

## MEDIA PRODUCT GUIDE 2024

Looking for the latest and greatest new products debuting at Global Pet Expo 2024? This guide contains information on new products on the show floor.

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# CALMING PRODUCTS



**ADM** (BOOTH #5581)

## Protexin Daily Care Gut + Calming Supplement

[www.adm.com/en-us/products-services/pet-nutrition](http://www.adm.com/en-us/products-services/pet-nutrition)

Protexin Daily Care Gut+ Calming Supplement Soft Chews offer daily support for a healthy gut to help maintain a dog's calmness during stressful situations. A trout and kale soft chew combined with gut-loving post-biotic, this tasty supplement is formulated with chamomile powder and L-tryptophan, which supports the production of serotonin, a compound associated with a calming effect.



**BREWSCUITS** (BOOTH #477)

## Brewscuits CBD

[www.brewscuits.com](http://www.brewscuits.com)

CBD Brewscuits® are all-natural with no salt, sugars or preservatives. We are putting the same quality standards into our CBD biscuit as we do our original Brewscuits, working with a pharmaceutical company to ensure our biscuit is the correct potency.



**GOU GOU PETS LLC** (BOOTH #1022)

## Calming Shampoo, Spray & Essential Oil

[www.gougoupets.com](http://www.gougoupets.com)

The naturally-derived herbal and essential oil active ingredients in our Calming Pet Shampoo for dogs, cats and horses provide a calming solution for animals with anxiety, motion sickness, barking, separation anxiety, nervousness from thunderstorms and PTSD. Our shampoo has been researched, developed and specially formulated for pets using highly concentrated, natural, clean, antioxidant and essential oils.



**H&C ANIMAL HEALTH | BSERENE** (BOOTH #1254)

## bSerene Valerian Calming Spot On for Cats & Dogs

[www.bserenepet.com](http://www.bserenepet.com)

Achieve a more balanced behavior, naturally, with the bSerene Calming Spot On, with formulas for both cats and dogs. As the first valerian spot-on product in the U.S., bSerene is powered by micro-encapsulated natural valerian extract to promote relaxation and alleviate stress-induced behaviors. Perfect for travel, vet visits, boarding or any changes at home, bSerene Calming Spot On provides a calming effect during times of heightened stress.





## **TEVRA BRANDS** (BOOTH #5464)

### **Vetality Harmony Pet**

[www.tevrabrands.com](http://www.tevrabrands.com)

Behavioral problems can affect families, leaving pet owners hesitant to leave their beloved companions alone. Harmony Pet Calming Solutions address these concerns with natural pheromones by partnering with the inventors of patented technology that helps calm pets. Scientist Larry Nouvel and Professor Dr. McGlone, the heads of the Laboratory of Animal Behavior, Physiology and Welfare, have devoted a lifetime of research to improve the animal welfare and manage pet's behavior using the PET pheromone found in Harmony Pet.

## **ENGAGEMENT PRODUCTS**



## **BAMA PET** (BOOTH #979)

### **Tuttomio Pet Stick**

[www.bamagroup.com](http://www.bamagroup.com)

Tuttomio Pet Stick is the perfect way to improve your relationship with your furry friend! It's an amusing fetch toy that can be used anywhere. Ideal for both indoor and outdoor play, the toy bounces and floats. Durable and made from non-toxic materials, it's safer for play than actual sticks. Made in Italy.



## **CANOPHERA**® (BOOTH #5820)

### **Briar Root Chews**

[www.canophera.com](http://www.canophera.com)

CANOPHERA's Briar Wood Dog Chews are naturally sourced from the Mediterranean. These chews are best suited for power chewers - the most durable and nearly indestructible chews from CANOPHERA. Free of additives and artificial ingredients. The chews come in sizes extra small through extra large and are suitable for adult dogs and puppies six months and up.



## **DOGGIJUANA**® BY SMARTERPAW (BOOTH #406)

### **Tuffer Chewer Mini Refillable Juananip™ Toys**

[www.doggijuana.com](http://www.doggijuana.com)

New Tuffer Chewer Mini Refillable Juananip™ Toys by Doggijuana are adorable plush toys structured with a rope interior and "tuff"er fabric exterior with reinforced edges. All toys have a built-in velcro pouch incorporating Doggijuana's proprietary Juananip™ to encourage play and help pets chill. Doggijuana® perfected a great delivery system for our Juananip™ with our refillable, fun toys made for pawtiers. Stuff a pinch into the pouch for a healthy play session that will curb natural play instinct, easing your dog into doggi-vana.



**JOLLY PETS** (BOOTH #5240)

**Mini Jolly Soccer Ball**

[www.jollypets.com](http://www.jollypets.com)

Jolly Pets debuts its Mini Jolly Soccer Ball! Available in 3” and 4” varieties, the ball encourages healthy exercise and play. Constructed of the brand’s exclusive Jolly Flex™ material, the ball will not deflate if punctured! It’s designed to bounce and float, making it the perfect alternative to traditional tennis balls. Offered in two scented options – Green (smells like green apple) and Orange (smells like vanilla) – and an unscented option, Ocean Blue.



**LAMBWOLF** (BOOTH #2472)

**Baguette**

[www.lambwolf.co](http://www.lambwolf.co)

Our new Baguette is an oversized enrichment play object perfect for medium-sized pets. The toy contains two large super-squeakers and four enrichment pockets. It also comes with a crinkly paper bag to store or hide more treats in. Warning – this toy will also make an exceptional headrest!



**MEOWIJUANA®** (BOOTH #406)

**Knock ‘N’ Nimble Refillable Treat Dispenser Toy**

[www.meowijuana.com](http://www.meowijuana.com)

Meowijuana®’s Knock ‘N’ Nimble Refillable Treat Dispenser Toy offers a unique blend of mental stimulation, physical fun, and tasty surprises. Best paired with Meowijuana’s Crunchie Munchie Cat Treats and available in two adorable styles: Knock ‘N’ Nimble-Avocado and Knock ‘N’ Nimble-Starfish.



**PETMATE** (BOOTH #3619)

**Mad Cat Door Knob Toys**

[www.petmate.com](http://www.petmate.com)

Mad Cat Wild and wacky cat toys drive cats crazy! These playful doorknob toys include fun dangling teaser toys to bat and chase! Hang on any doorknob for cats to play and pounce. Bust boredom and keep house cats entertained. Filled with a powerful combo of catnip and silvervine, these toys are a purrfect match!



**PETMATE** (BOOTH #3619)

**Mad Cat Puzzle Stacker**

[www.petmate.com](http://www.petmate.com)

These fun stacking puzzle toys are 3-in-1 plush toys that cats can play with as a single stacked toy, or pull apart and play with as three separate toys! Filled with tempting North American grown catnip and potent silvervine for longer lasting play time!



**PETMATE** (BOOTH #3619)

**Mad Cat Sassy Scoocher**

[www.petmate.com](http://www.petmate.com)

The Mad Cat Sassy Scoocher is a unique soft bat and chase toy with a plastic base that slides and glides on smooth surfaces when cats bat and push the toy! Purrfect for batting, chasing, and pouncing and active playtime for cats of all ages. With tempting North American-grown catnip and potent silvervine inside!



**PURINA PET CARE INNOVATION**

**PRIZE: SWIFTPAWS** (BOOTH #2842)

**Chase by SwiftPaws**

[www.swiftpaws.com](http://www.swiftpaws.com)

Chase is the latest in the SwiftPaws family of lure-coursing kits, which allow anyone to turn their backyard into the best game of chase, ever. Like a game of capture the flag, you and your pet will thoroughly enjoy this engaging activity. As seen on Shark Tank, SwiftPaws is committed to helping pets and their people play well together.



