

# NEW PRODUCT GUIDE

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Looking for the latest and greatest new products debuting at Global Pet Expo 2023? This guide contains information on 120+ new products on the show floor.

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# CALMING PRODUCTS

## BIMINI PET HEALTH

### Bimini's Best Peaceful Pups

Booth #2470 | [biminipethealth.com](http://biminipethealth.com)

**Peaceful Pups** is a dosage form health supplement for dogs. This soft, tasty chew contains Calmol, a patent pending ingredient blend designed to aid in relaxation for dogs one year or older.

## EXOTIC NUTRITION PET PRODUCTS

### Calming Glove

Booth #2660 | [exoticnutrition.com](http://exoticnutrition.com)

A great tool to use for all small animals, the **Calming Glove** is perfect for hand-feeding, nail cutting or handling your pet without getting scratched or bitten. It is super soft, polar fleece material, 100% machine-washable with a Velcro adjustable wrist strap for use by children or adults.

## FIDBIOTICS

### Calm Down Kitty & Maxin Relaxin Rover

Booth #537 | [fidobiotics.com](http://fidobiotics.com)

**Calm Down Kitty** and **Maxin Relaxin Rover** are probiotic supplements for cats and dogs dealing with stress ranging from nervousness to hyperactivity, discontentment or environmentally induced stressors. With 2 billion CFUs of probiotics per scoop, products are formulated with a proprietary blend of natural calming ingredients, including hemp with naturally occurring CBD.

## INSTINCT PET FOOD

### Raw Boost Mixers Calming Support

Booth #200 | [instinctpetfood.com](http://instinctpetfood.com)

A freeze-dried raw topper, **Raw Boost Mixers Calming Support**, features ingredients like cage-free turkey plus vibrant, functional ingredients like valerian root, passion flower and tryptophan to support a calm demeanor and help reduce stress.

## PAWSE

### Bark-Less Bites

Booth #3572 | [pawse.pet](http://pawse.pet)

**Bark-Less Bites** are perfect for pets of all sizes featuring full spectrum organic, hemp-derived cannabidiol. Each bite includes 5 mg of USDA-certified CBD, Icelandic fish oil and lean protein to promote brain function, calmness, healthy skin and immune system, mobility and overall wellness.

# ECO-FRIENDLY & SUSTAINABLE PRODUCTS

## ARCH PET FOOD

### Better Biscuit

Booth #5869 | [archpetfood.com](http://archpetfood.com)

Crunchy, delicious and packed with vitamins and minerals, the **Better Biscuit** is fantastic for both your pup and the planet. Chock-full of protein, nutrients and fiber, Better Biscuits are made with crickets, a natural superfood that is exponentially more sustainable than traditional proteins.

## AUGIE BONES

### Augie Bones

Booth #738 | [augiebones.com](http://augiebones.com)

**Augie Bones** dog chew toys are made from plant-based and compostable materials to meet the needs of pet industry retailers and consumers alike. Not only are Augie Bones made with non-toxic materials, but they are also better for the environment as these bones can be recycled or even composted.

## BOXIECAT LLC

### Eco™ Farm To Box Ultra Sustainable Clumping Cat Litter

Booth #654 | [boxiecat.com](http://boxiecat.com)

**Eco™ Farm to Box Ultra Sustainable Clumping Cat Litter** is an eco-conscious solution that improves soil health and reduces carbon pawprint by 69% with each bag. Biodegradable litter and recyclable packaging complete a life cycle that is gentler on the planet.

## CURLI AG

### Vegan Apple Leather curli Clasp Vest Harness

Booth #1606 | [mycurli.com](http://mycurli.com)

The **Vegan Apple Leather curli Clasp Vest Harness** is a sustainable, high-performance dog harness made of vegan apple leather, produced using by-products of the apple juice industry using state-of-the-art second-level upcycling.

