violence shelters in the United States. And we have committed nearly \$1,000,000 to support the cause.

In addition to offering grant support for shelter upgrades, Purina is donating pet food, supplies and other resources for pet owners escaping abuse. We're also advocating in D.C. for more federal resources for domestic abuse survivors with pets. Since 2019, Purina and RedRover have gifted 21 grants totaling more than \$375,000 to help equip domestic violence shelters to receive and care for pets, leaving survivors with more options when trying to flee a dangerous situation.

Now, 48 of the 50 U.S. states have at least one pet-friendly domestic violence shelter. The Purple Leash Project team hopes to work with domestic violence service providers in Hawaii and Rhode Island to close the gap. In the meantime, Purina and its associates are working to bring more awareness to this issue and increase the number of pet-friendly shelters

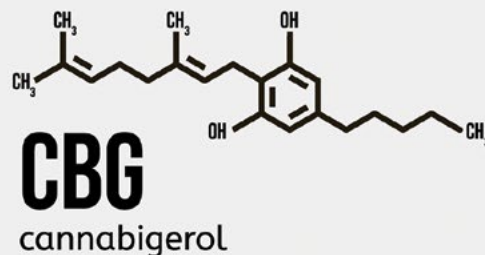
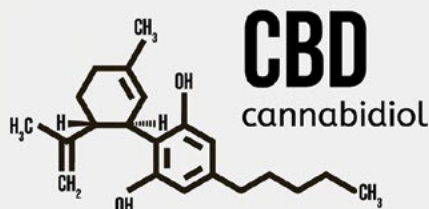
across the country, and I invite you to join us. Here are three ways you can help us raise awareness of the need for more pet-friendly domestic violence shelters across the country:

- Use your social media platform to support survivors with pets using #PurpleLeashProject and highlighting one of the many sobering stats I've mentioned to start a conversation.
- Visit PurpleLeashProject.com to receive updates and learn more ways to get involved with the cause.
- Retailers can make an impact during the months of May and October by carrying special Purple Leash Project merchandising shipper units designed to drive attention and awareness for the cause and sales of Cat Chow®, Tidy Cats®, Beggin'® and Beneful® for our retail partners. Contact your Purina sales rep to learn more.

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THE CASE OF CBD & CBG

Examining the CBD and CBG side of today's crowded holistic health sector.

BY GLENN A. POLYN

Derived from the cannabis plant, cannabidiol (CBD) in pet products has slowly been accepted for its beneficial impact since it has entered the market. It's estimated that pet CBD products arrived on retailer shelves in the early 2010s, but its current popularity among pet parents is obvious. In fact, a 2020 report from Brightfield Group, a consumer insights and market intelligence firm, projects sales of CBD pet products to reach \$1.7B by 2025, driven primarily by increased knowledge of CBD's potential benefits, combined with ongoing product innovations from manufacturers.

As more studies take place, and a growing number of reports appear in veterinary publications, we learn CBD can help pets that suffer from a variety of ailments. Through various studies, CBD has demonstrated multiple properties, such as analgesic, antioxidant, anti-inflammatory, antidiabetic, antineoplastic, antiemetic and anticonvulsant.

CBD pet products are proving to be all-natural remedies that are a popular

choice for many pet owners to help their companion animals with anxiety and arthritis, to name a few health issues. In the past year, a new product also derived from the cannabis plant — cannabigerol (CBG) — has entered the holistic health scene for pets.

While there haven't been any major studies published on CBG for dogs, many veterinary experts are taking notice of this promising compound. It helps to have experts like Dr. Trina Hazzah, an integrative veterinary oncologist and cannabis specialist, who can shed some light on its potential benefits.

"When in its acidic form, CBG is considered the parent compound to all other cannabinoids in the cannabis plant," explained Dr. Hazzah, who recently had a review article exploring cannabis in veterinary medicine published in the Journal of the American Holistic Veterinary Medical Association. "Through various studies CBG has been shown to have multiple pharmacologic effects such as analgesic, anti-inflammatory, powerful antibiotic — specifically against MRSA — antineoplastic,

muscle relaxation and more."

Chris Denicola, co-founder and CEO of Crappy's Feel Better Hemp Co., describes CBG as the "mother" of all subsequent minor cannabinoids.

"CBD and the other minor cannabinoids work to block pain signals and reduce inflammation. CBD and CBG, for example, is a great combination of cannabinoids for pets," Denicola explained. "While CBD dominant products are better for calming, CBG dominant products help more with mobility. Our calming product leverages both of these, and the low dose of CBG in this tablet helps provide an uplifted mood."

Holistic Hound was the first brand to launch a pet CBG product, doing so in 2019. At the time, Heidi Hill, founder of the brand, said "CBG is not 'the new CBD' or a replacement for CBD, but rather an amazing complement to it. Although there are some similarities with other cannabinoids, CBG has its own unique healing benefits and is an exciting new product option for pet parents looking for natural alternatives to improving the health, wellness and longevity of dogs and cats...



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CBG has great synergy with CBD and can be very balancing. We believe they can be used together to address an even wider range of health concerns.”

As with any other health care product for pets, education is vital. It’s a major challenge for distributors and retailers to gather knowledge on this complicated subject in order to pass on that information to consumers who often use social media and the Internet for their own research.

Denicola warns retailers to avoid jumping into the CBD and CBG sector without first doing their homework, and there’s a lot to know.

“Retailers should be aware of how the solubility of a product (or lack thereof) may be the reason consumers are returning to the store wondering why their products didn’t help their pet,” he said. “Tinctures are among the most popular CBD pet products out there, but most of that medicine doesn’t get absorbed by the body due to low solubility. Minor cannabinoids are far less soluble than CBD, so that’s something to keep in mind when looking at all of the CBG or CBN [cannabinol] tinctures on the market.”

CBG has appeared on the radar of Heather Coots, CEO of King Wholesale, which has served the pet industry since 1987. She takes a cautious approach to any brand that she carries, especially when it involves a commodity like CBD and CBG.