**TALL TAILS** (BOOTH #1640)

**Tall Tails Bully Stick Holder**

[www.talltailsdog.com](http://www.talltailsdog.com)

The Tall Tails Bully Stick Holder was designed to give peace of mind to pet parents by reducing the choking hazards associated with bully sticks. The adjustable clamp securely holds a dog's bully stick or jerky treats. Available in three sizes, this toy is also a chew toy with treat troughs for spreadable to be applied. Like all Tall Tails chews, the toy is comprised of a proprietary nylon and cellulose mixture - the ultimate solution for both chew play and safety.



**THE GRALEN COMPANY** (BOOTH #4648)

**The Fire Ball**

[www.gralenco.com](http://www.gralenco.com)

Made from 100% USA-made virgin fire hose material, The Fire Balls from Katie's Bumpers are stuffed with batting made from 75% recycled plastic, allowing the toy to float. The cube shape causes irregular bounce when tossed during a game of fetch. Or, stuff treats in the grooves for enhanced play.



## **WOOF** (BOOTH #2672)

### **The Pupsicle**

[www.mywoof.com](http://www.mywoof.com)

The Pupsicle is a new breed of dog toy – the cleanest, safest and longest lasting enrichment toy on the market. It's easy to fill and clean, and you can make refills at home with ingredients dogs love!



## **YEOWWW! CATNIP** (BOOTH #4748)

### **Yeowww! Catnip Daisy's Flower Tops**

[www.Yeowww.com](http://www.Yeowww.com)

Introducing Yeowww! Catnip Daisy's Flower Tops, a bouquet of feline fun. Each colorful blossom is a combination of kitty's favorite textures and sensations featuring crinkly pedals, a body stuffed with Yeowww! organically grown catnip and a plush faux fur back.

## **HEALTH & WELLNESS PRODUCTS**



## **ADM** (BOOTH #5581)

### **Protexin Daily Care Gut+ Wellness Supplements**

<https://www.adm.com/en-us/products-services/pet-nutrition>

Protexin Daily Care Gut+ Wellness Supplement soft chews are daily support for a healthy gut and overall health and wellness, featuring Protexin's unique blend of probiotics and postbiotic strains, which work together to support a healthy gut, mobility, skin and immune function.



## **ADM** (BOOTH #5581)

### **Protexin Daily Care Gut+ Digestive Supplements**

<https://www.adm.com/en-us/products-services/pet-nutrition>

The Digestive Supplement soft chews support a healthy gut using Protexin Biotics, with the addition of enzymes and psyllium seed husk, a proven source of fiber.



## **ADM** (BOOTH #5581)

### **Protexin Daily Care Gut+ Immunity Supplements**

<https://www.adm.com/en-us/products-services/pet-nutrition>

The Immunity Supplement soft chews are for daily gut and immune system support. This blend, which includes Protexin® Biotics, is the perfect combination to support a healthy immune system.



**ADM** (BOOTH #5581)

### **Protexin Daily Care Gut+ Mobility Supplements**

<https://www.adm.com/en-us/products-services/pet-nutrition>

The Mobility Supplement soft chews support healthy joints by promoting a healthy gut, bone health and joint mobility.



**ADM** (BOOTH #5581)

### **Protexin Daily Care Gut+ Skin & Coat Supplements**

<https://www.adm.com/en-us/products-services/pet-nutrition>

The Skin & Coat supplements support a healthy gut and the maintenance of healthy skin and coat. A salmon and sweet potato delight, these soft chews combine a blend of ingredients, including Protexin Biotics.



**ANNAMAET PETFOODS** (BOOTH #806)

### **Annamaet Recovery Chews**

[www.annamaet.com](http://www.annamaet.com)

Annamaet Recovery Chews, formulated as an ideal post-exercise treat, aide in the recovery process to replenish muscle glycogen stores following work or exercise. Formulated with a Board Certified Veterinary Nutritionist, these functional treats are the soft chew version of Annamaet's Glycocharge supplement, which has proven to be the gold standard for post-exercise glycogen replenishment since 1997.



**BREDWELL LTD** (BOOTH #975)

### **Bredwell Goodies Supplemental Treats**

[www.bredwell.com](http://www.bredwell.com)

Sometimes our dogs need a little help with their health. Bredwell Goodies Supplemental Treats are formulated and dosed to help dogs with specific health issues - delivering the supplements they need through a tasty treat. Bredwell Goodies Supplemental Treats come in three formulations: Skin & Coat, Joint Health, and Active. Each formulation provides guidance on the quantity of daily treats required based on the dog's weight in order to achieve the desired result. Like all Bredwell treats, our Bredwell Goodies Supplemental Treats are handmade in our Barrington, IL kitchen.



## **CBD DOG HEALTH** (BOOTH #946)

### **MycoDog Mushroom Tonic**

[www.cbddoghealth.com](http://www.cbddoghealth.com)

Kick mushroom powders to the curb -  
MycoDog tonics: Real extracts, real benefits, no junk!



## **CHEWMATE** (BOOTH #1204)

### **TreatBrush**

[www.getchewmate.com](http://www.getchewmate.com)

Self brushing gloss and toothbrush toy for dogs invented by a dentist and hygienist who realized how difficult it is to brush their dog's teeth. Science-backed, patented floss slots and natural rubber nubs triple cleans teeth, gums and tongue with every chew. Insert treats to increase stimulation and engagement - a toothbrush, treat and toy all in one. Healthy mouth. Healthy Heart. Healthy Planet.



## **DOGGYRADE ADVANCED NUTRITION** (BOOTH #1372)

### **DoggyRade Unleashed**

[www.doggyradeunleashed.com](http://www.doggyradeunleashed.com)

DoggyRade Unleashed is a new hydration drink for working dogs. The drink encourages enterocytes, which are intestinal absorptive cells. Enterocytes gather prebiotics, water and amino acids directly in an animal's lower intestine, which rapidly rehydrates them as they break down food into energy. In our studies, DoggyRade dogs drink up to five times more water than canines that are offered only water. All DoggyRade products are highly palatable and ready to use for on-the-go pups on high-energy missions. The drink was created by a former homeless man turned military dog trainer.



## **FITPAWS** (BOOTH #675)

### **FitPaws Duo Disc & FitPaws K9 FitMat**

[www.fitpaws.com](http://www.fitpaws.com)

FitPaws Duo Disc is the perfect balance trainer for any dog to help build core strength, limb strength, proprioception, concentration and more. Customize the level of difficulty by changing the level of air in the cushion in combination with other FitPaws products.



Increase foot awareness, paw grip, proprioception and neural stimulation during training, fitness or rehabilitation exercises with the FitPaws® K9 FitMat. Created specifically for dogs, our anti-slip mat is covered with sensory bumps and can be used on the floor or with other FitPaws® balance products.





## **H&C ANIMAL HEALTH | ANGELS' EYES** (BOOTH #1254)

### **Angels' Eyes Ear Cleansing Wipes**

[www.angelseyesonline.com](http://www.angelseyesonline.com)

Gently soothe and clean your dog's ears with Angels' Eyes Ear Cleaning Wipes. Remove dirt, wax and odor naturally, calming head shakes and scratches. Alcohol and fragrance-free, and vet-trusted for happy, healthy ears.



## **H&C ANIMAL HEALTH | ANGELS' EYES** (BOOTH #1254)

### **Angels' Eyes Zinc-Otic Ear Relief Treatment**

[www.angelseyesonline.com](http://www.angelseyesonline.com)

Relieve your pet's ear infection with Angels' Eyes Zinc-Otic Ear Relief. Targets itching, redness and odors for effective, gentle care.



## **H&C ANIMAL HEALTH | ANGELS' EYES** (BOOTH #1254)

### **Angels' Eyes Multi-Purpose Eye Lubricant**

[www.angelseyesonline.com](http://www.angelseyesonline.com)

Helps relieve irritation and allergies in your cat or dog's eyes that cause discharge and excess tears, soothes dry eyes and may help to reduce tear stains with regular use. Helps to create a protective barrier while moisturizing the eye.



