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CONTENTS

- 2 A Shelter Pet
- 2 Keep Your Home Clean
- 3 Animal Insurance
- 4 Keeping Your Pet Flea-Free
- 5 How Safe Is Your Pet Food?
- 5 Benefits of a Raw Diet
- 6 Treatment of Feline AIDS
- 6 World's Best Cat Litter
- 7 Never Leave Your Pet Home Again

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PET LIFESTYLE & CARE

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Why your Next Pet should be... a "Shelter Pet"!

Humane Society of the United States (HSUS), the nation's largest animal protection agency, urges potential pet owners to consider the benefits of adoption—to themselves and society at large.

"Shelter pets are fabulous pets. There is nothing wrong with them," explains Betsy McFarland, senior director of the Companion Animals section of The HSUS. "People assume they are 'damaged goods' or that

they've been abused, but animals lose their homes for lots of reasons. For example, some are relinquished because their families have lost their homes due to foreclosure, or because their owners have passed away. Shelters generally do a great job of assessing the animals, so if there are any issues they'll educate you."

Another misconception about shelters is that their variety is limited and that they only carry mutts.

"Shelters have a wide range of pets, even birds and guinea pigs, and there are rescue groups for every species and breed you are interested in," says McFarland. "In fact, one in four dogs entering shelters is pure-bred!"

Besides paying much less than you would at a store, you'll also save money because shelters provide the first round of vaccination and sterilization before adoption.

Shelters are forced to euthanize

more than three million healthy dogs and cats every year, so before you shell out the big bucks to a breeder or pet store, stop by your local shelter and save some money—and a life.



Puuurfect Ways to Keep Your Home Clean

63% of U.S. households have pets, which means they are working extra hard to keep their homes clean. Thankfully, there's an array of products ready to arm pet owners for their sometimes seemingly endless battle.

Carpets and furniture are stain, hair and odor magnets, but thanks to Crypton Super Fabrics' innovative stain & bacteria-resistant textile solutions, animal lovers have a fighting chance.

"If your dog sits on your sofa, you are probably going to freak, but not if you have Crypton. Then all you would do is wipe off the surface," explains co-founder Randy Rubin. "Our fabric is beautiful, durable and the only disinfectable product of its kind. Say

you had a sick dog recently, you can spray your disinfectant on your furniture and be done with it."

There is a large variety of cleaning products on the market. Jackie Resillez, brand manager for United Pet Group, Inc.'s stain and odor category, offers tips for consumers.

Resillez describes the three types of stain removers: "Oxy formulas are great for non-protein based stains, while the enzymatic and bacteria-based are great for organic stains, such as blood or urine. Our Nature's Miracle Advanced Stain & Odor Remover actually have both bacteria and oxygen boosters."

Your stains may be gone, but if you've got a pet, your carpet probably still has pet hair. The iRobot Roomba,

an automated vacuum that can independently navigate your floors, makes cleaning any home easy; but V.P. of Sales & Marketing Matt Palma discovered that the Roomba is especially desirable to pet owners who are "constantly challenged to keep their floors clean."

"We decided to create a line especially for this market. The iRobot Roomba 532 Pet Series has specially-designed rotating brushes that really dig into carpet fibers to draw out pet hair, a larger capacity bin and a low profile that can get under beds and other places that you don't typically vacuum, but where dander still penetrates," explains Palma.

The Roomba allows pet owners to remove dirt, litter and hair effectively

and more frequently while actually freeing up their time, but who'd want to use that time cleaning the litter box? Cat owners often cite kitty litter as a source of odor and messes. The Litter-Robot (www.litter-robot.com), a self-cleaning litter box, may make even that complaint a thing of the past.

"I don't really enjoy having to clean the litter every day. I usually just separate my mind from my body before the task and race through it as fast as I can," admits Marc Raybin, a cat owner from NY. It eliminates the daily task of scooping and large waste drawer, which can go days without being emptied, prevents mold-growth, eliminating that familiar "cat" smell.

Try It. We Double Dog Dare You.

SEE WHY CRYPTON'S PET PRODUCTS ARE MAKING SUCH A SPLASH.

Our pet accessories are machine washable, stain and odor resistant, and available in rich coordinating fabrics. The Crypton Fabrics collection includes waterproof dog beds, Throwers, pet Mess Mats, throw pillows, and accessories.

Visit www.cryptonfabric.com or call 1.800.crypton for more information.