“From my perspective as a distributor, I feel you have to be more careful than ever that you’re researching the brands that you want to partner with,” she said. “There’s so much competition out there, and these brands all are so similar. You have to make sure they’ve really done all the testing. They all have a similar sales pitch, and not all hemp-CBD brands are going through distribution — some want to go direct-to-retailer.

“I want to know which ones are going to support the brick-and-mortar retailer so they can pass it on to the consumer and keep the sales going,” she continued. “I value the brands that are really supporting brick-and-mortars. That’s what I’m looking for in a hemp-CBD brand.”

Treatibles and HEMPVET are two CBD brands that King Wholesale currently carries, and Coots says she’s excited to recently become a distribution partner of Green

Coast Pet, which offers a variety of broad-spectrum CBD products from hemp that is grown in New York on a USDA Certified organic farm.

“I look for what type of support these retailers can get from brands and, for me, Treatibles has done a great job of training, offering promotions, trying to make sure they’re relevant in the space,” she explained. “HEMPVET has a great line, and their most popular product for us is in treat form. They’ve even promoted that their high potency soft chews are the way to go.”

Based on the price point and palatability of product, Coots calls treats “a definite go-to product,” but she advises that retailers keep oil tinctures at the top of their must-carry list.

“If you have an older dog or a dog with a ton of anxieties, you want to hit them with the oil,” she recommended.

With so many distributors, retailers and consumers having questions about CBD and CBG, brands are being asked to provide answers that can put everyone at ease. After all, nobody wants to be giving their companion animals a product that is anything but safe and effective. Many brands are happy to respond by expressing their philosophy, mission statement and science that goes into the products that they are putting on the market.

CBDfx is a brand that offers its product in the treat and oil tincture forms that Coots notes are in demand with consumers. The soy-free, crunchy treats are naturally flavored with sweet potato and loaded with antioxidant powerhouse superfoods — blueberry, spinach and parsley — along with 450 mg of broad spectrum organic hemp extract (15 mg of CBD in each treat). The vegan, non-GMO treats are offered in two variations, Joint & Mobility and Stress & Anxiety.

The oil tinctures are made to CBDfx’s same exacting standards as its human tinctures, and they contain simple, vegan ingredients — organic, broad spectrum CBD oil, coconut-derived MCT oil and all-natural bacon flavor — with no fillers or additives.



Containing the powerful antioxidant and anti-inflammatory properties of curcumin, the tinctures are available in multiple size variations.

“Pet owners are seeking more natural remedies to keep their furry family members calm in stressful moments and improve their overall quality of life,” said Jameson Rodgers, CBDfx’s co-founder and chief commercial officer. “CBDfx is committed to creating high quality, safe and effective CBD products, and those standards extend to all of our pet products, first with our CBD pet tinctures and now our pet treats. Our best friends deserve the same relief that their owners have found with our products.”

Canopy Animal Health is a division of Canopy Growth Corporation, one of the world’s leading cannabis companies. Earlier this year, leading scientists at Canopy Animal Health developed SurityPro, a portfolio that Canopy calls the “new generation of advanced pet specialty CBD product for dogs” to support calm behavior, joint health and flexibility, healthy aging and an enhanced overall mental well-being.

SurityPro is scientifically formulated to deliver carefully controlled CBD content for customized daily use in dogs of all sizes. Canopy members note that SurityPro products carry the National Animal Supplement Council (NASC) quality seal, which denotes strict adherence to manufacturing, labeling, testing and marketing guidelines.

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Ways to Enjoy





“We knew from the beginning that we were going to commit ourselves to following the regulations and guidelines set by the NASC,” said Robert Menardi, DVM, director of veterinary educational and technical services at Canopy Animal Health. “The NASC has been invaluable in setting guardrails to make sure that companies do things right. The NASC Quality Seal affirms our dedication to providing safe and high quality CBD products for companion animals. After four years of continuing research, testing and collaborating with the veterinary community and regulatory authorities, our new products meet the most rigorous quality standards. We are the industry leader in pet CBD research, with more than 32 completed studies into the potential use of cannabinoids in pet health.”

Kadenwood, a leading consumer seed-to-shelf CBD company, last October launched Purity Preferred, which was created with canine and feline well-being at the forefront of the development process. The brand’s first two benefit-focused products, Purity Preferred Calming CBD oil drops and Purity Preferred Hip & Joint CBD oil drops, are formulated using a blend of Kadenwood’s proprietary broad-spectrum CBD oil along with krill oil and moringa oil, both which are active anti-inflammatory ingredients. In addition, krill oil can improve short- and long-term cognitive ability for further support, while moringa oil has been shown to reduce oxidative stress to help promote optimal health.

Purity Preferred Hip & Joint CBD oils also feature copaiba, an essential oil that has proven beneficial as an anti-inflammatory agent to help reduce symptoms of arthritis.

The brand is driven by the belief that, when it comes to CBD, potency is key. The two benefit-focused formulations are available in a range of potencies, allowing pet owners to select a product to suit their needs based on the size of the pet.

Purity Preferred owns and operates hemp farms and greenhouses in California, Colorado, Minnesota, Maryland and West Virginia. This allows the company to research new farming techniques and technologies without jeopardizing quality and reliability.

Founded in 2014, NuLeaf Naturals uses

eco-friendly extraction methods and independent labs to confirm its CBD products are free from pesticides, herbicides, mold, heavy metals and mycotoxins. The brand’s testing also guarantees its products contain the optimal amount of cannabinoids and terpenes. Its full-spectrum CBD oil contains no additives, and the only ingredient is organic hemp. According to Christian Chambers, sales director at NuLeaf Naturals, this is all part of the brand’s commitment to creating the highest quality of CBD products in their most pure and potent form.