## **H&C ANIMAL HEALTH | ANGELS' EYES** (BOOTH #1254)

### **Angels' Eyes Multi-Purpose Sterile Eye Wash**

[www.angelseyesonline.com](http://www.angelseyesonline.com)

Angels' Eyes Multi-Purpose Sterile Eye Wash provides soothing relief from eye irritation, fights bacteria, and helps remove pollutants such as smog, chlorine, allergies, and debris from your cat or dog's eyes. Regular use helps remove tear stains and slow their development by rinsing away the stain-causing minerals.



## **H&C ANIMAL HEALTH | ANGELS' EYES** (BOOTH #1254)

### **Angels' Eyes Sea Sticks Multi-Benefit Daily Dog Treats**

[www.angelseyesonline.com](http://www.angelseyesonline.com)

Containing essential vitamins and minerals, our multi-benefit Sea Sticks are not just a delicious daily treat, they are a holistic approach to enhancing your dog's vitality, ensuring they thrive from the inside out. Our tasty treats also promote better oral hygiene with the power of seaweed and its crunchy ridges to help clean teeth and support a healthy gut. MycoDog tonics: Real extracts, real benefits, no junk!



## **H&C ANIMAL HEALTH | ANGELS' EYES** (BOOTH #1254)

### **Angels' Eyes SeaSticks Tear Stain Friendly Treat**

[www.angelseyesonline.com](http://www.angelseyesonline.com)

Indulge your pet with Angels' Eyes SeaSticks, the tear stain-friendly way to treat your dog. Crafted with a unique blend of brown and red seaweed, our crunchy treats are packed with antioxidants and are a great way to pamper your four-legged friend.



## **HEALTHY PAW LIFE** (BOOTH #2170)

### **Healers Medical Dog Boots and Gauze Pads**

[www.healerspetcare.com](http://www.healerspetcare.com)

Upgrade your bandaging inventory with Healers PetCare Medical Dog Booties Box Set. Our boots, now available in additional sizes, offer the perfect fit for all breeds. When injury strikes, these booties become the go-to for reducing healing time and eliminating the need for the dreaded "cone of shame." The breathable, non-stick, rubber sole pads and triple-layer gauze ensure optimal healing conditions. Simple and easy to use for pet parents as well!



## **HEALTHY PAW LIFE** (BOOTH #1486)

### **Healthy Paw Life's Lime Sulfur Dip**

[www.healthypawlife.com](http://www.healthypawlife.com)

Healthy Paw Life's Lime Sulfur Dip revitalizes and restores your pet's skin health, providing relief from a broad range of skin issues including dermatitis and itchiness. Give your pets the benefits of sulfur, an ancient and holistic ingredient.



## **HICC PET®** (BOOTH #5962)

### **Hypoallergenic Pet Eye Wipes**

[www.hiccpett.com](http://www.hiccpett.com)

HICC Pet® Hypoallergenic Eye Wipes are a gentle solution for pet's eye care. Crafted with fermented coconut oil, these wipes cleanse, soothe, and naturally whiten without irritation.



## **HICC PET®** (BOOTH #5962)

### **Pet Dental Finger Wipes**

[www.hiccpett.com](http://www.hiccpett.com)

HICC Pet® Dental Finger Wipes with fermented coconut oil to fight common oral issues such as plaque, bad breath and tooth decay are now available in mint and spearmint as well as a larger size!



**HICC PET®** (BOOTH #5962)

**Pet Relief Ear Finger Wipes**

[www.hiccpett.com](http://www.hiccpett.com)

HICC Pet® Relief Ear Finger Wipes are biodegradable and enriched with coconut oil, oatmeal, witch hazel and aloe. Vet-recommended and safe for daily use, ensuring optimal ear health for your pet.



**MUTTGUTT BY THE CULTURE CLUB** (BOOTH #1141)

**MuttGut 3-in-1 Pre, Pro and Postbiotic**

[www.muttgut.com](http://www.muttgut.com)

Culture Club's 3-in-1 pet formula promotes healthy digestion and immune system and antioxidant protection against free radicals while offering prebiotic, probiotic, and postbiotic benefits. Founded by Michelle Griffin, Urban Flora™ contains fermented, spray-dried ingredients for a healthy microbiome, gut flora and gut lining, reducing inflammation. The formula is science-based, developed by Griffin and Gitte Jensen, PhD, and studied by Jensen at NIS Laboratories in California.



**NATURVET** (BOOTH #4401)

**NaturVet Scoopables**

[www.naturvet.com](http://www.naturvet.com)

NaturVet Scoopables features ten award-winning supplement lines to aid with allergies, calming, digestion, joint health and all-in-one essentials. Can be fed by hand or scooped for a hassle-free and enjoyable way to incorporate healthy nutrients into a pet's diet.



**NEW AGE PET** (BOOTH #3430)

**Restful Roost, Roosting Bars**

[www.newagepet.com](http://www.newagepet.com)

The Restful Roost roosting bars, made with ECOFLEX®, are designed to give your feathered friends a comfortable and ergonomic place to sleep for the evening, featuring a 3 inch wide, flat roosting surface to your chickens' feet healthy and warm.



**NPIC** (BOOTH #1650)

**Flossta**

[www.npicpet.com](http://www.npicpet.com)

Supporting your dog's dental health is easy when they chew N-Bone's Flossta Dual-Action Dental Chew each day. Its unique floss-like design helps naturally reduce hard-to-reach plaque and tartar buildup as your dog chews with natural herbs like parsley and fennel to freshen your dog's breath. Available in three delicious flavors – Chicken, Beef Liver and Mint!



## **PET SILK** (BOOTH #877)

### **Hypoallergenic Shampoo and Conditioner**

[www.petsilk.com](http://www.petsilk.com)

Our Hypoallergenic Shampoo and Conditioner are perfect for puppies, kittens and pets with sensitive skin or allergies. Formulate with gentle ingredients to cleanse and moisturize, leaving behind the softest coat. No tears, fragrances or dyes; our most gentle shampoo and conditioner delivers the results. The product can also be diluted as much as 16:1.



## **SHEPHERD BOY FARMS** (BOOTH #744)

### **Freeze-Dried Raw Goat's Milk**

[www.shedpardboyfarms.com](http://www.shedpardboyfarms.com)

Shepherd Boy Farms Freeze-Dried Raw Goat's Milk provides pet owners with the perfect bowl booster! Sourced and crafted in the USA, these new blends are developed with pure milk from pasture-fed goats and serve as a super-healthy, tasty meal topper or treat for dogs and cats. No freezer is required — simply add water, shake and serve! Available in four varieties — Classic, Golden Blend, Super Greens Blend and Super Fruit Blend — these nutritious supplements are freeze-dried to retain vital nutrients and flavor.



## **TEEF FOR LIFE** (BOOTH #1036)

### **Protektin30™**

[www.teefhealth.com](http://www.teefhealth.com)

Protektin30™ for cats is an award-winning prebiotic additive for easy, at-home daily dental hygiene. Our formula promotes whole-mouth health and fresh breath through molecular nutrition, attacking the cause of dental issues while boosting good bacteria.



## **TEVRA BRANDS** (BOOTH #5464)

### **Vetality Twist & Lick SimPill Gel**

[www.tevrabrands.com](http://www.tevrabrands.com)

Giving pills just got Simpill-er with the Twist & Lick SimPill Gel, featuring Gel-Lock Technology where pills go on and won't come off. The product is versatile, working with all sizes of pills and all sizes of dogs with no artificial ingredients, dyes or preservatives. The gel is low calorie with less fillers than pilling chews. Hands-free, mess-free and dog approved!



## **VETERINARY FORMULA BY SYNERGYLABS** (BOOTH #4260)

### **Tear Stain Wipes**

[www.veterinaryformula.com](http://www.veterinaryformula.com)

Veterinary Formula's Tear Stain Wipes provide a gentle and convenient way to clean and soothe pets' eyes. The easy-to-use wipes help remove discharge that causes stains, itching and irritation.



