

The Days of Our Pet's Life



“Safety gear and calm behavior should be required for all canine passengers.”

The Whole Dog Journal
October 2006

Inside this Issue

Doggie Seatbelt Insert

PAW-sing for Value	2
PETLANE™ Exclusives	2
Healthy & Safe	2
Know the Top Five	3
Beware of By-Products & Preservative Culprits	3
Mollycoddle	4
Want Ad	4

A Moment of Distraction

Have you ever pulled up at a stoplight beside a family in a car? More than likely it's a couple of adults, two kids and a dog in the car. They're having a great time; the dog is jumping from the back seat into the front and right away is pushed into the back seat another time by the adults.

Some dreadful images come to mind. What if this had happened at 60 miles per hour on the highway? What if it was necessary to slam on the brakes? What if the animal, in his excitement, had put his foot on the steering wheel, or gotten under the driver's feet?

While it is unlikely the adults would allow their children to travel without seat belts, what about the dog? Isn't a dog without a seat belt even more dangerous? Not only can the dog be injured, or injure an occu-

pant, a loose dog in an auto can cause the mishap.

Remember when writer Stephen King was hit from behind by a motorist who lost control of his vehicle when his dog was getting into a cooler in the van? King was hospitalized with a broken leg, broken hip, broken ribs and a collapsed lung.

Driving is one of the most dangerous activities in our society. The fact is we know that buckling up is the most effective way to save lives. So why not buckle-up the furry ones?

In a crash test on a dummy dog weighing 35 lbs. in a vehicle traveling 30 mph, "When the vehicle is impacted, the dog generated 1,135 lbs. of force." (IMMI crash test statistics on a Pet Buckle restraining system). Where might you or the dog land in the event of a crash?



Visit Us at the Colorado Family PET EXPO

MARK the DATE

March 10 & 11, 2007 come by our booth at the **Colorado Convention Center** in Denver. Show hours are on **Saturday from 9am to 7 pm; Sunday from 9 am to 5pm** at 700 14th Street.

We welcome **PETLANE™** corporate personnel who will be in attendance. It is an excellent time to get your questions answered about **PETLANE™** and join us in this business.

There will be fun-filled attractions, educational seminars, giveaways and prizes. Entertainment will include Colorado Disc Dogs,

Dancing with Dogs by the Freestyle Dog Organization, Rocky Mountain Society Aviculture, Muttmasters "School for Dogs," AKC Demo on the Canine Good Citizen Test, and a Fly ball exhibition. Contests include most Lovable Pooch, Best Trick, Best Costume and the Cutest Pet Photo.

Visit www.PetColorado.com

PAW-sing for Value



PETLANE™ leads the world in providing unique, healthy, safe and enjoyable products to help pets and their people. Our company goods are cutting-edge, competitively priced and twenty-five percent of all products are designed and made by **PETLANE™**

Kitty Calisthenics is a gateway to adventure! Inside this 18" diameter cloth ball, your feline will discover dangling feathers, rattling balls and catnip filled spheres. This is perfect for hours of batting and swatting; it is a great place to nap and hide. **Catnip Spray** is the power of catnip captured in a bot-

tle. This product is safe and can be used to refresh and revitalize any toy or use it to attract to scratchers and beds. The **Ruff Weather Coat** is perfect for your dog in bad weather. It is soft and trimmed with reflective piping and an undercoat of warm lightweight fleece. The **Sensory Star** dog toy may be small at 4" in diameter but at each point offers a different sensory experience from squeaky to crinkly, to a hard surface to chew on. This will become a favorite. The **Hidden Treasure Treat Ball** is for dogs of all ages. It holds a treat and this toy will keep them active and stimulated in getting the

treat ball reward. Replacement treats balls are available. For sleepy time, check out **Snuggly**, the Bed with a Heart. Your dog will never feel lonely as they can hear and feel a heartbeat whenever they lie down. Made of suede cloth and a reversible pillow it is completely washable. It is warm and comfy. The **Dog and Cat Platter** are perfect for entertaining, dishwasher and microwave safe. It will add a touch of fun to any occasion, also a great gift item. The cat platter printing is "Good Food Good Friends Purr-fect;" the dog platter reads "My Goal in life is to be the person my dog thinks I am."