“At NuLeaf Naturals, we believe pets are members of the family and deserve the same premium quality CBD products,” said Christian Chambers, sales director of NuLeaf Naturals. “As a natural alternative, CBD may help keep your pet calm and relaxed, promote healthy hips and joints, and skin and coat health. When you give your pets NuLeaf Naturals CBD oil, you can rest assured it’s safe, consistent and effective.”

CBD Living is an international, world-class company that was formed by a team of global scientists, business minds and thought leaders. With a portfolio of more than 100 CBD products, CBD Living utilizes three different delivery systems for the absorption of CBD. In addition to CBD, the brand’s products also include important nutrients needed to promote an overall healthy pet in its mission to target the reason why a pet may be anxious or in pain.

According to Bill Disegna, founder and CEO of CBD Living Pet, the company sources its raw ingredients from reputable dietary suppliers locally in the United States. To guarantee product safety, all materials and finished products are tested by third-party labs for potency, microbiological contaminants, pesticides, heavy metals and residual solvents.

Who benefits from these holistic health



products? Based on the 2020 consumer survey by Brightfield Group, it is primarily dogs. According to the survey, 89 percent of pet parents who purchase pet CBD claim to do so for their dog. Dog owners point to anxiety-related issues as the most common reason for the purchase.

However, while cats also suffer from anxiety, and 65 percent of cat owners cited it as their reason for using pet CBD, the Brightfield Group survey found that other well-being issues were reported at higher rates in cats than in dogs — with a desire to improve the pet’s mood or treat depression topping the list.

In closing, Brightfield Group reported that 89 percent of pet parents they surveyed are generally happy with the effects CBD has on their pets’ lives, with the most cited improvements being the animal being calmer (23 percent), having increased mobility (17 percent) and experiencing better sleep (17 percent). **PA**



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www.meowijuana.com

SPERO CBD

SPERO uses organically produced hemp, harvested only from farms in the U.S., for sustainably made products you can trust. The full product offering includes Pure CBD Capsules, Pure CBD Tincture, Peppermint CBD Tincture and CBD Pet Treats. All CBD products contain zero percent TCH and no GMOs. In addition, each product is rigorously tested for potency, pesticides, microbials, heavy metals and solvents, then tested again with a third party for total assurance, so you get all of the good stuff and none of the bad.

www.sperocbd.com



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www.earthbuddypet.com

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Paw CBD's Calming CBD Oil for dogs is made with soothing ingredients like valerian root, chamomile and melatonin combined with premium, hemp-derived CBD. Add the naturally delicious flavor of blueberry, and the calming tincture is an easy way to offer support with the powerful properties of CBD. Available in two strengths: 250 mg and 500 mg.

www.cbmdmd.com



TREATIBLES SOFT CHEWABLES

Treatibles, industry pioneer and leader in creating full spectrum hemp CBD oil products for pets, is proud to debut intro size packs to include in its line of Soft Chewables. Varieties include chicken liver flavor for cats (1.5 mg CBD/chewable) and two choices for dogs: Beef Liver flavor and Tater Tot's Sweet Potato flavor for dogs (3 mg CBD/chewable).

www.treatibles.com

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Earth Animal Nature's Comfort ZEN with proprietary UPTAKE Technology fast-acting comfort is here. ZEN-PEN and ZEN-TABS, made with full-spectrum hemp with naturally occurring CBD, offers dogs and cats fast-acting, long-lasting comfort and relief. UPTAKE Technology helps the active elements of the CBD permeate barriers and enter the bloodstream quickly and safely. UPTAKE won't let you down.

www.earthanimal.com



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www.healthyhemppet.com

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www.petreleaf.com

PURITY PREFERRED

Purity Preferred Pet CBD products by Kadenwood are specifically formulated for pets with the highest levels of CBD with 0 percent THC plus added functional ingredients for enhanced potency and efficacy and supported by a \$20M media campaign including national television to drive consumer awareness and retailer traffic.

www.kadenwoodbrands.com



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www.holistichound.com



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www.thecbdistillery.com



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www.charlottesweb.com



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www.petreleaf.com

RASCAL'S BETTER BUDDY



Crappy's Feel Better Hemp Co., a cannabinoid product company specializing in tailored formulation, introduces its new line of pet products, Rascal's Better Buddy. Rascal's hemp-infused tablets utilize CBD and the minor cannabinoids CBG and CBN, to help calm and improve mobility. All Rascal's products are THC-free and come in doses specifically formulated for small to large breeds.

www.crappysfeelbetter.com



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www.austinandkat.com



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www.honestpaws.com

INFINITE CBD

Infinite CBD is a vegan CBD company focused on the research, development and distribution of CBD products. Infinite CBD's line of pet products features the Launch Pad, which can be applied to pets' noses and paws to protect from the elements and helps them stay moisturized during the winter. Using the Pet Droppers can be a simple and easy way to incorporate CBD into your pets' lives to reduce stress, pain and anxiety. All Infinite CBD products are paired with individually batched testing to prove consistency and purity.

www.infinitycbd.com



CBDfx

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www.cbdfx.com

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GROOMING AND GOOD HEALTH

Retailers are wise to know the product ingredients and their benefits.



The pet grooming sector is one that is constantly evolving. As grooming styles change, brands are developing products to enable groomers and consumers to keep up with today's trends. The pet care market is home to a wide variety of products that are being designed for various tasks, including shampoos, conditioners, brushes and trimmers for home and professional grooming. Pet Age contacted Dawn Leoso Duncan, vice president of Glo-Marr, for her views on

grooming products and what retailers should know about educating consumers on their role in a pet's healthy lifestyle.

WHAT IS A COMMON MISCONCEPTION REGARDING GROOMING PRODUCTS?

I think a common misconception of products is the tendency to misunderstand ingredients and their benefits. Products that smell great and retain the smell for a long time may not be a good thing because

often times heavily scented products can be harsh. For example, shampoos can be full of detergents that will dry out the skin and coat. I think retailers are important because their clients trust them and heed what they say about grooming products. Consumers can also be distracted by flashy packaging. It is important to sell brands that have history in the pet industry and stood the test of time. Since there are many products out there, it's important to sell your customers products that come from good manufacturers with a good, long reputation in this industry. Nowadays anyone can come up with a shampoo or a spray, print a cute label and make it smell good. Make sure the brands you are selling are from companies that have been around for a while and aren't just a fly-by-night company.