## DOFU CAT

### Dofu Cat Tofu Litter

Booth #3571 | [dofucat.com](http://dofucat.com)

Made with upcycled soy fiber, **Dofu Cat Tofu Litter** is an eco-friendly, 99% dust-free, clumping cat litter that is kind to you and your animals.

## **FLEA DESTROYER**

### **Flea Destroyer**

Booth #3172 | [fleadestroyer.com](http://fleadestroyer.com)

**Flea Destroyer** is a chemical-free yard treatment with beneficial microorganisms that attack larvae to break the flea life cycle and provide lasting flea control for dogs and cats. This innovative outdoor flea control is safe, effective and protects your yard for an entire year.

## **INSTINCT PET FOOD**

### **Instinct Raw Longevity Wild-Caught Alaskan Pollock for Dogs**

Booth #200 | [instinctpetfood.com](http://instinctpetfood.com)

The first Marine Stewardship Council-certified sustainable raw fish pet recipe, **Instinct Raw Longevity Wild-Caught Alaskan Pollock for Dogs** is naturally low-fat, high-protein and high in Omega 3's and scientifically developed within AAFCO guidelines to support optimal health.

## **KTR GROUP**

### **Natural Pet Collagen Donut**

Booth #2663 | [ktrgroupinc.com](http://ktrgroupinc.com)

The **Natural Pet Collagen Donut** offers all-natural nutrients for a dog's healthy and active lifestyle using collagen, known to improve muscle/joint health and digestion and promote healthy skin and coats. Every package is certified Plastic Neutral by rePurpose Global to help solve the global plastic waste crisis, with every purchase allowing for the removal of an equal amount of plastic from nature.

## **WE ARE NDEPENDENT**

### **Skins. & Fish. Treat Collections**

Booth #109 | [ndependentpet.com](http://ndependentpet.com)

The **Skins. & Fish. Collection** is ocean's wild-caught bounty! All treats are single-ingredient and protein-packed, made for independent retailers.

# HEALTH & WELLNESS PRODUCTS

## ARK NATURALS COMPANY

### Soft Brushless Toothpaste

Booth #406 | [arknaturals.com](https://arknaturals.com)

**Soft Brushless Toothpaste** is carefully crafted for gentle chewers. Every time your pup chews, he does the cleaning for you. The unique texture reduces plaque and tartar, while the ridges help clean along the gumline.

## BIMINI PET HEALTH

### Bimini's Best Balanced Bones

Booth #2470 | [biminipethealth.com](https://biminipethealth.com)

**Bimini's Best Balanced Bones** is a dosage form health supplement for dogs. This soft, tasty chew contains Flexovyt, a patent-pending ingredient blend designed to support healthy hips and joints in dogs ages one year or older. An equivalent health supplement is available for cats.

## BOW WOW LABS®

### 4 in 1™ Toothbrush and Enzymatic Toothpaste Gel

Booth #5936 | [bowwowlabs.com](https://bowwowlabs.com)

The **4 in 1™ Toothbrush** is a patented, four-head design that allows for quick, efficient and effective cleaning. The **4 in 1™ Enzymatic Toothpaste Gel** is a gentle and soothing toothpaste formulated using only the highest quality ingredients: a unique blend of aloe, manuka honey, sage, baking soda and parsley.

## EARTH BUDDY PET

### Immunity | Organic Mushrooms for Dogs & Cats, Maxx Life | Liposomal Glutathione for Dogs & Cats and Mushroom Tincture

Booth #1069 | [earthbuddypet.com](https://earthbuddypet.com)

**Immunity | Organic Mushrooms for Dogs & Cats** are Colorado-grown and sourced from a USDA organic facility. These mushroom supplements offer a full spectrum of bioactive compounds that are triple extracted and third-party lab tested for purity and potency. Glutathione plays a crucial role at the cellular level to reduce oxidative stress and free radical damage. **Maxx Life | Liposomal Glutathione for Dogs & Cats** uses Glutathione to reduce oxidative stress and free radical damage, combining Glutathione Complex, Immune Support Complex and Hemp Essence Trinity to maintain optimal health of pets as they age. The **Mushroom Tincture** features a unique blend of five mushrooms and elderberry extract that is easy to mix into food or squirt directly into your pet's mouth. The blend is made with triple-extracted, organic mushroom mycelium and fruit bodies grown in the U.S.