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discouraging the growth of bacteria and germs

Tough on Stains & Odors, safe for pets

Fast drying to minimize tracking



Animal Insurance: Dollars a Month Could Save Thousands a Year

Emergency surgery for your pet could cost thousands of dollars. When you invest in pet insurance, you're protected against the unexpected.

"For the vast majority of owners, especially those with multiple pets, being able to replace the cost of the unforeseen with a monthly budgeted item makes sense," says Mark Warren,

president & CEO of Pethealth Inc. "When you are talking to your vet about treatment options, you don't want have to include financial considerations in your decision-making process."

"You may want more accident coverage if your pet goes outdoors," advises Warren. "If you have a large dog, you probably want coverage

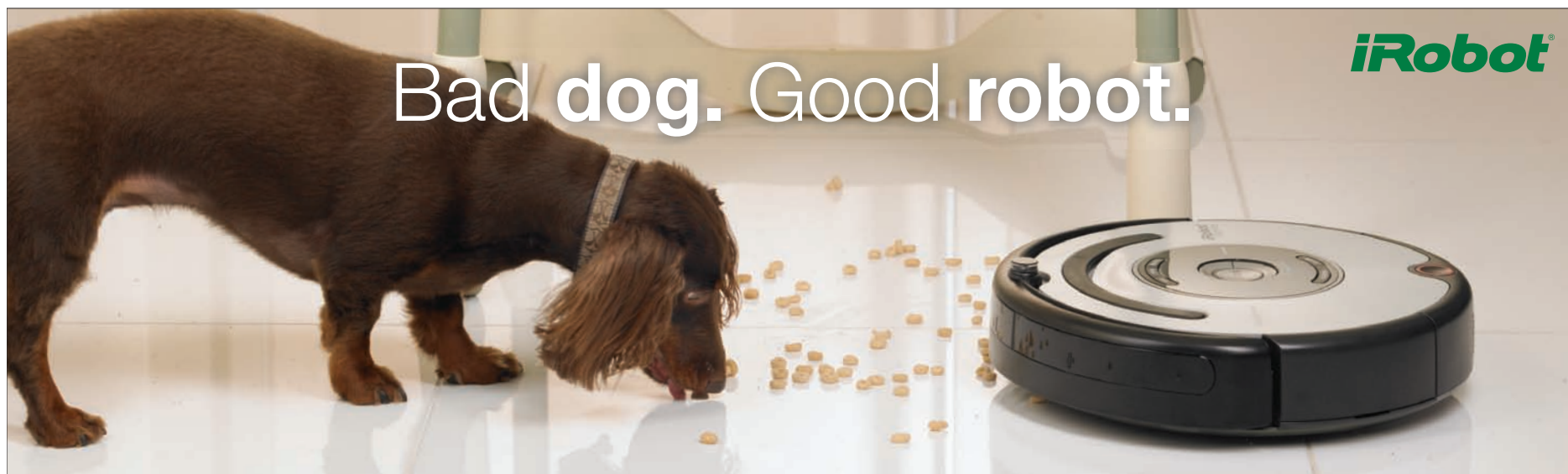
that includes congenital and hereditary problems, too. Consider what you can afford monthly and what your vet charges. If the quality of care is unbelievable but costly, you might want more coverage. If you've been seeing the same vet for 35 years—the equipment isn't modern, but you're satisfied and it's affordable—you might not need as much coverage."

Of course, be sure to confirm that your veterinarian accepts the insurance you are considering. You can even ask him or her to recommend a preferred plan. Premiums are typically \$10 to \$70 dollars a month, and some companies offer discounts for multiple pets.

Pethealth Inc.'s subsidiary 24Pet-Watch offers a range of pet insurance

options for cats and dogs. Their programs are the number one choice for North American pet owners.

Two out of three pets will experience a serious health problem in their lifetime. With those odds, why risk it? Insurance makes sense—for your pet and your wallet.



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Bad dog. Good robot.

Both of these little guys will clean your floors, but only one was meant for the job.

With the iRobot Roomba® Pet Series Vacuum Cleaning Robot, you can leave the playing to the puppy and the cleaning to the robot. Just one push of a button and Roomba goes to work on all the food, hair and dander your pets leave behind—helping maintain cleaner floors every day and giving you more time with your best friend. Welcome to iRobot. Less chores. More life.

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Free Economy Ground Shipping in continental U.S. only (excludes Alaska, Hawaii, PO Boxes and APO/FPO addresses) only. Offer valid only at <http://store.irobot.com> on iRobot Roomba 562. Expires midnight (ET) on June 12, 2009.