## **VETERINARY FORMULA BY SYNERGYLABS** (BOOTH #4260)

### **Ear Therapy Wipes**

[www.veterinaryformula.com](http://www.veterinaryformula.com)

Veterinary Formula's Ear Therapy Wipes offer a quick and easy way to clean, disinfect and deodorize a pet's ears, even in between baths. The formula targets bacterial, yeast and fungal infections.

## **MODERN & LUXURY PRODUCTS**



## **JAZWARES** (BOOTH #1804)

### **Original Cam the Cat Squishmallows Pet Cave (16-Inch)**

[www.shop.jazwares.com/collections/jazwares-pets](http://www.shop.jazwares.com/collections/jazwares-pets)

The super-soft Squishmallows Cam the Cat Pet Cave is purr-fect for cats and small dogs alike. Dome-enclosed for maximum comfort and featuring a unique "squishy" fabric, Squishmallows pet caves make the ideal environment for when your feline needs some me time. The cute and colorful styles are inspired by a variety of iconic Squishmallows characters, and even include a cushioned center pad that can be removed to double as a lounge bed! Only by Original Squishmallows. Join the Squad!



## **JOYRIDE HARNESS** (BOOTH #4809)

### **LED Light Up Dog Harness 2.0**

[www.joyrideharness.com](http://www.joyrideharness.com)

Light up the night with Joyride Harness' latest innovation - the LED Harness! This cutting-edge design revolutionizes the way you keep your furry friends safe during nighttime walks and outdoor adventures. The harness integrates a durable and bright LED light system for 360-degree visibility for dogs in low-light conditions. Made from soft and breathable materials, the harness is fully adjustable to ensure a comfortable experience for your dog.



## **LX2 CREATIVE** (BOOTH #1585)

### **Walkee Paws Deluxe Easy-On Dog Boot Leggings**

[www.walkeepaws.com](http://www.walkeepaws.com)

Upgrade your pooch to the better bootie and never lose a dog boot again! Whether you're trudging through snow, navigating puddles or escaping the summer heat, our Deluxe Easy-On Dog Boot Leggings provide the ulti-mutt paw protection for your pup. Each pair comes with four waterproof rubber booties connected to water-resistant 4-way stretch leggings that suspend comfortably over your dog's back. Straps are adjustable to customize for your dog's exact leg height and back width.



## **NEW AGE PET** (BOOTH #3430)

### **Outdoor Cat House, XL**

[www.newagepet.com](http://www.newagepet.com)

This new, larger outdoor cat house provides ample space for outdoor cats of all sizes. It features a raised floor design and two entry and exit points. Included vinyl door flaps can be easily attached to protect from the elements.



## **POSE PETS** (BOOTH #3667)

### **Pose Sunglasses**

[www.posepets.com](http://www.posepets.com)

Stylish and secure, our dog sunglasses blend fashion with function. Uniquely designed for a perfect fit, they stay on during play, keeping your furry friend looking cool and protected.



## **SIGNATURE PRODUCTS GROUP** (BOOTH #3872)

### **Carhartt Denim Chore Coat**

[www.spgcompany.com](http://www.spgcompany.com)

Like the original, our redesigned dog chore coat is made with firm-hand duck canvas and a water-repellent coating, which protects your pup in wet, windy weather. The quilted liner adds warmth, while improved tabs at the neck and chest make it simple to take on and off.

## **PREMIUM PET FOOD & TREATS**



## **A BETTER TREAT** (BOOTH #1013)

### **Freeze Dried Raw USDA Organic Pumpkin Dog and Cat Treats**

[www.abettertreat.com](http://www.abettertreat.com)

As the first freeze-dried, organic pumpkin treat on the market, this treat is a great alternative to messy powders or pumpkin purees. Use as a meal topper, a mixer to ease food transition or a low-calorie, prebiotic treat. The treats are grain-free, gluten-free, raw-diet approved and organically farmed, sourced and made in the USA at our FDA-regulated facility to ensure human-grade quality.



## **ADC HOUNDSTONE & CO.** (BOOTH #3064)

### **Freeze Dried Elk and Venison Heart Dog Treats**

[www.houndstone.com](http://www.houndstone.com)

Check out Houndstone's new Freeze-Dried Novel Protein Treats in Elk and Venison Heart flavors. These are healthy options for your dog with real elk and venison hearts ethically sourced from animals that roam free and feed naturally. They're single-ingredient and packed with protein and nutrients, ideal for dogs of all sizes and ages, great for dogs with allergies or those on a strict diet.



## **ANNAMAET PETFOODS** (BOOTH #806)

### **Small Breed Salmon**

[www.annamaet.com](http://www.annamaet.com)

Annamaet Small Breed Salmon is made with salmon, free-range lamb and healthy whole grains in a small bite kibble to meet the nutritional needs of small and toy breed dogs. This formula is an excellent healthy weight alternative to Annamaet's Small Breed Chicken formula with its lower fat content. The chicken-free diet is fortified with DHA, a major omega-3 fatty acid that promotes healthy skin and coat.



## **ANTELOPE** (BOOTH #2850)

### **Ark Naturals Kiss Me-ow Cleaning Dental Chews**

<https://www.antelopepets.com>

Say bye-bye to fishy kisses with Ark Naturals Kiss Me-ow Cleaning dental chews. These purrfectly polishing chews are the only of their kind with a unique texture to help reduce plaque and tartar and a toothpaste center made from SHMP to ensure efficacy! We also made sure to formulate Kiss Me-ow with omegas and taurine for whisker to tail wellness. You'll love their fresh breath (and fresher kisses!) and they're sure to love the crunchy taste of chicken or tuna.



## **ANTELOPE** (BOOTH #2850)

### **Ark Naturals Kiss Me-ow Strengthening Dental Chews**

<https://www.antelopepets.com>

For a supurrior smile, treat your cat to Ark Naturals Kiss Me-ow Strengthening dental chews. These tasty chews are the only of their kind with multiple benefits, including a unique texture that helps reduce plaque and tartar, a toothpaste center made from SHMP to ensure efficacy, omegas and taurine for whisker to tail wellness and calcium for strengthening. You're sure to love their fresh breath and your cat is sure to love the crunchy taste of chicken or tuna.



## **ANTELOPE** (BOOTH #2850)

### **Ark Naturals Kiss Me-ow Dental Lickables**

<https://www.antelopepets.com>

Introducing Kiss Me-Ow Lickables, a purrfectly indulgent way to clean your cat's teeth. We mixed SHMP throughout these tasty tubes to ensure efficacy so you can rest easy knowing your cat is still getting the dental care they need. Simply pour the contents of the tube over your cat's food or offer it to them directly! And because whisker to tail wellness is important to us, we included Omega's and taurines to keep those purrs coming. With three delicious flavors to choose from, there's something for every cat!



## **BREDWELL LTD** (BOOTH #975)

### **Bredwell Smooches**

[www.bredwell.com](http://www.bredwell.com)

We all love to spoil our dogs. Bredwell Smooches is a new and exciting way to do this. Bredwell Smooches are handmade in our kitchen in Barrington, IL, made with restaurant-grade ingredients. Our smooth and creamy Bredwell Smooches are like a candy kiss for your dog. Bredwell Smooches come in three flavors: Peanut Butter, Carob, and our newest flavor, Strawberry.



## **CHARLEE BEAR** (BOOTH #217)

### **Grain Free Meaty Bites**

[www.charleebear.com](http://www.charleebear.com)

Charlee Bear launches improved Grain Free Meaty Bites! The first raw, freeze-dried meat treats infused with real fruit or vegetables pet parents can actually see are now available in a smaller, bite-sized shape suitable for dogs of all sizes. Made in the USA and containing less than five calories per treat, they feature probiotics to help support digestive health.



## **DOG-OS BY MARCOOT JERSEY CREAMERY** (BOOTH #870)

### **Dog-O's™ Cheesy Chompers® Cheese Dog Treats**

[www.dogostreats.com](http://www.dogostreats.com)

Dog-O's™ Cheesy Chompers® Cheese Dog Treats by Marcoot Jersey Creamery now available in 2 new flavor options: Cheesy Chompers® with Berries and Cheesy Chompers® with Sweet Potato. These delicious treats are a great source of protein with beneficial nutrients like calcium, vitamin A, essential fatty acids and B-complex vitamins, and contain zero grains, gluten or artificial ingredients.