## HICC PET™

### Pet Dental Wipes, Dental Care Spray, Pet Ear Rinse, Pet Skin Care Spray and Pet Grooming Gloves

Booth #2972 | [hiccpet.com](http://hiccpet.com)

HICC Pet™ **Pet Dental Wipes** come in easy-to-use, slip-on finger wipes to clean plaque off pets' teeth and gum lines. The coconut-oil based formula freshens pet breath, whitens yellow teeth and prevents dental disease. HICC Pet™ other dental and grooming products feature a special hypochlorous acid formula to target various concerns, including the **Pet Dental Care Spray**, which eliminates bacteria and plaque buildup, and the **Pet Ear Rinse**, which cleanses the ear canal, relieves irritations and removes wax and debris. The **Pet Skin Care Spray** is an antimicrobial treatment spray for wounds, irritations, itching, allergies and hot spots to help prevent infections, non-stop itching and inflammation, while the **Pet Grooming Gloves** daily hygiene wipe for allergy-prone cats and dogs help soothe irritations and infections caused by skin fold dermatitis.

## NATIVE PET™

### The Daily

Booth #1234 | [nativepet.com](http://nativepet.com)

The **Daily** is your dog's all-in-one, everything-they-need formula made with functional ingredients to support their mobility, energy, gut health, and so much more. It's 10 benefits in one tasty scoop!

## NATURESPUS

### FurBaby Multivitamin

Booth #5670 | [naturesplus.com](http://naturesplus.com)

NaturesPlus **FurBaby Multivitamin** for dogs is formulated from 100% human-grade ingredients. This delicious sprinkle-on formula promotes overall well-being, a healthy coat, peak immune function, healthy joints, improved digestion, more energy and much more.

## NUTRECO CANADA INC.

### Wholesome Blend Grain Free Functional Dog Food

Booth #739 | [lifetimepetfood.ca](http://lifetimepetfood.ca)

**Wholesome Blend Grain Free Functionals Dog** features deliciously crafted recipes in Digestive Care, Mobility, Healthy Weight, and Skin & Coat formulas to help your pet live their best life. These formulas are ideal for dogs with allergies, skin and coat conditions, and digestive or palatability challenges.

## PAW READY

### Pet Dental Hygiene Kit

Booth #4969 | [pawready.com](http://pawready.com)

Paw Ready **Pet Dental Hygiene Kit** contains a BrushMate Dual-Ended with an ergonomic handle, and Dual Size Angled Soft Brush Heads to gently clean all sizes of teeth while helping to remove plaque buildup and food debris. The kit also includes a Paw Ready Biteblock, designed to allow you to brush your pet's teeth without the worry of getting bitten.

## PAWSE

### Hip & Joint Gravy

Booth #3572 | [pawse.pet](http://pawse.pet)

Pawse's **Hip & Joint Gravy** is a unique and highly effective supplement formula in a metered pump bottle that promotes hip and joint health. The gravy features Pawse's certified organic hemp extract to reduce the discomfort and inflammation associated with aging and allow the formula to lubricate and maintain healthy connective tissue and synovial fluid. Crafted with limited ingredients, **Mighty Mushrooms** promote a healthy immune response, anal glands and skin and allergy responses while also helping to alleviate hot spots. Mighty Mushrooms include USDA certified organic mushroom extracts combined with the brand's all-natural chicken and catfish recipe in a freeze-dried bite.

