

THE DAYS OF OUR PET'S LIFE

Pet Tidbit

How many hours do they sleep in a day?

A dog about 16 hours; a cat 20-22 hours; a bird at least 12 hours.

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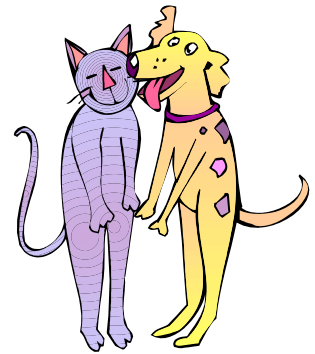
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Your four-legged furry kids have a new pal. Allow us to introduce ourselves; we are Pet Advisors with *Petlane*™ and we bring our store to you. We're here to kick off our healthy, safe, unique and non-toxic products for dogs, cats, birds and their people. Our clients want the best for their "beloved family members" which include safe toys, cleaning and grooming products, holistic treats and the healthiest food on the planet. Our flagship item is the doggie seat-belt. These sensibly priced goods are available through personal shopping appointments, on-line and free or half priced items through our home PAWty host rewards program. You can even host a fundraiser for your favorite charity.

Your Pet's New Chum

The Humane Society of the United States estimates that animal shelters care for between 6–8 million dogs and cats every year in the U.S. of whom 3–4 million are euthanized. This is certainly a tragedy. Some facilities are governmentally supported, others are private organizations. They provide temporary protection for homeless, surrendered or abandoned pet animals. While there are some "no-kill" facilities whose missions it is to neuter/spay and have these animals adopted, the reality is these animals have often been physically abused, malnourished and traumatized. The #1 reason pets end up in shelters: behavioral issues such as digging, scratching, biting and



chewing problems owners can't or don't choose to handle.

A part of our work is to minimize the number of pets sent to shelters each year. We can do this by promoting safe and healthy products and providing valuable education to pet parents. We want you to have the tools you need to improve the lives of all companion animals.

The Home-Shopping Experience

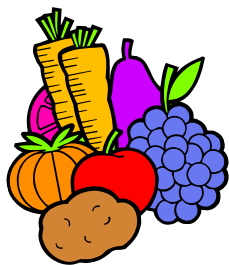
We advise about pets and our products, come to your address for home shopping and supply product delivery to your front door. In a fast-paced technological society, where you need to know more and more to purchase the "right" products and where

a growing number of "big box" stores provide less and less customer service, shopping can get on your nerves. We short circuit that for you and are here to provide individualized service. We want your companion animal to have what they need and for

you to spend your hard earned dollars on healthy, safe and enjoyable products that will help you and your pets. We care for customers and companion animals by providing valuable education through individualized service.



Petlane™ offers a “bottomless bag program.” Ask us about Pure Woof® and Pure Purr® high quality holistic food for your dog and cat.



Pets As Our Teachers

Seven years ago our education began when we adopted Brady, then a 4-year old Chesapeake Bay Retriever. Brady (pictured left) had horrible skin allergies; raunchy odor, no hair on her belly and open sores that bled from her incessant scratching. She was miserable and did not have a quality of life. The vet even asked us if we wanted to reconsider and return her to the previous owner as she had bad hips and a cruciate ligament tear. We said no and initially chose traditional medical treatment for

her. We began food trials, veterinary formulas, antibiotics and steroids. We were not at all pleased with the slow and incomplete results. We asked more and more questions especially about drug side effects. We knew steroids would shorten her life. We asked if Brady would ever regain her health, could her immune system be strengthened and more importantly what were the underlying causes of her allergies? Could it be the food, vaccinations and toxins in our home or

what? We knew conventional medicine could be a life saver but also had its limitations. We no longer had the patience to watch Brady's suffering. Our vet (who was really very good and is at one of the top vet hospitals in Denver) was honest enough to say she had little or no nutritional training and that if we were not satisfied with Brady's progress we might want to do more research. We were given the option of doing extensive and expensive testing for all kinds of allergies.

At that moment we were clear Brady would probably be on steroids for the rest of her life. It was up to us to uncover ways to reduce her challenges and not compromise her health further. In the months ahead we will share our journey, what we've learned and know today. While we opted for research and an alternative approach, we rapidly learned the value of reading

food and product labels. Label analysis isn't easy as so much of the information on a sticker is unfamiliar to us. Apart from that, there is no meaningful data on carcinogenic ingredients and contaminants, or other possible health damage from toxic exposure. *Note:* Brady is now 11 and doing well as an elder dog. She is on a low dosage of one non-steroidal medication daily.

Her sister Cedar, we adopted after she was physically abused and homeless. She is 8 and also a Chesapeake. They have two adopted orange tabby feline siblings; a brother Miller who lived on the street and nearly died from a deadly feline disease, and sister Hillary who was mistreated and thrown out of the back of a pick-up truck.

Consumer Driven

“If consumers knew what went into their dogs and cat's commercial food, we'd see major changes in purchasing choices,” writes the Animal Protection Institute (API) a national animal advocacy non-profit.

We've all been led to believe that pet food manufacturers have our pet's well-being in mind; this is not always true.