## **EINSTEIN PETS** (BOOTH #2169)

### **Mommy's Kisses**

[www.einsteinpets.com](http://www.einsteinpets.com)

Oven-baked biscuits made in small batches, using only 100% real human-grade ingredients, each bite bursts with tasty goodness! Einstein recipes are crafted with the optimal nutrients necessary to meet the unique needs of dogs. From a pup to adult, all dogs deserve nutritious heart-healthy treats. These treats are great for health and great tasting as well, perfect for snacking anytime.





## **FOODYNAMICS & RAW DOG BARKERY** (BOOTH #446)

### **Freeze-Dried Meat & Produce Donuts**

[www.rawdogbarkery.com](http://www.rawdogbarkery.com)

The first freeze-dried donuts specifically designed with biologically and species-appropriate ingredients for cats and dogs. The donuts, crafted from human-grade chicken or pork, are available in various blends with cranberries, blueberries, or spinach. Our mission is to infuse the freeze-dried category with excitement and fun! Unique recipe names include The Slobbering Monster, The Drooling Monster, Blue Light and Mr. Green Jeans!



## **FRANKLY PET** (BOOTH #1987)

### **Peanut Butter Beefy Chew Sticks**

[www.franklypet.com](http://www.franklypet.com)

Frankly Pet has added a new peanut butter flavor to its popular line of Beefy Chew Sticks – delicious and healthy treats for any size dog. Packed with 98% high-quality collagen from 100% traceable USA cattle, the chews are highly-digestible and the perfect alternative to traditional rawhide. The collagen helps to promote healthy skin, coat, joints, nails and teeth.



## **FRANKLY PET** (BOOTH #1987)

### **Peanut Butter Beefy Puffs**

[www.franklypet.com](http://www.franklypet.com)

Frankly Pet's Peanut Butter Beefy Puffs are light and crisp snacks with an irresistible peanut butter flavor that will leave dogs begging for more. The treats are made with 100% traceable USA cattle and packed with collagen. Peanut Butter Beefy Puffs also provide a natural source of glucosamine and chondroitin and are wheat, sugar, preservative and GMO-free. Suitable for dogs of all sizes, they can be used for training or as a regular treat.



## **HEALTHYBUD** (BOOTH #938)

### **Mini Training Treats**

[us.healthybud.co](http://us.healthybud.co)

The first ever functional training treat – a smart low-calorie superfood training treat packed with real superfoods to promote brain-boosting benefits with ingredients such as Lion's Mane, Reishi & Salmon Oil.



## **JOJO MODERN PETS** (BOOTH #1070)

### **Woof&Brew Bottom Sniffer Luxury Wine & Beer Treat for Dogs**

[www.jojomodernpets.com](http://www.jojomodernpets.com)

Brewed in the UK, Bottom Sniffer beer is the ultimate dog refreshment, alcohol-free and non-carbonated. The perfect dog gift for special occasions, the brew contains dandelion and burdock – herbs full of nostalgia in ‘beer-type’ drinks that also help the well-being of your dog. Bottom Sniffer also includes bladderwrack and nettle, which are rich in iron and iodine for skin pigmentation and coat health, and rooibos, which is rich in vitamins, minerals and antioxidants.



Posh Pooch ‘wine’ is the perfect gift or treat for those on four feet! Alcohol-free and non-carbonated, this healthy, herbal infusion of elderflower, linden blossom, ginseng and carrot is rich in vitamins, minerals and antioxidants. A doggy tippie for your best friend and the perfect dog gift for birthdays, Christmas, and other special occasions.



## **JOY DOG FOOD** (BOOTH #1861)

### **Joy Dog Food**

[www.joydogfood.com](http://www.joydogfood.com)

Joy Dog Food is a family-owned and operated company, providing premium, American-made pet food since 1945. Our calorie-dense formulas are made with top-tier ingredients, premium minerals and vitamins – all sourced from the USA!



## **LOVE, NALA** (BOOTH #1055)

### **Chicken Grain Free Recipe Air-Dried Adult Cat Food**

[www.lovenala.com](http://www.lovenala.com)

The first complete and balanced air-dried cat food on the market that is Made in the USA and designed to provide functional, healthy and nutritious cat food. Recipient of the 2023 Pet Innovation Award - Cat Food Dry Product of the Year, Love, Nala is recognized for creating complete and balanced cat food with three times the hydration than freeze-dried food and the same nutrition as raw diets.



## **MEOWIJUANA®** (BOOTH #406)

### **Crunchie Munchie™ Cat Treats**

[www.meowijuana.com](http://www.meowijuana.com)

Meowijuana®'s Crunchie Munchie™ Cat Treats are catnip-flavored treats carefully crafted in the USA. Using high-quality ingredients, Crunchie Munchie Treats have no wheat, corn or animal by-products. At less than 2.5 calories per treat, Crunchie Munchie Cat Treats satisfies felines and pet-parents. Comes in two delicious flavors: Seafood Medley and Chicken.



## **NATOO PET FOODS** (BOOTH #734)

### **Natoo Meal Toppers/Treats**

[www.natoo.petfoods.com](http://www.natoo.petfoods.com)

Protein-packed and stored in tear-open pouches, Natoo's meal toppers/treats are formulated with clean ingredients, single-source proteins and palatable broths for a healthy addition to any pet's diet.



## **NATOO PET FOODS** (BOOTH #734)

### **Oats, Banana and Honey Crunchy Biscuits**

[www.natoo.petfoods.com](http://www.natoo.petfoods.com)

Oven-baked and nutritionally balanced, Natoo's Oats, Banana and Honey Crunchy Biscuits offer a variety of nutrients to support intestinal health, immunity, skin and coat and oral health of dogs.



## **NULO** (BOOTH #3036)

### **Nulo Cold Pressed Food for Dogs**

<http://www.nulo.com/>

Nulo's Cold Pressed Food for Dogs harnesses the benefits of minimally processed ingredients that dogs crave in a form that's convenient to feed no matter where your adventure leads. An innovative kibble alternative, Nulo Cold Pressed is made of 95% animal-based protein and uses no meat meals for superior protein absorption. This is the perfect solution for those looking for a low-carbohydrate diet with pre-, pro- and post-biotics for exceptional digestive and immune system support.



## **NULO** (BOOTH #3036)

### **Nulo Gently-Cooked Meals**

[www.nulo.com](http://www.nulo.com)

Nulo's Gently-Cooked Meals offer several premium meat-based recipes paired with bone broth, fruits, veggies and grains, plus the essential nutrients your dog needs for complete & balanced nutrition. Our Gently-Cooked Meals are shelf-stable, perfectly-portioned, and 100% human grade. Plus, there is no need for special storage or messy cleanup for peak convenience.



## **PAWPAW DISTRIBUTION (BOOTH #5441)**

### **Bunny Nature Rabbit Dream Herbs Rabbit Food**

<https://bunny-nature.com/.en>

Bunny Nature Rabbit Dream Herbs is a complete and natural food for rabbits over six months. This natural food is rich in fibers (21%) and contains 42 different grasses and plants, and various herbs such as nettle, rosemary, dandelion and thyme. The pellets also contain daisy and camomile blossoms from nature conservation meadows. All natural ingredients come from permanent meadows with an optimal crude fibre-to-starch ratio (3.8:1) to help prevent fattening.



## **PAWPAW DISTRIBUTION (BOOTH #5441)**

### **Dog's Love Super Premium Natural Single Protein Limited Ingredient Wet Food**

[www.dogslove.com](http://www.dogslove.com)

Dog's Love is the perfect wet canned food for your furry friend – full of natural flavors and packed with vitamins and nutrients without any gluten, coloring, preservatives, fillers or genetically modified ingredients. Each recipe contains one protein source and a unique combination of limited ingredients, providing your dog with wholesome, nutritionally complete meals. Formulated for all life stages and all breeds. Plus, it has a delicious taste your pup will love!