WHAT FORMS OF GROOMING PRODUCTS ARE CURRENTLY IN DEMAND AND WHY?

On-the-go sprays and shampoos are in great demand, as well as wipes. Pets are going more places with their families and on-the-go products are perfect for the pets that are socializing. I also think user-friendly grooming products are in demand. The spike in these items can be attributed to the fact that people are at home with their pets more than ever because of the current state of the world. As long as people continue to have pets the need for grooming products will always be there. That is why it is so important to find a brand that you are willing to educate yourself on.

HOW DO YOU RECOMMEND RETAILERS PROMOTE SPRITZERS AND SPRAYS TO THEIR CUSTOMERS?

Spritzers and sprays are products that have to be picked up and put in the customer's hand. Retailers need to be sure to explain how sprays can provide their pet instant relief and how it is so much easier to spray problem spots than put the pet in the bath. A lot of pet owners go straight to

the shampoo shelf when shopping at their favorite retail store. Shampoos and sprays need to be placed on shelf together. When the retailer sells a bottle of shampoo, it would be wise to also sell a spray with that purchase. It is a no brainer. A spray equals instant relief, and it can be done multiple times a day. Sprays should be used in between baths to keep their pet in good shape. It is much easier to use a spray than it is to bathe a pet.

WHY SHOULD RETAILERS CARRY SOLUTION-BASED GROOMING PRODUCTS?

Solution-based products are a necessity. Retailers need to sell solutions for not only the pet but also for their family. Pets with chronic skin problems are uncomfortable and likely unhappy. Scratching, licking, foul odors and ear problems are issues that make for an unhappy home for pets and

their owners. Pet products shouldn't just be a cover up for a problem. They should be a solution. The products should have a skin benefit, whether it is moisturizing, soothing or medicated. Pet owners want products that will be easy to use, but that also provide a benefit. When buying grooming products they need to think about their pet and what areas of concern they may have. Buy a product that is going to help resolve the issues and not just cover it up.

HOW CAN BRANDS AND RETAILERS EDUCATE CONSUMERS TO THE IMPORTANCE OF GROOMING BEING A PART OF A PET'S WELL-BEING?

Retailers need to be assertive about promoting grooming products. Find a product line that you understand and know how to educate your customer on. Education is key. There are so many products to choose from so it can be overwhelming. Retail-

ers need to remind customers that keeping their pets well-groomed will keep skin issues, smells, coat problems from starting up. Their pet cannot clean themselves, so it is up to the pet owner to make sure their pet is in good shape. Retailers also need to know that they can reach out to the manufacturer for education too. Product knowledge starts with the manufacturer and there needs to be a relationship between manufacturers and retailers. They are partners. A retailer should feel comfortable in telling their customer "we should call and talk to the manufacturer and see what they recommend."

Emails are great, but talking to the customer is so much better. I encourage both retailers and consumers to call the manufacturer with any questions they might have. A manufacturer that you can call and get immediate answers from is a good partner to have. **PA**



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Rick Ruffolo, CEO & President
Phelps Pet Products

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Marc DeSatnik of North Coast Pets
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"TPM made it easy for us to connect to retailers and distributors. Page setup was smooth and easy and has netted impressive results and excellent ROI."

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tpreston@petage.com



LIFESTYLE GIFTS

Now, more than ever before, pets are considered part of the family. After all, the term “pet parent” has generally become accepted at describing the relationship between human and companion animal.

Since the arrival of the COVID pandemic, we have seen how important pets are for our general well-being, as they have kept us company and boosted our spirits at a time when it’s so easy to collapse under the stress of being isolated from our friends, family and loved ones. Therefore, it should be expected that the sky’s the limit when it comes to how much consumers are willing to spend on their companion animal.

The act of spoiling one’s pet is not something new. However, from a retailer’s perspective of gift products to stock, while the gift might be for a pet in celebration of the holidays or a birthday, it’s the pet parent who should be taken into consideration. After all, the pet parent is the caretaker of the companion animal, often taking the pet on a daytrip or tending to its bed, toys or other belongings. It’s that thinking that enables gifts to include items that the pet parent can connect with while also celebrating their beloved furbaby.

Does the pet parent enjoy a specific scent, follow a sports team or have a certain hobby? These are questions that can help move a product off the shelves. Gifts come in many forms and cover a wide range of product categories. Personalized accessories like collars and beds have become common, while product designs that represent a sports team, hobby or interest that appeals to the pet parent are also growing in popularity. And stylish fashion or travel products will always be in demand for trend-setting consumers.



RIFRUF DOG SHOES

The RIFRUF Caesar 1 is the first design-driven and functional dog shoe made from the same materials as premium human sneakers. Durable RUFKNIT mesh upper provides maximum breathability while the natural rubber midsole and outsole protects paws from rough surfaces. Whether they’re for daily walks or the runway, RIFRUF dog shoes are with your dog every step of the way.

www.rifrufqueens.com



CALLISTO CAT TRAVEL BAG

A spacious easy to clean carrier featuring a water-resistant interior lining and supportive base. Featuring a laser cut design, this soft-sided cat carrier offers plenty of ventilation and peepholes for your curious cat. Zippers along the top and side of the carrier allow for secure travel and an easy check in option. For on-the-go easy city travel, look no further.

www.nootspets.com



WATERFIELD DESIGNS DOG-WALKING KIT

WaterField Designs has combined its Wag Dog Collar with its full-grain leather Wag Hip Pack and reflective Wag Dog Leash to complete a stylish, premium dog-walking kit. The dog collar can be personalized with a dog’s name, address or whimsical phrase. The six foot dog leash features a leather-wrapped handle for comfort while all-brass hardware with PVC coating ensures strength and longevity. All products are manufactured in San Francisco.