## PETPLATE

### PetPlate Supplement Soft Chews

Booth #3872 | [petplate.com](http://petplate.com)

With a variety of flavors pups are sure to love, PetPlate's human-grade, vet nutritionist-designed **Supplement Soft Chews** are made with functional and whole food ingredients - never fillers - for exceptional quality and amazing taste. The formulas include Up to Fluff (Skin & Coat), Chill Out (Calming), Soothe Operator (Digestive) and Hip Hopping (Mobility).

## THE MISSING LINK & W.F. YOUNG

### Silver Honey Rapid Ear Care

Booth #1015 | [wfyoung.com](http://wfyoung.com)

**Silver Honey Rapid Ear Care** is the first and only ear care treatment system that speeds healing and treats ear infections with the natural healing powers of medical grade Manuka Honey and MicroSilver BG®. The formula soothes pain within 30 minutes and treats infections in 10 days.

# Premium Pet Food & Treats

## A Better Treat

### A Better Dog Food

Booth #3772 | [abettertreat.com](http://abettertreat.com)

A Better Dog Food incorporates freeze-dried, wild-caught salmon or free-range chicken breast as its No. 1 ingredient, along with broccoli and air-dried carrots to create the most irresistible and healthy high-protein kibble!

## Arch Pet Food

### Digestive Health, Skin & Coat Health and Hip & Joint Health Treats

Booth #5869 | [archpetfood.com](http://archpetfood.com)

With an easy-to-understand recipe and free of the major allergens for dogs, the Digestive Health, Skin & Coat Health and Hip & Joint treats use the highest quality ingredients to give your pup the best poops on the block, a shiny coat or some extra pep in their step.

## Boat to Bowl™

### Boat to Bowl™ Pet Food

Booth #1261 | [boattobowlpetfood.com](http://boattobowlpetfood.com)

Boat to Bowl™ Pet Food puts fish first and offers your cat highly digestible, premium protein that rewards them with a multitude of health benefits. Made from sustainably caught wild redfish, whitefish, salmon, cod and haddock, the food is rich in Omega-3 and Omega-6 for healthy skin and shiny fur.

## CANOPHERA

### CANOPHERA's Antlers, Briar Roots & Horns

Booth #1858 | [canophera.com](http://canophera.com)

Serving the toughest of chewers, CANOPHERA's Antlers, Briar Roots and Horns use only the highest-grade antlers, roots and horns on the market for a natural glucosamine, long-lasting chew.

## Charlee Bear (Gott Pet Products)

### Grain Free Crunch

Booth #4658 | [charleebear.com](http://charleebear.com)

Beary Tasty's peanut butter and banana and beef and cheese flavors join the brand's Grain Free Crunch line. Crafted with protein, plus antioxidant-rich fruit or veggies, these all natural, low-calorie treats are Pocket Perfect® and just the right size for treating or training!



## Dog-O's

### Cheesy Chompers™ with Berries or Sweet Potato

Booth #5246 | [dogostreats.com](http://dogostreats.com)

Dog-O's Cheesy Chompers™ with berries or sweet potatoes are made with farm fresh ingredients and zero grains to create the perfect irresistibly cheesy treat full of protein and beneficial nutrients like calcium, vitamin A, essential fatty acids and B-complex vitamins.

## Einstein Pets

### Everydays Collection

Booth #2163 | [einsteinpets.com](http://einsteinpets.com)

The **Everydays Collection** has something for every craving with seven unique recipes making up deliciously nutritious, crunchy, small-batch baked biscuits that are sure to please pups and pup parents alike.

## Evanger's Dog and Cat Food

### Hi-Bio® Superfood for Dogs & Cats

Booth #1334 | [evangersdogfood.com](http://evangersdogfood.com)

Hi-Bio™ Superfood for Dogs and Cats from Evanger's is the raw diet alternative crafted from a carefully selected blend of the most sustainable ingredients harvested at the pinnacle of freshness. Minimal processing helps preserve the nutritional elements and enzymes of raw food, while dehydration gently dries the food at higher moisture levels making it easily digestible.