## **RAWZ NATURAL PET FOOD (BOOTH #1050)**

### **96% Wet Food Recipes for Cats & Dogs**

[www.rawznaturalpetfood.com](http://www.rawznaturalpetfood.com)

RAWZ Gum Free Wet Foods provide your pet with the quality meat and healthy hydration they crave, without highly processed meals, gums or fillers. Made with 100% Rendered Free, all natural ingredients, RAWZ Meal Free Dry Food and Gum-Free Wet options provide your pet with the healthy, holistic, delicious nutrition and hydration they crave without highly processed meals, gums or fillers.



Available in cat and dog formulas and made with 96% meat content, these wet food recipes are high-quality, protein-packed meals that are also grain and filler-free, making them great for pets with food allergies and sensitivities.



## **RAWZ NATURAL PET FOOD (BOOTH #1050)**

### **Limited Rabbit Recipe for Cats**

[www.rawznaturalpetfood.com](http://www.rawznaturalpetfood.com)

RAWZ's Limited Rabbit Recipe for Cats is grain and meal-free, featuring a freeze-dried raw rabbit coating on every bite. Like all RAWZ dry recipes, this diet is 100% rendered free and made in the U.S.



## **SHEPHERD BOY FARMS** (BOOTH #744)

### **Freeze-Dried Raw Dog Food**

[www.shepherdboyfarms.com](http://www.shepherdboyfarms.com)

Family-owned and crafted in the heart of the Midwest, Shepherd Boy Farms Freeze-Dried Raw Dog Food is a holistic source of protein and vital nutrients. These farm-to-table – or ocean-to-table – recipes are loaded with whole fruits and vegetables, making them a savory meal for canines of all sizes and breeds.



## **SMACK PET FOOD** (BOOTH #2967)

### **Smack Botanicals Mix**

[www.smackpetfood.com](http://www.smackpetfood.com)

Smack presents Botanicals: A holistic superfood topper for dogs. Made from three pounds of raw superfoods, Botanicals is a nutrient-packed, vegan meal topper handcrafted with organic fruits and veggies in three delicious recipes: Caribbean Fusion, Prairie Harvest and Very Berry.



## **SPRANKLES FOR PETS** (BOOTH #936)

### **Freeze-Dried Raw 1 Ingredient Treats for Dogs & Cats**

[www.spranklesforpets.com](http://www.spranklesforpets.com)

Sprankles Freeze-Dried Raw 1 Ingredient Treats for Dogs & Cats are all-natural, single-ingredient, freeze-dried treats. Sprankles are proudly sourced and made in the USA, providing wholesome, raw nutrition for your pet and convenience for you. The treats come in the following formulations: Chicken Hearts, Beef Liver, Duck Hearts, Chicken Breast, Lamb Liver and Beef Hearts.



## **SPRANKLES FOR PETS** (BOOTH #936)

### **Freeze-Dried Raw Toppers**

[www.spranklesforpets.com](http://www.spranklesforpets.com)

Sprankles Freeze-Dried Raw Toppers are single-source protein, minimally processed, and grain- and gluten-free. Proudly sourced and made in the USA, the all-natural recipes contain 96% meat, organs and bones and come in beef and chicken. Serve as treats, meals or toppers.



## **W.F. YOUNG / HONEST TO GOODNESS** (BOOTH #1246)

### **Honest to Goodness™ Plant Snacks**

[www.honest2goodness.com](http://www.honest2goodness.com)

Introducing Honest to Goodness™ Plant Snacks, a unique line of functional, plant-based dog treats! Honest to Goodness harnesses the natural power of wholesome fruits and vegetables, plus advanced nutrients, to deliver the healthy support pets need to thrive. Each variety contains one to three ingredients at functional levels, a science-based postbiotic and marine microalgae oil for overall health support. Made with sustainable, responsibly sourced ingredients in the USA with six options available.



## **YAK9 CHEWS** (BOOTH #1048)

### **Dual Flavored Cheese Chews for Dogs: Apple & Cinnamon; Peanut Butter & Banana**

[www.yak9chews.com](http://www.yak9chews.com)

The first-ever blend of two superfoods in one chew crafted from 100% yak and cow milk, freely roaming in Himalayan Alpine pastures — the ideal, long-lasting delight for your furry companions.



## **YAK9 CHEWS** (BOOTH #1048)

### **Flavored Softsees**

[www.yak9chews.com](http://www.yak9chews.com)

Natural, tasty dog treats with cold-pressed goat milk and nutri-rich fruits. From tiny pups to wise seniors, these treats are easily digestible for all ages and sizes.



## **YAK9 CHEWS** (BOOTH #1048)

### **Flavored Cheweees**

[www.yak9chews.com](http://www.yak9chews.com)

Natural, medium-density dog chews cold-pressed with goat milk. Ideal for all ages/sizes, star-shaped for dental care — a single, satisfying session for exceptional oral support. Explore Yak9 Chews Chewy Sticks in four combo flavors!



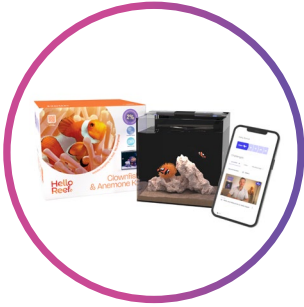
## **ZIWI** (BOOTH #254)

### **ZIWI Peak Steam & Dried**

[us.ziwpets.com](http://us.ziwpets.com)

An affordable first step into alternative-to-raw nutrition for dogs and cats. Made with 85 - 90% ethically sourced meat, organs and seafood with added functional ingredients to deliver digestive and skin & coat health.

## PRODUCTS FOR PET PARENTS



### **APERTURE PET & LIFE** (BOOTH #1275)

#### **HelloReef Clownfish & Anemone Aquarium Kit**

[www.apetlife.com](http://www.apetlife.com)

HelloReef is the perfect start to your aquarium journey. It's an all-in-one experience that has everything you need, including a 15-gallon tank and equipment, rock, salt and food. It even includes a coupon to buy your first fish friend from your local pet or fish store and an online community full of videos and step-by-step instructions to help you get set up and have a thriving aquarium. 2% of net proceeds support Ocean Conservation.



### **CALL TOYS / WAG AROUND TOWN** (BOOTH #4458)

#### **Charmdana Dog Bandanas**

[www.wagaroundtown.com](http://www.wagaroundtown.com)

The Charmdana is not your ordinary bandana! It comes in three adjustable sizes, and the rubber material is lightweight, durable and waterproof, with ventilation for all-day wear. Best of all, it's easy to clean with soap and water. Accompanying the bandanas is the Wag Witty Charms Collection, featuring playful and witty charms with clever sayings. They offer endless possibilities for customization, and pet owners can mix and match charms to create unique combinations that reflect their pet's personality, interests or a special event.



### **DIGGS** (BOOTH #4813)

#### **Diggs Evolv Dog Crate**

[www.digs.pet](http://www.digs.pet)

From the brand that brought you the award-winning Revol dog crate, the premium pet utility brand Diggs' just launched a new crate in their slimmest and most affordable design yet! Introducing Evolv, the first dog crate-playpen hybrid with a unique design that allows customization to evolve with every stage of your dog's life. Made with a high-strength steel frame and paw-safe mesh, Evolv can convert into a playpen with removable doors and roof, support up to four configurable doors and more.



## **LX2 CREATIVE** (BOOTH #1585)

### **Walkee Paws Bag & Leash Combo**

[www.walkeepaws.com](http://www.walkeepaws.com)

We just changed the dog walking game! There's never been a product like the Walkee Paws Bag & Leash Combo - a leash that magically transforms into four different wearable bags, a doggy car restraint and more to meet all your everyday needs. It's designed to store all of your and your pup's stuff for a hands-free experience everywhere you go. We've truly simplified your everyday dog walk!