www.sfbags.com



PET PHOTO SAVER

Designed to store and organize all of your pet's most precious moments, Pet Photo Saver recognizes photos of your pet at just the touch of a button. Pet Photo Saver automatically gathers and organizes your pet photos safely and securely when plugged into your phone's charging port. Pet Photo Saver's advanced technology uses smart scanning processes filters pets by type such as dog, cat and small animals. Using the Pet Photo Saver App, pet parents can create, share and print custom gifts for friends, family or themselves.

www.petphotosaver.com

DOG CHRISTMAS ORNAMENTS

Old World Christmas offers 130+ different dog breed ornaments, so pet parents can show off their canine companion on the Christmas tree! Dogs selflessly give humans their unconditional love and loyalty. Throughout history, dogs have been faithful friends and workmates, even giving their lives to protect or rescue their owners. No wonder dogs are considered man's best friend.

www.oldworldchristmas.com



PARK & BENCH

Park & Bench's line of cat products fit with the style and finesse of the modern and sophisticated cat. These scratchers bring something new to the table – something sure to delight cats and their humans alike. Your cat has her own style. Give her the tools she needs in a style that suits her personality with Park & Bench's unique line of hip cat scratchers.

www.parkandbench.com



MY FAMILY

MyFamily has more than 600 styles of Italian made ID tags, in various shapes styles and finishes that can be instantly

engraved with Techla, a proprietary state of the art self-service engraver. MyFamily collars, leashes and harnesses are 100 percent Italian-made and are available in a variety of premier quality materials, including leather, leatherette, polycotton and nylon. Each collar contains thoughtful features such as an "Always Ready D-Ring" that makes it easier to attach a lead, and a "Tag Holder," which allows ID tags to hang straight and visible.

www.myfamilyusa.com

GUY HARVEY PET BEDS

The new line of eco-friendly signature pet beds from Guy Harvey are the perfect gift for ocean and marine wildlife enthusiasts. Made with 100 percent biodegradable water based ink and recycled materials, these colorful, artistically designed beds feature high-resolution iconic artwork by world-renowned artist, conservationist and scientist Dr. Guy Harvey. Sales benefit ocean conservation through the Guy Harvey Ocean Foundation.

www.guyharvey.com



BROOKSTONE PHOTOSHARE

The Brookstone PhotoShare frame is the perfect way to enjoy your favorite photos of your pets. After connecting quickly to wifi, photos can be sent to it via the PhotoShare frame app. The full HD display vibrantly shows off up to 5,000 images. Plus, it looks stylish in any home thanks to the real wood frame available in black or espresso.

www.mysimplismarthome.com



K9 GRANOLA BED & BATH

From cracked paws to itchy skin, K9 Granola Factory Bed & Bath products offer a safe and effective way to pamper pets. Their sweet-smelling soaps feature specially selected goat's milk, while their whips, mists and bath bombs use argan oil, kaolin clay and essential oils to moisturize and protect the skin.

www.k9granolafactory.com



HOME, SWEET HOME

When it comes to every companion animals — be it a bird, hamster, dog, cat, turtle or aquatic livestock — their environment is pivotal to their physical and emotional well-being. These cages, crates, aquariums and enclosures are designed to support every aspect of the pet's natural behaviors and lifestyle. Whether it's an aquarium for tropical fish, crate for a dog or a flight cage for a cockatiel, the habitat provides a containment system that is safe for the animal while being easy for the pet parent to nurture their companion animal. Today's cages and tanks are designed with the animal's breed-specific behaviors in mind, thus enable consumers to best duplicate the natural environment for everything from a bearded dragon to a coral reef setup.



ZILLA DELUXE AQUATIC TURTLE KIT

This excellent all-in-one starter turtle aquarium setup kit will provide your turtle with enjoyment. Each habitat provides space for both swimming and basking. Two reflective dome lighting fixtures keep both light and temperature at healthy levels. The glass terrarium enclosure is made in the United States.

www.zillarules.com



ENRICHED LIFE HABITATS

Oxbow Animal Health's small animal habitats are innovatively designed to support every aspect of the natural, species-specific behaviors of small animals. With nature-inspired features, safe places to explore and premium, pet-safe designs, these habitats make it easy for pet parents to nurture what's in their pet's nature every day.

www.oxbowanimalhealth.com

CRITTERTRAIL SUPER HABITAT

The CritterTrail SUPER Habitat was specifically made with Syrian hamsters in mind. Boasting 540 square inches of living space for hamsters, gerbils or other small animals, it features large top door access and a port door connector for expanding pets' living space with another CritterTrail habitat or CritterTrail accessory. It also includes a comfort shelf, safety ramp and bubble plug.

www.kaytee.com



ULTUM PREMIUM RIMLESS AQUARIUM

Ultum Nature Systems premium rimless aquariums are the latest standard in the world of planted tanks. Experience the highest clarity and true uninterrupted display of a planted, marine or reef aquarium. With fresh and innovative sizes, the dimensions keep the aquascaper in mind with additional room for plays on depth and perspective based on the golden ratio.

www.ultumnaturesystems.com

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SKYSCRAPER TERRARIUM

The 36 inch tall terrarium features a full front glass opening door with snap closure. The stainless steel screen top will not corrode and keeps feeder insects inside while allowing greater UVA and UVB penetration. Additional features include a lockable door for safety and a water-tight base.

www.zoomed.com



PETMATE ULTRA VARI KENNEL

Made in the U.S. from recyclable materials, the Ultra Vari Kennel from Petmate is designed for travel and training, making for the perfect "home within a home." Petmate takes into account a dog's natural denning instinct, so each kennel is manufactured with the pet's comfort and safety in mind.

www.petmate.com

THE CAT PATIO

The Cat Patio from Ware Pet Products provides outdoor enrichment for your cat(s) in the safety of a protected patio. The heavy duty powder-coated steel, large zippered doors and multi-level climbing add durability, style and fun to this unique product. The Cat Patio includes sandbags for anchoring, UV/Waterproof peaked roof cover and predator resistant mesh.