## Exotic Nutrition

### Crunch Bar, Fruit & Veggie Tarts, Hedgehog Essential, and Munchers Chew Sticks

Booth #2660 | [exoticnutrition.com](http://exoticnutrition.com)

Made with safe, natural willow wood the **Crunch Bar** is an irresistible accessory for chewers of all kinds, helping nurture your pet's mind and body. The **Fruit & Veggie Tarts** are an easy-to-feed, 100% natural healthy treat ideal for rabbits, guinea pigs, and other small animals. The 12 individually packaged tarts are made from premium ingredients including protein and fiber that help to support digestive health and dental hygiene! **Hedgehog Essential** is a highly palatable, meat-based protein-rich food with whole eggs, chicken and whole-dried insects, combined with the proper vitamin and mineral levels to form a nutritionally balanced food. **Munchers Chew Sticks** are ready-to-feed stick treats made with an assortment of high-quality grains such as barley and oatmeal to satisfy your companion's love for natural and crunchy goodness! Each stick is double baked for a nice texture to help fulfill your pet's gnawing instincts and encourages healthy teeth.

## Foodynamics

### Freeze-Dried Meat & Produce Donuts

Booth #671 | [foodynamics.com](https://foodynamics.com)

Freeze-Dried Meat & Produce Donuts, produced by Raw Dog Barkery, make freeze-dried treats fun and exciting for pet parents and their fur babies.

## Frankly Pet

### Peanut Butter Beefy Puffs

Booth #541 | [franklypet.com](https://franklypet.com)

The light and crisp **Peanut Butter Beefy Puffs** are made with 100% traceable U.S. cattle and packed with collagen to promote healthy skin, coat, joints, nails and teeth! Plus, they're wheat-, sugar-, preservative- and GMO-free while providing a natural source of glucosamine and chondroitin.

## Green Juju

### Freeze-Dried Raw Food

Booth #439 | [greenjuju.com](https://greenjuju.com)

Green Juju's **Freeze-Dried Raw Food** comes in four different formulas: bison, beef, pork, and rabbit and duck liver, creating the perfect limited ingredient diet for every dog that includes the most organ meat of any brand!

## Hound & Gatos (Gott Pet Products)

### Wet Food Recipes

Booth #4658 | [houndgatos.com](https://houndgatos.com)

The **Wet Food Recipes** for dogs and cats are made with 98% protein from the highest quality meats, poultry and fish with a precisely balanced vitamin-mineral mix. Crafted without artificial preservatives, flavors or colors, they are offered in both single-protein and multi-protein varieties to meet every pet's nutritional needs. They can be served as a meal or mixed in with dry food.

## Inaba Foods

### Dashi Delights

Booth #5200 | [inabafoods.com](https://inabafoods.com)

A new, unique side dish for cats, **Dashi Delights** is crafted with a delicious broth made from bonito flakes and shreds of moisture-rich, high-quality proteins.

## Instinct Pet Foods

### Instinct Raw Boost Mixers

Booth #200 | [instinctpetfood.com](https://instinctpetfood.com)

**Instinct Raw Boost Mixers** (available in Healthy Energy, Adults, Adults 7+ and Calming Support) contain nutrients that support pet's vitality, replenish energy and fuel daily activity. Give their bowl a daily boost to support a calm, relaxed demeanor for raw health nutrition that is 100% freeze-dried and bursting with flavor.

## Kitchen Table Pet

### Meat Snacks

Booth #1053 | [kitchentablepet.com](https://kitchentablepet.com)

The 100% human-grade **Meat Snacks** are smoked with real hickory wood and crafted with over 90% U.S.-sourced proteins. Infused with a perfectly paired fruit or vegetable, these treats make for a human-grade snacking experience unlike any other.

## Lafeber-EmerAid

### Foraging Fun Packs

Booth #4905 | [lafeber.com](https://lafeber.com)

**Foraging Fun Packs** are nutritionally complete, natural foraging fun that birds love! Encourage an interactive and longer feeding experience - a natural way for parrots to eat - with human-grade ingredients from the U.S.

