

SUPPLEMENT TO PET BUSINESS

the Pet Elite

www.thepetelite.com

Summer 2011

CALL TO ACTION
Attracting the
Right Clientele

Image is Everything

Using décor and design to
communicate your brand.



Evanger's Launches Sweet Potato Side Dish

Evanger's has launched its 100-percent Canned Sweet Potato for dogs and cats. Sweet potatoes are an excellent source of beta-carotene and vitamin C, vitamin B6, manganese, copper, potassium and disease-fighting fiber. Since many of these nutrients are also anti-inflammatory, Evanger's



100-percent Sweet Potato can be helpful in reducing the severity of conditions where inflammation plays a role. Adding sweet potato to a cat's diet may also reduce hairballs. The product is available in 13- and 6-oz. cans. **For more information, visit www.evangersdogfood.com**

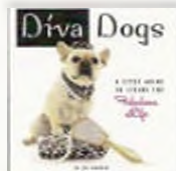


P.L.A.Y. Unveils Victorian Line

The Victorian series of dog beds, made by P.L.A.Y. (Pet Lifestyle And You), offers a combination of style, comfort and eco-friendliness. These beds feature two exclusive patterns—"Cameo" and "Chandelier"—that are ideal for stylish homes. The soft and comfortable high-loft fill is manufactured from certified safe recycled plastic bottles. The 100-percent natural cotton covering is soft, breathable and allergy-free. It will stand up to years of use and is 100-percent washable. The beds come in small and medium sizes. **For more information, visit www.PetPlay.com**

High-Fashion To the Dogs
A Style Guide to Living the Fabulous Life, by Jo Jo Harder, sheds light on the ultimate diva lifestyle for "four-legged members of high society."

The book provides guidance for diva-dog owners looking for the perfect look for



their pups—from holiday and formal wear to outdoor and beach apparel. It also includes planning and decorating guides for 15 themed parties for dogs and their owners, and includes expert advice on decor, music, food and activities. **For more information, visit www.bowtiepress.com**



Collars and Leashes Added to Paul Frank Line

26 Bars & a Band introduces three styles for the popular Paul Frank line. The I Heart PF collar features the classic Julius monkey with the text "I ♥ PF" on a pink background. The new Julius Mod line also features Julius but on a classic black and white background. A fun striped circle design completes the look, inspired by the popularity of 3-D monkeys. 3D Skurvy features the popular Skurvy character wearing 3-D glasses. All collars are available in three sizes and come with matching five-foot leashes. They are made of printed webbing and have a strong plastic buckle engraved with the Paul Frank logo. **For more information, visit www.26barsandaband.com**