www.warepet.com

PITCH ROOF CAGE WITH STAND

The Pitch Roof Cage with Stand by A&E Cage Company is a great environment for lovebirds, parakeets, parrotlets, canaries, caiques, pionus, conures, quackers, cockatiels and small birds such as finches.

www.aecageco.com



WROUGHT IRON TRAVEL CARRIER FOR BIRDS

This durable travel carrier comes with everything you need to keep birds safe and comfortable during travel and transport. It has welded bracket seat belt collars for car travel safety; a bendable rope perch; solid cup doors to prevent spilling; a secure, bird-proof door lock and more.

www.prevuepet.com



We believe that fresh, clean ingredients are essential to providing the best nutrition to our pets. Made from free-range, grass-fed meats, our recipes are packed with the nutrition of a raw diet but with the convenience of kibble. Convenient and delicious, we hope your best friend enjoys our food as much as ours do!

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TRENDS & PRODUCTS



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Kennel & Crate builds beautiful, luxury dog kennels for every dog — big, small or in-between. These hand-crafted indoor crates feature quality construction, endless design options and attention to detail that cannot be matched in the marketplace today. These crates are crafted with hand-selected, top-of-the-line materials for a piece that will last a lifetime.

www.kennelandcrate.com

BODY PARTS AND MEAT TREATS

Meat-based treats are full of protein that's vital to a pet's diet. The amino acids in protein act like building blocks that help the tissues and organs of the body while creating hormones and enzymes and also supporting the immune system. One of the most in-demand treats among consumers are those made with human-grade meat from an animal that's been raised humanely without antibiotics or added hormones. Raw/freeze-dried treats also continue to grow in popularity, especially the single-ingredient variety. Custom chew bars featuring a variety of body part treats displayed in buckets, bins or draws are becoming popular ways of enticing consumers to snatch up such tantalizing treats as bones, bully sticks and trachea.



JONES NATURAL CHEWS

Jones Natural Chews produces several lines of treats, including Jones Select. These premium treats include 100 percent Chicken and 100 percent Turkey Pure Meat Slices. These single-ingredient treats are natural, high-protein snacks from meat raised and sourced in the U.S. There is only one ingredient on the label, with no artificial flavors, fillers or preservatives.

www.jonesnaturalchews.com

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www.jonesnaturalchews.com



NUGGET'S BONE BROTH JERKY

Nugget's is all about gut-healthy snacking, so the brand has combined proven immune builders with nutrient-dense whole foods for a power-packed, savory treat in Bone Broth Jerky. The number one ingredient is actual bone broth. It simmers for days, is humanely sourced and is cooked with organ meat and purified with reverse osmosis water.

www.nuggetshelthyteats.com

MIKA & SAMMY'S

Mika & Sammy's specializes one of the healthiest, all-natural products available on the market. The brand's homemade hickory smoked beef marrow bones and jerky treats are USA-sourced and made in its Philadelphia facility. The brand never uses additives, preservatives, mold inhibitors, added hormones, animal by-products, animal meal, fillers or any other chemicals. Mika & Sammy's provides only the highest quality treats and chews for your pup.

www.mikaandsammys.com





CHASING OUR TAILS BULLY STICKS

Chasing Our Tails dog treats are sourced and made in the United States, including the company's popular line of bully sticks. Made from 100 percent grass-fed bull pizzle, these treats are washed and trimmed by hand for superior quality. The extra-thick stick offers a worthy match for powerful chewers, and because it is made from just one ingredient, it's suitable for dogs with allergies or sensitivities.

www.chasingourtails.com

THE CHOMPERY

The Chompery offers products for multiple usages, occasions and purposes, including long-lasting entertainment, rewards and training. The Chompery bones, ribs, windpipes and jerkeys provide a variety of options that meet the main motivations of treat purchasers – functional, entertainment, training and bonding. Addressing consumer concern about pet health and treat origin, The Chompery treats are all natural, made with single high-quality ingredients, and sourced and made in the U.S.

www.thechompery.com



BEEF CHEEK CHIPS

Beef Cheek Chips from Barking Buddha are easy to digest, making them a great alternative to rawhide. They are rich in collagen, additive free, chemical free and preservative free. Great for small dogs. Using a natural cleaning method and with a slow baking process in custom-made, human-grade ovens, Beef Cheek slices preserve their natural beef flavor and a more natural color. Barking Buddha products are made in an FDA-approved facility and sourced from South America.

Great for small dogs. Using a natural cleaning method and with a slow baking process in custom-made, human-grade ovens, Beef Cheek slices preserve their natural beef flavor and a more natural color. Barking Buddha products are made in an FDA-approved facility and sourced from South America.

www.naturalcravingsusa.com

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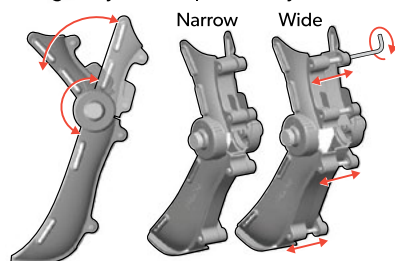


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TREMENDA CHEWY BULLS

Dogs go crazy for Tremenda Chewy Bulls. This treat is made of a strip of beef bladder wrapped around a beef esophagus stuffed with ground bully sticks and wheat flour. The texture is softer and chewier compared to bully sticks. These treats are specially recommended for picky eaters or dogs with missing teeth.

www.thenaturaldogcompany.com



NATURE GNAWS

Nature Gnaws popular natural dog chews are made of just one single ingredient: meat. The brand's top-selling chew is the beef bully stick, made of 100 percent pure natural beef pizzle. The Nature Gnaws 100 percent beef chews are in great demand from new puppy owners and aggressive chewers. You can find these natural chews in their new packaging that was re-designed in March 2021.