## Lord Jameson

### Celebration SuperFetti

Booth #441 | [lordjameson.com](https://lordjameson.com)

Add colors and flavors to your dog's meal every time with **Celebration SuperFetti**, a meal flavor enhancement with natural ingredients like organic coconut, turmeric, spinach and beet, and no artificial dyes. Simply sprinkle it on home baked goods or add it to your dog's meal to make it prettier and tastier.

## Loving Pets

### Flavor Fullz Treats for Dogs & Cats

Booth #3058 | [lovingpetsproducts.com](https://lovingpetsproducts.com)

**Flavor Fullz Treats for Dogs and Cats** are 2-calories treats with crunchie outsides and soft centers that come in eight delicious flavors such as chicken, tuna, cheese, and peanut butter, among others.

## Made by Nacho

### Bone Broth Toppers, Freeze-Dried Ahi Tuna and Wild Alaskan Salmon Cat Treats, Digestive Support and Skin & Coat Kibble, and Grain-Free Pâté Recipes

Booth #2769 | [madebynacho.com](https://madebynacho.com)

Chef Bobby Flay and his cat, Nacho, partnered with leading pet nutritionists to create Made by Nacho cat food and treat products. Combined with premium ingredients and targeted nutrients, the **Bone Broth Toppers** are good-to-eat supplements that support your cat's immune system and health. Mix this topper into your cat's next meal for a cat-crafted solution that nourishes them from the inside out. Take your cat's meal to the next level with **Freeze-Dried Ahi Tuna or Wild Alaskan Salmon Treats** that pack a flavorful punch and a pleasing crunch. Serve these right-sized rewards as is or use them as a food topper. **Digestive Support** and **Skin & Coat Kibble** is a flavorful dry cat food recipe that keeps your cat's digestion on track while nourishing their skin and coat. Each bite is infused with protein-rich dehydrated bone broth for a flavor cats can't resist. Digestive Support, Turkey & Pheasant, Skin & Coat Support, Herring & Cod, Pollock & Salmon and Cage-Free Chicken **Grain-Free Pâté Recipes** are sustainably sourced for a complete and balanced meal.

## Mast Pet Products LLC

### Natural Dog Chews

Booth #1206 | [mastpets.com](https://mastpets.com)

An excellent source of protein and cartilage, the beef and pork **Natural Dog Chews** are perfect for puppies with pent up energy. The ultimate combination of irresistibly savory meat flavor, coupled with a strong texture, make a great option to vary your dog's treats.

## Montana Dog Food Co.

### Freeze-Dried Raw Dog Food, Treats & Supplements

Booth #2971 | [montanadogfoodco.com](https://montanadogfoodco.com)

Montana Dog Food Co.'s **Freeze-dried raw food, treats, and veterinarian-formulated supplements** are crafted with only the highest quality and responsibly sourced ingredients that deliver the taste and nutrition dogs need for a lifetime of happy adventures. A portion of proceeds go towards the Warriors & Quiet Waters Foundation.

## MPM Pet Products

### Applaws Natural Bone Broth and Reveal Natural Dry Cat Food

Booth # 247 | [applaws.com/us/cat/](https://applaws.com/us/cat/)

Available in two flavors, **Applaws Natural Bone Broth** packs added moisture and flavor to any cat's diet, while providing a healthy infusion of protein and collagen designed to help support and aid skin, coat and gut health. **Reveal Natural Dry Cat Food** is a complete and balanced, grain-free food with natural, limited ingredients. A good source of protein, it contains easily digestible carbohydrates to keep cats healthy.

## Natoo Petfoods

### Crunchy Biscuits and Meal Toppers & Treats

Booth #1046 | [natoopetfoods.com](https://natoopetfoods.com)

Natoo **Crunchy Biscuits** for dogs feature prebiotics and fiber to support a healthy digestive system, antioxidants for immunity, biotin and zinc for shiny skin and coat, and complex carbohydrates for long lasting energy. Their latest super-tasty line of protein-boosting **Meal Toppers and Treats** are formulated with clean, healthy ingredients dogs and cats naturally crave. Easy to store and serve in tear-open pouches, these vitamin-fortified recipes are perfect for pets of every size and age.