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Keeping your Pet Flea-Free

Americans will spend an estimated \$45 billion on their pets this year, buying everything from food, veterinary care and grooming/boarding services to over-the-counter pest control remedies.

"You'd be hard-pressed to find a pet owner who hasn't had a problem with fleas, ticks or mosquitoes," says

Tradewinds' Companion Animal Business Unit Manager Brian Reardon. "I always stress the importance of an integrated flea control program. There's no single magic bullet. You need to be proactive and use a spot-on or squeeze-on topical product along with premise sprays so you target the indoor and outdoor areas as well as

the animal."

Flea bites can lead to hair loss and skin problems in sensitive pets. Some animals are allergic to flea saliva, thus a visit from a single pest spawns severe discomfort. Flea infestations can also lead to tapeworm problems. When grooming themselves, pets may ingest a flea larva that has swal-

lowed a tapeworm egg, which is then released and free to develop in the host's intestine.

Not all remedies are created equal. TriForce, a Tradewinds, Inc. product, kills and repels ticks, mosquitoes and fleas, as well as their eggs and larvae, unlike some other treatments that only target full-grown fleas.

The EPA regulates products like TriForce, but owners should still keep certain safety tips in mind. Reardon emphasizes the importance of reading product labels: "Some active compounds are safe for both felines and canines, but some dog flea products are dangerous to cats, so be sure to read the package carefully."

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How Safe is Your Pet Food?

Download a list of pet food products that have been recalled since March 2007 from the FDA's website and you'll find yourself perusing a spreadsheet cataloging hundreds of products from 20 different manufacturers. An array of companies have taken food—from dog chow to ferret treats to fish flakes—off the shelves.

Pet food safety usually falls under the FDA's jurisdiction. As a result of recent recalls, including the Peanut Corporation of America's voluntary recall of peanut butter at risk for Salmonella contamination last January, consumers and congressmen alike are clamoring for a more effective food regulatory system, for humans and animals alike.

Northwest Naturals (NWN), a 50-year-old family-run company, opts to use USDA rather than FDA inspected ingredients in its pet food. Their employees abide by the same rigorous safety procedures whether producing food for animal or human consumption.

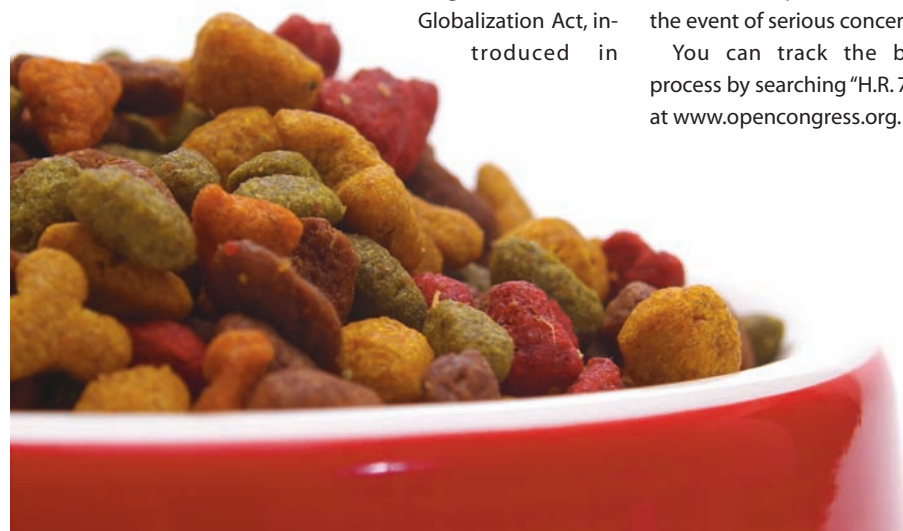
"The USDA monitors meat, poultry and processed egg products. You might see an FDA inspector once every few years. It's an under-funded agency with a huge area to cover. We see our USDA inspector daily," explains Michael Morasch, president of NWN. "In the future, I think we will see additional products falling under USDA's jurisdiction."

FDA inspectors currently lack the ability to mandate a recall of tainted food. The Food and Drug Administration Globalization Act, introduced in

Congress earlier this year, would increase the FDA's authority. Its goal is to improve the safety of food, drugs and cosmetics in the global market, and it includes proposals to generate more revenue to support the FDA's efforts, increase inspections and improve traceability.

Steven Morasch, co-founder of NWN, supports more effective government inspection. "There's been a lot of talk about these changes in the field. Even our own USDA inspectors have heard that they might be taking on new responsibility. We may see the creation of a 'new' FDA or part of it functions incorporated into the USDA. The authority of the USDA is much greater in terms of its ability to make immediate calls for recalls and plant closures in the event of serious concerns."