Existing pet food producers are permitted by food regulations to use ingredients that you would never purposely offer your pet. We'll focus on pet food in our next issue when we sort out the culprits; preservatives, byproducts and the rendering process. We'll discuss what high quality food should contain. While many of the foods in the marketplace are similar, not all pet

food manufacturing companies use inferior or potentially dangerous ingredients.

The lifestyle we offer our pets has a huge impact on their health. It's no different for us; minimize stress, have a loving family, eat good food, share joy, have fun and grow.

Pet Advisor Answers

We bought a wand toy for our cats and they never play with it?

We've found time and again people buy a toy and put it in the corner and expect the resident cat to know what to do. Cat play usually involves moves used in hunting; toys take the place of prey. Wand toys are perfect for interactive play with YOU. The micro-chip technology inside the new *Play 'N Squeak Mouse* lets

out a squeak at the decibel level of a real field mouse. Pull this over the floor or swing it and have a blast watching them jump, swat, stalk and pounce.

We purchased a toy and the dog chewed it up in the first five minutes?

Dogs love to bring back and pull on an object (fetch). Aggressive play products are available for dogs who like to

engage in an intense game of tug-of-war or long games of fetch. *Wild Thangs*, *Pawtrack with Rope*, and the *Rumble Ring* are perfect. *Tuff Balls* replace dangerous tennis balls and are covered with polyester so they won't harm the enamel on your dog's teeth. Toys like these are not designed to be given to you dogs as chews. *Tuff Balls* come in 3 sizes; small, medium and giant.

- Know the difference; aggressive dog play toys vs. dog chews

- Change cat toys regularly to avoid boredom

Creature World-Weariness

The Dog Asks

Is it a Chew or a Toy? Dogs love to chew and they do it for a variety of reasons. Puppies between 2 and 8 months primarily chew to relieve the soreness of their gums. Adult dogs find it either an enjoyable pastime or a way to relieve nervousness, irritation or monotony. Your job as a pet guardian is to ask your pet

advisor which products are designed for chewing or are toys to stand up to aggressive play. *Petlane™ Bones* or the frozen *Edible Chilly Bones* are great treats for dogs who like to sit and gnaw. Want them to sink their teeth into something with never-ending bliss? The *Everlasting Treat Ball* is "tried and true."

It is soft and wobbles on its own. The new *Everlocking Treats* provide a real challenge for your dog as they "lock" into place and give your canine a real test. Safe products like the *Rumble Ring*, *Wild Thangs*, *Pawtrack Tires* are designed for dogs who like to engage in an intense game of tug-of-war or fetch and are not intended for chews. Stay tuned for the "gotta think" puzzle next issue.

- At *Petlane™* it is our mission to lead the world in providing unique, healthy, safe and enjoyable products to help pets and their people live life to the fullest.

Couch Potato Kitty

Cats and dogs can get into things that are not good for them in the blink of an eye, i.e. rubber bands, dental floss, cotton swabs, tie wraps. So what are we to do? While we can't guarantee a solution we do know that pet boredom is often the reason. Toys can help; your willingness to play

is just as important. Bonding with your companion animal can be fun, humorous and go a long way in keeping your cat social and an object of your affections. They love to exercise in 10-15 minute sessions several times a day. Playing can keep their weight down and release aggression resulting in their being much more friendly.

Know that cats see best when something crosses their vision horizontally as opposed to directly in front of their eyes. We urge you to change their toys regularly as cats get bored easily. Our unique *Kitty Calisthenics* is a huge hit and is a true gateway to adventure. Add a bottle of *Kitty Chianti*, another *Petlane™* exclusive.



**A New Way to Life
Pet Sitting and more**

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Petlane

Independent Pet Advisors

We're on the Web

www.mypetlane.com/anewwaytolife.aspx

Host a Pet PAWty

If you want to gather friends and host a Pet PAWty it's easy, we do the rest. It can be a fundraiser for your favorite charity with a cash donation back to the non-profit group. A Host Rewards Program is available; free or half-priced product is offered, ask us to explain? It's all a lot of fun.

Join Us

We are looking for others who want to join our team and become a Pet Advisor. You too can advance the lives of pet companions. Be it full-time or part-time it's your

decision. If you have a passion for animals, want a profitable home-based business *Petlane*TM is cutting-edge. Your life's work can still be about your aspirations and dreams and you can make a huge difference! Ask about our Goodies Gala?

We Do Even More

We speak at meetings? As pet advisors we talk about disaster preparedness, "doggie" good citizenship as it applies in your municipality, the safety and care of animals which includes pending legislation and what violence toward animals suggests about the perpetrators.

Pet Sitting

Our pet sitting business was launched because of our love of pets and our own difficulty in finding quality, customized care for our own animals. We offer an alternative to an unfamiliar kennel where your pet is too often "in storage" and can be at risk. We believe that pets are deserving of the "best" care. When you need to be away, we pledge to treat your companion as our own and be its best friend in your absence. You will have peace of mind knowing your pet will be in its own home, with a routine and surroundings that assures comfort and well-being.