### **Walkee Paws Warm Walk Gloves**

Every dog owner dreads those frigid winter days when you struggle to find and tear a poop bag from the roll. But with our Warm Walk Gloves, you don't have to! Thanks to a cleverly hidden compartment that flips back to reveal poop bags at your fingertips, our Warm Walk Gloves make winter dog walking easier (and a whole lot warmer).



## **NEW AGE PET** (BOOTH #3430)

### **Lo-Boy Versa Stand**

[www.newagepet.com](http://www.newagepet.com)

The Lo-Boy Versa Stand was specially designed to be used with a stack of two 48" Mojave Reptile Lounges and stacker. This stand offers three storage compartments below for pet parents to store extra pet supplies or other items.



## **PARK LIFE DESIGNS** (BOOTH #2086)

### **Meow Canvas Tote Bag**

[www.parklifedesigns.com](http://www.parklifedesigns.com)

Discover the art of sustainable accessorizing with Park Life Designs' Canvas Tote Bag Collection. Meticulously handmade from organic cotton, this reusable, durable and foldable accessory seamlessly blends style with sustainability - the perfect companion for pet lovers on the go!



## **PET HOUSE BY ONE FUR ALL** (BOOTH #1023)

### **Lemon Cupcake Candle**

[www.onefurallpets.com](http://www.onefurallpets.com)

The refreshing Lemon Cupcake scent will be available in various sizes, including full-size candles (9 oz.), mini candles (1.5 oz) and wax melts (3 oz.). It is a delicious blend of lemon zest, creamy butter and mouthwatering vanilla frosting.





## **SPRINGER** (BOOTH #1150)

### **Dog & Me Insulated Water Bottle**

[www.springerpets.com](http://www.springerpets.com)

A high-quality stainless steel water bottle for you and a water bowl for your dog! An all-in-one solution for you and your pup to stay hydrated on-the-go. When it's time to give your pup a drink, simply detach the removable silicone boot and pour in some water for your dog to hydrate. The insulated bottle keeps liquids cold for hours and holds up to 24 oz.

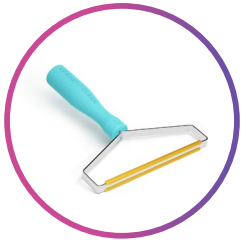


## **SPRINGER** (BOOTH #1150)

### **Silicone Dog Treat Dispenser**

[www.springerpets.com](http://www.springerpets.com)

Uniquely shaped for effortless squeezing, this food-grade silicone dispenser allows you to easily dispense a few treats at a time, making it an essential accessory for walks, training, and on-the-go rewards. Simply squeeze to dispense treats! To fill, squeeze the dispenser with the slit facing up and add kibble or treats to keep your pup motivated and delighted.



## **UPROOT CLEAN** (BOOTH #2567)

### **Uproot Cleaner Pro**

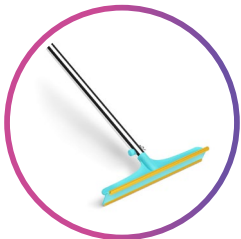
[www.uprootclean.com](http://www.uprootclean.com)

The Lo-Boy Versa Stand was specially designed to be used with a stack of two 48" Mojave Reptile Lounges and stacker. This stand offers three storage compartments below for pet parents to store extra pet supplies or other items.



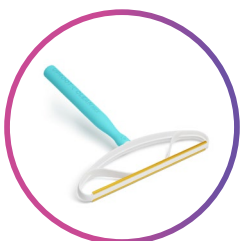
### **Uproot Cleaner Mini**

The Uproot Cleaner Mini is small but packs a punch, effortlessly targeting those hard-to-reach nooks and crannies, making it perfect for on-the-go fur-busting or quick touch-ups around your home.



### **Uproot Cleaner Xtra**

The Uproot Cleaner Xtra is a broom-sized tool that combines the power of fur-busting with the convenience of an extended handle. Banish pet hair effortlessly without bending or getting on your knees.



### **Uproot Cleaner Max**

The Uproot Cleaner Max is designed to conquer pet hair in record time! Twice the size of our Uproot Pro, the Max efficiently tackles larger areas and swiftly transforms your home into a hair-free haven.



**WARREN LONDON** (BOOTH #1344)

**Groom 'n' Go Grooming Blanket**

[www.warrenlondon.com](http://www.warrenlondon.com)

Warren London's Dog Grooming Blanket is the ultimate all-in-one solution for indoor grooming. It can also serve as a washable training pad and crate/playpen mat, or provide a comfortable space for your pet.



**XYNYTH MANUFACTURING CORP.** (BOOTH #1012)

**GroundWorks Natural™ Icemelter**

[www.xynyth.com](http://www.xynyth.com)

Presenting GroundWorks Natural Icemelter: The ultimate solution for safe ice removal that prioritizes pet well-being. Unlike traditional ice melters, GroundWorks' unique potassium-based formula is safe for pets to walk on and lick their paws afterward and is environmentally conscious, all while effectively melting ice. Potassium, a key ingredient, is a plant nutrient that promotes environmental health for plants and wildlife.

**SMART TECH & INNOVATION**



**BOXIECAT LLC** (BOOTH #250)

**Boxie® Glo™ Natural Attractions™ Litter**

[www.boxiecat.com](http://www.boxiecat.com)

Glo™ litters help cats find their way to the litter box using Glo Light Attractant™ UV sparkles cats can see, providing a comforting experience for cats who have behavior issues using the litter box.



**CLOSER PETS** (BOOTH #2413)

**MiBowl+ Smart Microchip Pet Feeder  
+ Hub Bundle - For Cats and Small Dogs (Apple iOS)**

[www.closerpets.com](http://www.closerpets.com)

Smart pet feeder with microchip access control, real-time insights via Closer Pets App, alerts and an adaptable design for personalized feeding.



## **PETKIT TECHNOLOGY US LIMITED** (BOOTH #4658)

### **YumShare Dual-hopper with Camera**

[www.petkit.com](http://www.petkit.com)

Introducing our latest innovation, The AI Smart Feeder with Camera & Night Vision. Controllable with the PETKIT App, featuring custom feeding plans, insights visualization, 24/7 food detection and 2-way audio to ensure pets never miss a meal.



## **TRACKIPET™** (BOOTH #4972)

### **TRACKIPET™**

[www.trackipet.com](http://www.trackipet.com)

TrackiPet™ is designed to minimize response time when a dog goes missing with alerts, communication tools and auditory signals. The device uses GPS, WiFi and GSM technology to send your pup's live, accurate location to the TrackiPet App, where you can view current and past activity from anywhere, anytime. Discrete, lightweight and waterproof, the TrackiPet device suits any breed and lifestyle. Adaptable attachment units ensure a snug fit to various collars and harnesses.



## **UPROOT CLEAN** (BOOTH #2567)

### **Uproot 7-1 Professional Pet Grooming Kit**

[www.uprootclean.com](http://www.uprootclean.com)

The Uproot Clean 7-in-1 Professional Pet Grooming Kit redefines pet care, offering seamless brushing, detangling, de-shedding, trimming, cleaning, drying, and vacuuming - all without the mess.



## **LALA HOME SMARTECH** (BOOTH #3367)

### **LaLa Home RealScooper Automatic Litter Nox**

[www.lalahome.com](http://www.lalahome.com)

LaLa Home's RealScooper Self-Refilling and Self-Cleaning Cat Litter Box came on the scene after a widely successful IndieGoGo launch last fall. The initial group of users gave valuable feedback leading to modifications to enhance the product's features. The main difference from the competition is the self-refilling feature. Five cells of cat litter are stored in the top reservoir of the machine that are released into the cat litter bed, replenishing the litter supply as the clumps and feces are scooped into the waste bin. No other self-cleaning litter box can handle the amount of litter that the RealScooper can.