You can track the bill's process by searching "H.R. 759" at www.opencongress.org.



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The Benefits of a Raw Diet

Just as people aim to eat the foods that will make them look and feel their best, pet owners must consider their animals' diets to ensure they live the longest and healthiest lives possible.

Some research suggests that a raw diet consisting of all-natural, uncooked meats and vegetables is preferable for cats and dogs, as it emulates what they would eat in nature. Because canines and felines did not eat cooked food in the wild, their digestive systems do not process them as efficiently as raw ingredients.

Dr. Francis Pottenger, Jr. concluded from his research in the 1930s and '40s that cats kept on a raw diet were healthier than those fed processed food. Each subsequent generation of cats on a cooked

food diet experienced increasingly severe health problems at earlier ages, according to his observations.

Raw diet advocates emphasize the importance of living enzymes—proteins that assist the digestive system and help the body function, but are almost entirely killed when food is cooked. When the pancreas overworks to produce enzymes on its own, health problems may arise.

Northwest Naturals (NWN) manufactures the original "raw nugget diet," pet food made from a blend of human-grade vegetables, fruits, and meats that is kept frozen to preserve its ingredients. Steve Morasch, co-founder of NWN, explains the diet's health benefits: "A raw natural diet will give your pet a cleaner, shinier coat. Skin irritation problems clear up

and teeth become healthier. Weight control issues are easier to manage because pets naturally eat less food, since they feel full faster due to the bio-available nature of the nutrients in a raw natural diet."

A raw diet should include a little organ meat and raw bone, a natural source of calcium. NWN uses fresh ground bone, maintaining its natural ligament tissues, as opposed to bone meal from rendering.

NWN recommends washing your hands before and after touching any food product. Also, be sure to research the appropriate feeding amount for your pet, as the recommended quantity varies with size, age and activity level.

For more information, see www.rawnaturalpetfood.com.

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A Breakthrough in the Treatment of Feline AIDS

Until LTCI hit the market, there was little hope for the estimated 2.5% of cats in the U.S. that have contracted either Feline leukemia virus (FeLV) or Feline Immunodeficiency virus (FIV).

Much like the human AIDS virus, feline AIDS attacks cats' immune systems and is primarily transmitted via blood or saliva. Lymphocyte

T-Cell Immunomodulator (LTCI) is the first and only approved treatment aid for FeLV and FIV to be granted a conditional license by the USDA.

"The two criteria for a conditional license are safety and reasonable expectation of efficacy," explains Tradewinds' Companion Animal Business Unit Manager Brian Reardon. "This means the data presented demonstrated both. This is

a viable treatment—very encouraging news for cat owners."

Tradewinds and ProLabs are divisions of AgriLabs, Ltd. LTCI, marketed by ProLabs, encourages the vet and pet-owner communities alike. "In the past, a lot of cats had to be put down because of their diagnosis, so this is very exciting technology," says Reardon.

Feline AIDS is most prevalent in male feral cats, so some vets suggest keeping your pet inside to avoid infection.



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What Puts the *Best* in World's Best Cat Litter™?

Sure you love your cats, but that doesn't mean you want your home to smell like them!

World's Best Cat Litter's™ unique composition of corn and plant derivatives helps mask the unpleasant odors that come with the territory of cat-ownership.

"The last thing you want is to walk into your home and smell cat waste or urine," remarks GPC Pet Products' Director of Sales and Marketing Paul Zobel. "World's Best Cat Litter™ is created through a patented process using whole-kernel corn that forms small micro-holes that absorb and cover the ammonia odors. Most of the time it works so well you don't even know there is a cat in the house!"

The company's scientific testing found that corn's natural proteins and fibers effectively bind to cat urine and odor; so a whole-kernel corn-based litter, in addition to curbing unpleasant scents, prevents urine from seeping or sticking to the sides of the box, and it clumps efficiently.

"The litter clumps quicker and better than any other," says Zobel. "You don't want to be cleaning your litter box twice a day when you'd rather be doing other things. Because of its clumping ability, it is easy to scoop. Because it absorbs moisture quickly, it also lasts longer, so you don't have to use as much."