www.naturegnaws.com



SUPERIOR FARMS PET PROVISIONS

Superior Farms Pet Provisions offers all natural, wholesome treats and chews that dogs love and humans feel good about. Try HydeOut Cheek Chips and Cheek Rolls, made from beef "cheek" (the skin above the neck) which offers a distinct alternative to traditional rawhide.

www.superiorfarmspet.com



GET NAKED TREATS

Furbabies and furry friends deserve the very best, naturally. Get Naked Premium Multifunctional Treats are now made with more real chicken, super fruits and vegetables. They're filled with extra nutrients to support health needs and life stages of dogs of all sizes. More wholesome. More beneficial. More delicious.

www.getnakedpets.com



CLEAR CONSCIENCE PET SLIDERS

Clear Conscience Pet's relaunched, reformulated Sliders are positioned as functional dog treats, and combines 100 percent human-grade cuts of USA-sourced beef and pork with whole superfoods and nutraceutical supplements. The first formulas are Cool-It Beef Cheddavegg and Pork Veggapple, both of which have a proprietary ingredient blend that makes turmeric and curcumin, its active component, more bioavailable and longer lasting.

www.clearconsciencepet.com

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Hauspanther single-ingredient cat treats are made from nutrient-rich organ meat that's freeze-dried to lock in freshness, creating a delicious and convenient treat for cats. Freeze-dried to lock in freshness, these grain-free and gluten-free cat treats are available in chicken liver, beef liver and turkey heart in 1.5-ounce bags. These treats are 100 percent sourced and made in the U.S.

www.hauspanther.com

ZIWI CHEWS

Mother Nature knows best, so when it comes to a healthy treat, we follow her lead. Featuring grass-fed lamb sourced from New Zealand's lush pastures, our Lamb Green Tripe chews are prepared with no added preservatives or flavors—just slow and gentle air-drying. Simple and delicious with only one ingredient, it's the perfect tail-wagging chew to keep your dog happy.

www.ziwpets.com



WASTE MANAGEMENT

Waste management and cleaning products are important parts of responsible pet ownership. Poop bags, litter boxes and their appropriate accessories are essential purchases for consumers who own dogs and cats. And those who keep other companion pets, including birds, reptiles and small animals, are also on the constant search for effective hard goods to help them keep their pet's environment a healthy one for their companion animal. Cleaning and neutralizing products for urine, stain and odors are must-carry items that should be clearly visible to consumers. No longer a niche item, cleaning products have become a daily part of a pet parent's life.



DR. ELSEY'S CAT LITTER

Dr. Elsey's offers a variety of cat litter options, including Cat Attract, for felines that will not use the litter box; Senior, which helps prevent kidney failure and urinary tract infection in older cats; Kitten attract, a training litter for your felines; and R&R Respiratory Relief, which helps control respiratory disease.

www.preciouscat.com



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TRENDS & PRODUCTS



MARLIE MIST

Available in three scents (Peppermint & Rosemary, Chamomile & Lavender and Grapefruit & Sandalwood), Marlie Mist is a brand-new category for paw.com. These new 100 percent all-natural sprays completely remove scents, combining high-performance zinc-based odor neutralizing technology with soothing essential oils. Spray on fabric for instant results — leaving your pet mellow and happy, and your home fresh and clean. Free of parabens, sulfates, phthalates, alcohol, alumina, formaldehydes and, of course, no animal testing.

www.paw.com

OXY-POWERED PET STAIN & ODOR REMOVER

Quickly conquer pet stains and neutralize odors with Carbona's Oxy-Powered Pet Stain & Odor Remover featuring a built-in brushtop applicator. This proprietary system combines a sponge to clean carpet surfaces with soft bristles that penetrate carpet fibers for a deep down clean. The highly effective and versatile oxy-powered formula removes a variety of stains while neutralizing odors — which can help keep pets from returning to the scene of the crime.

www.carbona.com



THE DOOLOOP

The doolooop simply is the easiest, hands-free way to carry dog waste. Attached to your leash, it takes only one hand to loop bags on, putting distance between you and the poo. Manufactured in Maine, the doolooop is made of compostable plastic, using zero-waste packaging. It's easy for dog owners and easy on the planet. It's a drag holding the bag, use a doolooop.

www.thedooloop.com



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Perfect for cats that don't always go where they should, Picky Cat is the multiple-cat litter that combines the concentrated power of corn with a natural ingredient that attracts cats to the box. No more stains, mystery smells and stress. Picky Cat is perfect for newly adopted cats, kittens, senior cats and any fussy feline.

www.worldsbestcatlitter.com

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www.weeaway.com

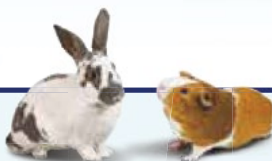




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TRENDS & PRODUCTS



SUSTAINABLY YOURS CAT LITTER

Sustainably Yours is biodegradable and sustainable and stops odors on contact, clumping firmer and faster than regular litters. It's made from two renewable ingredients: cassava and corn. Cassava is a highly absorbent shrub native to South America that is cultivated as an annual crop for its edible root. The brand also donates a portion of proceeds to the Rainforest Trust, which purchases and protects threatened tropical forests.

www.sylitter.com

BIOKLEEN BAC-OUT PET LINE

Biokleen has a new line of cleaning products. The Bac-Out Pet line includes Biokleen Bac-Out Pet Stain & Odor Remover, specially formulated to use on deep carpet stains and used as a soak for stubborn odors; Biokleen Bac-Out Pet Stain & Odor Remover with Foamer, uses the same formulation as the Bac-Out Pet Stain & Odor Remover, and it comes with a foaming sprayer to remove surface-level stains; and Biokleen Bac-Out Pet Bed & Fabric Refresher, the enzyme formula works to eliminate smells on pet beds, couches and other fabric surfaces pets like to lay on.


