

**JUNE 2009**

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## UPCOMING EVENTS

### Balloonfest 2009

Pet X Supplies & Tack is the sponsor for this year's Balloonfest Pet Costume Contest, Pet Talent Contest, and Musical Hoops. Each participant will receive a goodie bag and winners will receive gift cards and other prizes.



Pet X Supplies is partnering with the Humane Society of Livingston County to offer some discounted services to help you care for your pets in these tough economic times!

The third Saturday of every month from 11am until 3pm we will be offering:

- Rabies - \$10.00
- Distemper - \$8.00
- Distemper w/ Lepto - \$16.00
- Bordetella - \$8.00
- Feline Leukemia/FIV Test - \$30.00
- Heartworm Test - \$24.00
- Microchip - \$25.00



## PET FOOD SPOTLIGHT

### Nature's Variety Rotation Diet

The Nature's Variety Rotation Diet is based on the simple premise that more variety will provide better overall health and well-being for your pet. You don't eat the same thing day in and day out, and neither should your pet. By varying the proteins and forms, your dog or cat will enjoy a more diverse and complete micro-nutrient intake, as well as exciting tastes and textures for better health and happiness.

#### Reduced risk of food allergies

Many allergies to common ingredients like chicken, beef, wheat, corn or soy can develop over time when pets are consistently fed the same food month after month. The Rotation Diet reduces the risk of allergies and intolerances because any one specific protein is not being overfed – so the body does not become sensitive.

#### Improved hydration

Many health problems found in pets (such as urinary and kidney issues) stem from long-term dehydration, which can be avoided by rotating products with higher moisture content like canned and raw frozen products.



#### Reduced pickiness

The Nature's Variety Rotation Diet can reduce pickiness in pets and increase their interest in meals. Pets that are accustomed to specific textures and flavors are less inclined to try new foods, while pets on the Rotation Diet are excited about their meals due to the variety of proteins and forms.

#### Better behavior

When used in conjunction with obedience training, the Rotation Diet can help to decrease incidences of destructive behavior, which can develop from boredom.

#### Convenient for you

All Nature's Variety formulas are specially formulated for rotation, so you can choose to rotate both forms or flavors on a daily, weekly, or monthly basis. Decide what works best for you – and your pet!

#### RAW

A diet consisting of raw meat, organ meat, bone, and fat reflects what your pet would eat in its natural habitat. The inclusion of raw food is recommended by veterinary experts as an important source of protein, moisture, and vital nutrients.

#### DRY

Nature's Variety offers a wide variety of kibble choices to fit your pet's needs and preferences. Choose from our wholesome Prairie line and grain-free Instinct line of kibble diets.

#### CANS

Our canned diets offer complete and balanced nutrition in a form that provides beneficial levels of moisture for optimal pet health. Instinct grain-free cans are 95% meat. Prairie and Homestyle cans are made with real meat, poultry, and fish, as well as hearty whole grains.

There's no right or wrong way to feed the Nature's Variety Rotation Diet; your pet will benefit from the variety of forms and flavors! Just offer various proteins (e.g. beef, chicken, and salmon) and forms (raw, dry, and cans) in your pet's diet. All Nature's Variety diets are specially formulated for rotation feeding – our raw, dry, and canned product forms can be rotated freely according to your lifestyle and your pet's preferences!



## Leonardo's Spot

My new favorite toy is the Tennis Tails Dog Toy as it combines two great toys into one – a tennis ball and a plush squeaky toy! I love the chase – a faux fox, raccoon or squirrel tail dangles from the ball, giving me a real sense of being on the hunt!

Also, my brother Galileo and I really love playing tug with it – check it out next time you're in the store!

## NEW ITEMS FOR SUMMER FUN!

### Orbee-Tuff Orbo with Treat Spot



The Orbee-Tuff® Orbo was designed with a special Treat Spot for hiding kibble, spreads and other tasty treats dogs love, making it an interactive toy your dog can't play without.

#### What makes the Orbee-Tuff material so durable?

Orbee-Tuff is a "thermo plastic elastimer" that is engineered specifically to become one of the most durable, pliable, buoyant and bouncy dog toys on the market. To ensure dogs love the smell as much as the feel, each Orbee-Tuff toy has an appealing mint scent. Orbee-Tuff is also eco-friendly. It consists of all non-toxic ingredients and the compound is recyclable.

#### About Planet Dog

Over the past several years, Planet Dog has evolved into an award-winning, socially responsible, values-based design house.

Their mission is to create, innovate and develop premium products "made for dogs, by dog lovers," while being fully dedicated to satisfying both your and your best friend's needs.

At Planet Dog, they take pride in being known as a pet industry leader with proven socially responsible initiatives that bring people and dogs together for fun and mutual support. They "romp the romp" by providing financial resources to those in need, educating consumers about canine-related issues, creating an array of non-toxic and recyclable products, and keeping the tails of their "pack" wagging.

Planet Dog's flagship initiative is the Planet Dog Foundation. The Foundation, whose philanthropic mission is to promote and celebrate programs that enable dogs to serve and support their best friends, receives 2% of every Planet Dog purchase. These vital funds, augmented by individual financial contributions and a growing endowment, are donated back to non-profit canine service programs nationwide. In 2006 alone, PDF donated more than \$100,000 in cash and product donations to worthy organizations.

Planet Dog's internal mantra of "think globally, act doggedly" keeps them focused on the higher cause of why they entered this industry... wagging, drooling, sniffing, snuggling, howling, romping dogs.



### WACKY walk'r If your dog pulls – then try this leash!

Manufactured of 100% natural rubber tubing, all products featured in the **Wacky Walk'r** collection – the **Urban Walk'r**, **Crazy Coupl'r** and the **Stubb'r** – offer a welcome relief from the 'jerk' of traditional rigid leads. The animal works against the leash, not the walker.

All **Wacky Walk'r** products:

- Center is reinforced with a safety line, guarding against tearing and breakage.
- Will only extend to twice its length offering complete control.
- Continuously corrects your pet.
- Natural properties of rubber allow for easy cleaning
- Deters chewing.
- Available in 14 different colors.

The **Wacky Walk'r** (longest leash), and the **Urban Walk'r** (half the length of the **Wacky Walk'r**), represent an unrivaled combination of form and function. Allowing your dog optimal freedom of movement while retaining complete control. The force-inhibiting stretch of tuber tubing lessens stress on both you and your pet.

The **Crazy Coupl'r** will cure your double dog-walking tangle blues! Ideal when used in combination with the **Wacky Walk'r**, it provides a convenient system for walking two similar-sized pets. The exclusive 2-swivel design allows for complete tangle-free exercise of your pets.

The **Stubb'r**, the shortest lead, provides the most control while retaining the stress-relieving benefits of all other products. The **Stubb'r** is ideal for use with large dogs (80 lbs. +) that exert a great deal of pull. (Only available in 6 different colors.)