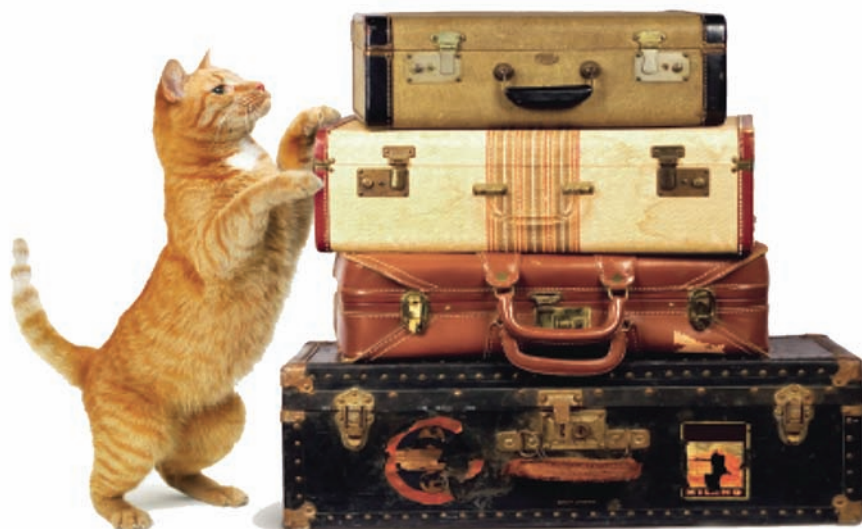
World's Best Cat Litter™ customers often report that they use less than they would with other brands. The litter is septic-safe, so it can be disposed of easily by flushing. It's allergy-friendly and safe for humans to ingest—an especially important consideration to those with small children.

It's also all-natural, chemical-free and completely biodegradable and renewable. A testament to its eco-friendliness, it was included in gift bags that were distributed to planet-friendly celebrities last month in honor of Earth Day.

So you're trying to live "green"? Now you can monitor your carbon paw-print, too!

Travel Kit.

Whether you're traveling, cat-sitting or just looking for convenience, KatKit® is the ultimate disposable, portable, no-mess litter box solution!



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Never Leave Home Without your Pet Again

Pets deserve vacations, too! Why leave your beloved companion behind when there are airlines, hotels and products all geared towards making pet travel as easy and animal-friendly as possible?

The Cat's Pride® KatKit®, an Oil-Dri Corporation of America® brand, is a single-use, disposable cat litter kit,

perfect for long car rides, hotel visits or your home, should you have to leave your feline behind. "It's all about convenience," explains Oil-Dri's Manager of Marketing and Products Jayne Weiske. "It's portable and recyclable—a disposable tray with free clay litter inside. All you have to do is cut away the top and leave it for

the cat to use. Then you throw out the whole product."

"Cats don't like change and are kind of finicky with their litter, so this is particularly good for people who already use the clay-based kind," adds Lisa Mak, senior product manager. The KatKit® is lightly fragranced, another important factor to consider as overbearing odors can cause rejection.

Weiske suggests bringing a few of your pet's favorite toys on the trip to provide a sense of home. "Cats, like some of us, want their own comforts on the road. I also suggest bringing your pets' records with you and making sure your hotel is pet-friendly." Pets Welcome (www.petswelcome.com) provides a list of animal-friendly lodging, searchable by city and state.

Once you've determined your hotel is pro-pet, you can consider transpor-

tation. When traveling by car, do not let your pet ride with its head out the window, as dust and dirt could cause infection. Carriers should be kept in the back seat, in case the air bags should deploy. Before departing, make sure your pet is wearing identification, and check with your veterinarian to ensure vaccinations are up to date.

Many pet owners consider air travel the most stressful of transportation options, but this may change on July 14, when Pet Airways, the first pet-only airline, takes flight. Pets will fly in carriers in the main cabin of a 19-person passenger plane reconfigured with special safety straps. "It's about safety, comfort and care. Once the pet parent drops off the pet, it is always cared for and monitored and never left alone," says Alysa Binder, co-founder.

For convenience, travelers can drop off their furry friends at the "Pet Lounge" up to 72 hours before the trip. An attendant monitors the "pawengers" throughout the flights, which are currently limited to select U.S. cities, although Binder says they plan to expand their destination choices down the line. Check out www.petairways.com for more information.

If you have to travel without your pet, be sure to weigh your lodging options carefully. "Cats tend to prefer their own home, so I recommend asking a good friend or neighbor, but if you have to use a boarding facility, make sure it's a reputable place," advises Weiske.

But thanks to convenient travel kits and pet-friendly hotels and airlines, man's best friend may never be left behind again.





**WORLD'S
BEST
CAT LITTER™**
All Natural

**WORLD'S
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- Unsurpassed odor control
- Clumps faster
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