**PATPET LLC** (BOOTH #785)

**AI Trained Anti-Bark Collar**

[www.patpet.com](http://www.patpet.com)

A humane and efficient remedy to help eliminate excessive barking, ward off fleas and ticks or protect injuries at the slightest stimulus. The PATPET smart anti-bark collar, trained with over 3000 voiceprints of different barking, has achieved the highest effectiveness on the market in avoiding 99% of incorrectly triggered stimulations.



**PENTHOUSE PAWS** (BOOTH #1787)

**Penthouse Paws Smart HD Feeder**

[www.penthousepaws.com](http://www.penthousepaws.com)

The Penthouse Paws Smart HD Feeder is an automatic pet feeder that allows you to remotely feed your pet, schedule automatic feedings and even record a 10-second voice message to call your pet to eat. It has a 6-liter food tank, a 1080p HD camera with night vision and is app-controlled.



**PENTHOUSE PAWS** (BOOTH #1787)

**Penthouse Paws Smart Water Fountain**

[www.penthousepaws.com](http://www.penthousepaws.com)

This automatic water fountain features a 5-level filtration system, is app control for remote management with whisper-quiet operation. Its 2.2-liter capacity is perfect for multiple pets, and its BPA-free, bite-proof design ensures pet safety.

**SUSTAINABLE PRODUCTS**



**BETTERBONE** (BOOTH #639)

**BetterBone Renewable, All-Natural, Carbon-Neutral Chews**

[www.thebetterbone.co](http://www.thebetterbone.co)

BetterBone is the ultimate chew toy for your dog's enjoyment, health and safety. Crafted from all-natural, food-grade ingredients, the toy is designed to promote health and dental hygiene with a softer and natural composition compared to nylon and other petroleum-based products. Our unique teeth-cleaning ends reach tricky, hard-to-clean areas. BetterBone will debut its all-new medium-density toy for the balanced, safer chewer at Global Pet Expo.



## **BRIGHT PLANET PET** (BOOTH #641)

### **Better Bully (Large) Chews**

[www.brightplanetpet.com](http://www.brightplanetpet.com)

USA-made, 100% plant-based bully sticks that taste and smell like a bully stick! An all-natural, low-fat, allergen-free, long long-lasting chew at a sharp price point for pet parents.



## **CANOPHERA®** (BOOTH #5820)

### **COFFEE+COCO Chews**

[www.canophera.com](http://www.canophera.com)

CANOPHERA's new COFFEE+COCO Chews are made with sustainably-sourced, caffeine-free and vegan coffee wood and 100% digestible coconut rope. These tug-style toys combine CANOPHERA's best-selling, caffeine-free coffee wood with all-natural and digestible coconut fibers to offer dogs exciting chewing pleasure while strengthening and cleaning teeth. Available in four sizes, small through extra large.



## **JIMINY'S** (BOOTH #934)

### **Jiminy's Dental Chews**

[www.jiminys.com](http://www.jiminys.com)

Jiminy's Dental Chews are a multi-purpose, sustainable chew designed to freshen breath and clean your dog's teeth. The chews use cinnamon (an anti-inflammatory) for a delicious, fresh flavor. They're also flexible for extended chew times and cleaner teeth. Most importantly, Jiminy's Dental Chews contain insect protein. Medium chain fatty acids in insect protein are antimicrobial, so the protein helps clean teeth! The chew's nubby texture also works the teeth and gums.



## **KENT PET GROUP** (BOOTH #2825)

### **Breeder Celect® Cat Litter and back 2 nature® Small Animal Bedding**

[www.kentpetgroup.com](http://www.kentpetgroup.com)

Kent Pet Group is also excited to announce the start of its U.S. production of two of their Australian-based brands, Breeder Celect® Cat Litter and back 2 nature® Small Animal Bedding in May 2024. Upcycled from 99% recycled paper material, Breeder Celect® Cat Litter and back 2 nature® Small Animal Bedding are highly absorbent with natural odor control and free from harmful chemicals – safe for paws of all sizes.



## **KENT PET GROUP** (BOOTH #2825)

### **World's Best Cat Litter® Poop Fighter™ Maximum Odor Defense**

[www.worldsbestcatlitter.com](http://www.worldsbestcatlitter.com)

World's Best Cat Litter® Poop Fighter™ is the first natural and sustainable cat litter designed to eliminate poop stink, not just mask it. This naturally safe multiple cat formula with dual-action Botanical Blocker™ immediately neutralizes poop and urine odors, leaving only a light lemongrass scent.



## **LOVING PETS®** (BOOTH #3009)

### **Dolce Bamboo Bowls**

[www.lovingpetsproducts.com](http://www.lovingpetsproducts.com)

Eco-friendly and sustainably sourced Dolce Bamboo Bowls by Loving Pets offer extreme durability and are proudly made with upcycled materials. Easy to clean and naturally bacteria resistant, the Dolce Bamboo Bowls are available June 2024 and come in three colors (Slate, Oat, and Coffee), three sizes (small, medium and large) and two shapes.



## **QUICK-TAG ID** (BOOTH #1681)

### **Dog Leash**

[www.quicktag.com](http://www.quicktag.com)

Meet the leash that unleashes global change. Crafted from reclaimed ocean-bound plastic, each leash prevents the equivalent of approximately 3 ¾ plastic water bottles from entering the ocean. Let each step you and your dog take be a stride toward a cleaner ocean and a happier planet.

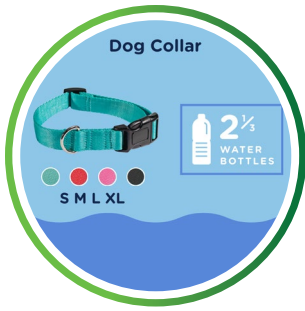


## **QUICK-TAG ID** (BOOTH #1681)

### **Dual Attachment Dog Harness**

[www.quicktag.com](http://www.quicktag.com)

Let every adventure begin with our Ocean Plastic Dual Attachment Harness. Crafted entirely from certified ocean-bound recycled plastic, each harness turns reclaimed plastic into an essential. With dual attachment points – a no-pull front attachment and an easy-access back attachment – plus five adjustment points for a custom fit, this harness is your pup's ticket to comfort, and control on every journey.



## **QUICK-TAG ID** (BOOTH #1681)

### **Adjustable Dog Collar**

[www.quicktag.com](http://www.quicktag.com)

Roam responsibly and sustainably with our Ocean Plastic Adjustable Dog Collar. Crafted from reclaimed ocean-bound plastic, each collar prevents the equivalent of approximately 2 ½ water bottles worth of plastic from entering the ocean, serving as both an everyday accessory and a badge of honor.



## **SHAWGRASS** (BOOTH #1687)

### **Artificial Pet Turf**

[www.shawgrass.com](http://www.shawgrass.com)

Let Shawgrass create a custom outdoor space with our Artificial Pet Turf. Our durable pet turf is non-toxic and sustainable with a reduced carbon footprint. The product is dust, silica and quartz-free, and will keep your animals safe with no need for harmful pesticides or fertilizers. When they need to go, our no-mess surface is easy to clean and maintain.



## **SPRINGER** (BOOTH #1150)

### **Premium Dog Poop Bags**

[www.springerpets.com](http://www.springerpets.com)

Introducing our Premium Dog Poop Bags. They're ultimate solution for an effortless cleanup! Tired of struggling with hard-to-open poop bags? We designed our bags with our patented Easy-Open Tab for seamless bag access every time, making your walks more enjoyable. In our commitment to both your pet and the environment, our bags are made from 70% post-consumer recycled plastic.



## **SQUARE PAWS** (BOOTH #5905)

### **Endless Buffet Scratchpad**

[www.squarepaws.com](http://www.squarepaws.com)

Endless Buffet, Square Paws' new scratchpad is reversible - the outer wrap may be easily slid off when the pad is flipped over. The scratchpad encourages and celebrates a cat's need to scratch. The wrap comes in three flavors and colors: Peach -Turkey Lurkey, Ocean Blue -Tuna Platter, and Rosy Pink - Salmon Feast.