

Pet Age

July 2014

THE #MILLENNIAL CUSTOMER

Learning how this social media-driven generation shops is crucial for the future of the industry.

The retailer,
manufacturer,
blogger connection

Protecting
the pet industry's
interests.



NEW PRODUCTS



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13 **Canine Christmas Crunchers** by Jones Natural Chews
Canine Christmas Crunchers are ready-to-hang Christmas stockings full of five dog chews. The chews include: one beef hoof, one pig ear, one beef knee cap, one beef center bone and one pork K9 bacon roll.
www.jonesnaturalchews.com

14 **Oatmeal & Aloe Shampoo and Conditioner** by earthbath
The Oatmeal & Aloe Shampoo and Conditioner has all-natural ingredients that provide a safe and effective way to clean and condition coats and help soothe minor skin irritations in both dogs and cats.
www.earthbath.com

15 **Dogit Clean Disposable Dog Diapers**
When leaks become an issue due to incontinence, excitable urination, females in heat and dogs recovering from lower body surgery, Dogit Clean Disposable Diapers are the solution to the problem.
www.hagen.com

16 **PURR-fect HARMONY Clumping Cat Litter**
This high-performing "greeter" looks like clay, but it is with 85 percent recycled material. It eliminates the need to mine Mother Earth as traditional clay litters require.
www.purr-fectharmony.com

RAIN OR SHINE WE'VE GOT YOU COVERED

The new *Outdoor Bed Collection* by P.L.A.Y.



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