**Now, 25% of
PETLANE'S™
Products are
Invented and
Manufactured
by the
Company**

Other *Unique* products but not exclusive to **PETLANE™** include an attractive alternative **Rattan Crate**. A woven cane covering with a strong wire interior makes this an excellent choice for dogs of any size. The **"Tent Crate"** is an ideal indoor and outdoor water resistant enclosure for dogs and their people on the go. It has a zipper mesh door, storage pockets for treats and toys plus it folds flat for easy storage and comes with its own carrying case. The **Pet King Travel Bowl** is a lightweight

compact bowl is perfect for traveling. Fill it with food or water, snap on the leak proof lid and be on your way! It comes with a zippered travel bag. The **Everlasting Treat Ball** is made of a soft, yet durable and puncture resistant material. It wobbles, rolls and holds a treat for everlasting fun. The **Everlocking Treat Ball** is one tough chew. It operates on the same principle as nuts and bolts and "locks" into place. The treat is completely edible, digestible and natural. The ridges are great for a

safe scrub of your dog's teeth. The **Catfisher Rod & Reel** is sure to "lure" your cat into play. Cast the 40 ft. catnip scented mouse and watch your feline stock, chase and pounce as you reel it back in. It comes with its own mini "tackle box." **Fresh Wave Polymer** comes in a jar or spray. This is truly magical. Say goodbye to pet and household odors leaving a clean scent behind. The jar lasts 60-90 days and is completely safe for your pet.



PETLANE™ embraces **healthy and safe** products. **Hairball Gel** is made with natural oils as opposed to the petroleum-based product which can interfere with your cat's ability to absorb nutrients. It is enriched with vitamins, antioxidants and Taurine to keep cats healthy while allowing hairballs to pass naturally through their systems. Safe for diabetic cats; the taste is truly the cat's meow! **Pet Friendly Toilet Bowl Cleaner** will leave your bowl sparkling, clean and safe for

your pet. It is free of phosphates, chlorine, petroleum and chemicals. It stands up to the hardest water stains and leaves a fresh cedar oil smell. It is 100% biodegradable and is in a recyclable container. Our **Pet Laundry** product has a fresh and clean scent. This detergent has a special enzyme formulation to remove odors. Environmentally friendly and 100% biodegradable. **PETLANE™** grooming products are varied, natural and actually work. The **Earthbath®**

Premium 3-in-1 Spritz deodorizes, conditions and re-moisturizes the coat and skin. The Mango essence is loaded with nature's finest, including colloidal oatmeal, aloe vera and vitamin E. The **Grooming Wipes** are for dirty paws, undercoat and dirty bottoms; equally as safe containing only naturally mild cleaners and conditioners. **Snap-N-Clean Grooming Brush** is easy to use. You don't waste time cleaning the brush. Available for dogs and cats.

Know the Top Five

The key to a nutritious diet is learning to read food labels, knowing what's really in pet food and pet treats. So what do you look for on product labels?

The first four ingredients on the label are key. High-quality food *should* include, at a minimum, two sources of protein in that list. Chicken & Pork Meal are considered to be excellent sources of protein. Those next several foods *should* have included quality carbohydrates, healthy fats and whole unprocessed fruits and veggies. The food *should have no* artificial preservatives like BHA, BHT, ethoxyquin or propylene glycol.