www.biokleenhome.com



COSMOS CORPORATION

Cosmos Corporation acquired Urine Off, Zorb-it-Up and Yard Clean Green. Urine Off is a urine odor and stain remediation product that is safe to use on a variety of surfaces. Zorb-it-Up! is a super-absorbent technology that quickly turns liquids into solids for fast and easy clean up. Yard Clean Green eradicates foul odors caused by animal urine and feces. Great for yards and kennels.

www.cosmoscorp.com



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www.bestshotpet.com



DOG ROCKS

Dog Rocks are 100 percent natural rocks found exclusively in an Australian quarry. They are proven to work continuously to filter out the impurities responsible for excess nitrate concentrations in canine urine, which is the cause of lawn burn. The newest bag size contains 600 grams (1.32 pounds) of rocks.

www.dogrocks.com



TRINOVA LITTER BOX DEODORIZER

TriNova's Litter Box Deodorizer is designed to absorb and eliminates those not so good litter box smells. Other products mask the scent with a flowery fragrance, but TriNova's is fragrance-free and hypoallergenic – giving you a clean scent without the overpowering perfumes. By using the TriNova Litter Box Deodorizer between cleanings, you can extend the life of your litter making it smell fresher for longer. Whether it's for one, two or several cats, Litter Box Deodorizer helps keep their odors under control.

ing the TriNova Litter Box Deodorizer between cleanings, you can extend the life of your litter making it smell fresher for longer. Whether it's for one, two or several cats, Litter Box Deodorizer helps keep their odors under control.

www.gotrinova.com

OXYFRESH CAGE CLEANER

Oxyfresh's Cage Cleaner is ideal for cleaning kennels and cages for small animals such as birds, gerbils and mice. Like all products at Oxyfresh, Cage Cleaner is made in the U.S., cruelty-free, non-toxic, safe, gentle, effective and will not disrupt a pet's immune system.



www.oxyfresh.com



PET STAIN & ODOR REMOVER

Pet Renu's Pet Stain & Odor Remover is specially designed for those tough stains your pets leave behind. Coupled with Oxy Power and a lasting fresh scent, you can clean and remove pet stains and pet odors from carpets, fabric and upholstery with ease. Pet Renu's natural pet care products are eco-friendly and biodegradable.

www.petrenu.com



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THE BENEFITS OF ELK ANTLERS

Wapiti Labs chews, supplements support pet health, drive retail sales.

Founded by Craig Wylie, Wapiti Labs describes itself as “the original elk velvet antler company.” Pet Age recently spoke with Bridget Titterud, the brand’s marketing director, to learn more about supplements that feature elk velvet antler.

Why is elk velvet so valuable to pet care?

A: Nature’s perfect supplement. Our Elk Velvet Antler supplements are a whole-body supplement for dogs and cats with several options to choose from. Our products are NASC (National Animal Supplement Council) certified for quality and assurance. Benefits of our Mobility supplements include support of the hips, joints, liver, kidneys and the immune system. We use a proprietary process that ensures key organic compounds and elements from the elk velvet antler and herbal ingredients remain intact, making our supplements the most innovative on the market.

How does Wapiti Labs source its elk velvet?

A: Wolf Creek Elk Ranch offers the elk a completely pollution-free, natural environment. To reduce stress, grazing land does not exceed two animals per acre. All animals are certified by the Minnesota Board of Animal Health and are registered with the North American Elk Breeders Association. Routine checks are conducted by a regis-

tered veterinarian and a certified nutritionist to ensure proper health and nutrition. Wolf Creek Elk Ranch has been certified CWD and tuberculosis free.

Antlers are removed once a year from healthy bulls in a low-stress process under the direction of the herd veterinarian. Wolf Creek Elk Ranch markets green and freeze-dried antler as an ingredient product while Wapiti Labs produces premium supplements created with Minnesota Elk Velvet Antler and Chinese herbs using a proprietary extraction process. Wapiti Labs’ natural pet supplements are endorsed, recommended and distributed by veterinarians practicing both Eastern and Western herbal medicine.

What are your brand’s best-selling products?

A: Our brand is offered across the United States through online options, retail stores and veterinarian clinics. Senior Mobility is our best-selling product. Our Mobility products help support and maintain long term health, body functions and quality of life while also improving joint mobility, kidneys, immune system and healthy blood cells. It also helps to support eye functions and includes Elk Velvet Antler which has a surplus of long-term benefits.

This product is available in powdered or tablet form for dogs. We offer free sample packs for dogs when someone visits our

website and submits for one.

We have also seen a great increase in sales for our Chest Formula. This is a liquid Tincture given daily for up to two weeks, or until symptoms improve. Our Chest has increased in sales and popularity by 700 percent in the past year. It supports respiratory function and health for pets while expanding the chest for easier breathing. The product also supports normal integrity and function of the lungs for dogs and cats.

What makes your brand’s elk antler chews unique?

A: We offer antler chews for every type of dog. We understand that every dog is a unique creature with their own habits and tastes, which is why we’ve created our chews in a range of textures and sizes. We have designed our splits — Elk Antlers chews that are split down the middle, offering easy access to the softer marrow in the middle — for dogs that are new to chews, Elk Antler, or both. These chews are also ideal for dogs that simply prefer a softer chew. There are higher quality options with several sizes to choose from with four inch and eight inch, whole and split options.

What are the benefits of Wapiti Labs being a family-owned business?

A: Being a smaller company, we celebrate every client gained and we work hard to provide quality customer service. We also offer free training with our products and encourage clients to work with us. With wholesale account options, shipping discounts and monthly specials; we have something to offer everyone.

It began with a dream and a “retired” 320-acre dairy farm in Sturgeon Lake, Minnesota. Craig Wylie bought the acreage with the idea of turning it into an elk ranch after becoming intrigued by the opportunities available in raising these majestic animals, the largest species of deer in the world and one of the largest land mammals in North America.

Craig’s son, Klint, took on managing the herd of more than 200 elk and all operations at Wolf Creek Elk Ranch. Our goal is to help dogs and cats lead better lives each and every day. **PA**

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