Beware of By-Products and Other Culprits

When you read on the *Pure Woolf*® dry food label that the first ingredient is chicken meal be assured the product comes from the meat and fat of the chicken. On the other hand, if the term *animal by-product or chicken by-product* appears as a main protein source, *Buyer Beware!* This is usually indicative of a low-quality product. A *by-product* can be made up of chicken heads, necks, feet, viscera and feathers. "Meat by-products" are usually unfit for humans but can be used in pet food and is. Rendering plants, often associated with slaughterhouses grind up and convert unused animal parts into marketable products such as *meat and bone meal* for animal feed or as human food additives, cosmetics and leather products all of which provides huge profits for the livestock industry. Unfortunately the news gets worse. Author, Ann Martin, an authority on commercial pet food and the person who blew the lid off the pet food industry writes in her

Petlane's® *Pure Woolf*®

The top five ingredients are Chicken Meal, Ground Brown Rice, Pork Meal, Whole Ground Yellow Corn and Chicken Fat. These formulas are antibiotic-free, hormone-free proteins, human grade quality fruits (apples & blueberries), pesticide free veggies (peas, carrots and garlic), omega 6:3 fatty acid. Glucosamine is sprayed on the food after it is cooked to assure a true maintenance dose. Prebiotics & probiotics are added to support dietary health.

Petlane's® *Pure Purr*®

The top five ingredients are Chicken Meal, Ground Yellow Corn, Chicken Fat, Pork Meal and Brewer's Rice. The shaped kibbles include pesticide-free cranberries for urinary health and apples. This food has no added hormones, has balanced omega 6:3 fatty acids and prebiotics. The food can be delivered to your door each month, ask for the "Bottomless Bag" program.

"A few extra pennies spent for high-quality food will save hundreds of dollars in vet bills."

Humane Society of the United States



PETLANE™

Pure Woolf® and Pure Purr® are made with "human grade" ingredients

Foods are available for all stages of a dog and cat's life

book, *Food Pets Die For*, "meat meal" is a term that can include "dead zoo animals, road kill too large for burial at the roadside and condemned material from slaughterhouses., 4-D animals (an industry term) that includes dead, diseased, dying and disabled and euthanized dogs and cats." Unfortunately the government allows these by-products, reports Laura Pasten, DVM to **PETLANE™** Unless you can confirm the quality of *by-products*, namely they are healthy organ meats, we encourage you to avoid them. Knowing these facts it's no wonder animal companion diets can affect their mood, overall health and stamina. Dr. Pasten says **"behavioral problems can be related to low quality diets, eating too much, too little or food allergies/sensitivities."**

You ask what is chicken meal, pork meal or lamb meal? These meals should be the first ingredient in a quality diet. Fresh

meats, like chicken, pork or lamb are 70% water and when the water is removed nutritive value falls. A specific listed meal is 100% meat. *Note:* "meat meal" could be anything and should be avoided.

Preservatives

Beware of these culprits. These are generally avoidable chemicals (if you read the labels) that have been shown to cause cancer, organ damage and allergies to list a few. Some brands of pet food, people cosmetics and personal care products (you might want to check your toothpaste label) and many items on the food isle of the grocery store include *artificial preservatives; BHA, propylene glycol, ethoxyquin (a pesticide/insecticide) and BHT.* If you come across a food that has an extraordinary long shelf life, this is usually the reason. Nearly every treat or semi moist pet food on the shelf has one or more of the above chemical preservatives.



A New Way to Life Pet Sitting & More

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Mollycoddle

PAW-ties for Pet Lovers

If you want to gather friends and host a Pet PAW-ty 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; earn **FREE** & half priced product while learning more about caring for your cat, dog or bird.

Making Dollars & Sense

63% of U.S. households own one pet which equates to 69.1 million homes; 45% U.S. households own more than one pet. Pet spending has

doubled in the last 10 years. The \$38.4 billion pet owners will spend on their pets includes \$15.2 billion of food, \$9.3 billion on veterinary care, \$9.4 billion on supplies and medicine, \$2.7 billion on pet services including grooming and pet boarding and \$1.8 billion on live animal purchases.

WANTED Good Pet Parents

We are looking for "pet parents" who want to *make a huge difference in the lives of animal companions*. Be it full-time or part-time, that's your decision. If you have a

passion for animals, want a profitable home-based business **Petlane™** is cutting-edge. Your life's work can be about your aspirations and dreams and you can make a difference!

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.

You will have peace of mind knowing your pet will be in its own home, with a routine and surroundings that assures their well-being.