## Natural Balance Pet Foods

### Limited Ingredient Stews for Dogs and Broth Coated Kibble for Dogs and Cats

Booth #417 | [naturalbalanceinc.com](https://naturalbalanceinc.com)

Hearty **Limited Ingredient Stews for Dogs** feature single animal protein from chicken, beef or duck cooked in bone broth with a bounty of vegetables. The convenient, easy-open cartons make everyday feeding easy; simply tear open, stir and serve as a complete meal or pour it on top of dry kibble for a tasty feast. Fill your dog's bowl with an abundance of tasty nutrition with the **Broth Coated Kibble for Dogs and Cats!** Coated in dry vegetable broth, they feature real chicken formulated with a Superfood Blend for guaranteed levels of antioxidants, vitamins and minerals.

## Northwest Naturals

### Protein Boost

Booth #414 | [nw-naturals.net](https://nw-naturals.net)

Raw and frozen, **Protein Boost** doubles as a meal topper for dogs or a complete and balanced diet for cats in seven different recipes made with 98% meat, organ and bone.

## PetCakes by Lucky Paws, Inc.

### Complete Baking Kit for Cats and Dogs

Booth #5804 | [ilovepetcakes.com](https://ilovepetcakes.com)

The PetCakes **Complete Baking Kit** will be the only thing you need to create a fast, fresh and fun experience to treat your pet. Each kit includes a re-usable pan, four cake mixes and two frosting mixes with microwave and oven-safe instructions. No wheat, corn, soy, added sugar, salt or preservatives. Everything is sourced and made in the USA – even the pans!

## **PetPlate**

### **reFRESHed Entrées**

Booth #3872 | [petplate.com](https://petplate.com)

PetPlate's human-grade, gently cooked **reFRESHed Entrées** feature single-source proteins, including novel proteins like pork and venison. Available in six grain-free and wholesome grain options, and conveniently packaged in recyclable cups, they can be fed as a nutritionally complete full meal or as a balanced topper.

## **Pisces USA**

### **Aqua Natural Freeze-Dried Fish Food Range**

Booth #3241 | [piscesusa.com](https://piscesusa.com)

Australia's leading fish and shrimp food range is now available in the U.S. Developed by leading Australian veterinarians and nutritionists, the **Aqua Natural Freeze-Dried Range** is made using advanced pharmaceutical grade techniques to ensure all nutrients are "locked in" while retaining the natural flavors.

## **Puppy Cake**

### **Cuppy Cake**

Booth #5800 | [puppycake.com](https://puppycake.com)

Introducing **Cuppy Cake**, the microwave cake in a cup for dogs! Enjoy the popular simplicity of making a birthday cake for dogs in a cup. Just add water and microwave for 2 minutes, top with yogurt glaze and celebrate!

## **Red River Commodities**

### **Pecking Order Boonworms**

Booth #5371 | [redriv.com](https://redriv.com)

Introducing **Pecking Order Boonworms!** Boonworms, more commonly known as black soldier fly larvae, are eco-friendly insects that offer many benefits to your chickens. Like mealworms, Boonworms are very high in protein, but are also calcium-rich to support egg development in laying hens.

## **Redbarn Pet Products**

### **Air-Dried Dog Food**

Booth #2450 | [redbarn.com](https://redbarn.com)

Redbarn's **Air-Dried Dog Food** recipes are prepared with 85% or more fish, beef or chicken, plus wholesome ingredients like salmon oil, flaxseed, vitamins and minerals. The oven roasted cooking process not only creates a tantalizing taste and crunchy texture, but it also allows the animal proteins to retain more nutrients than other high-heat cooking processes.

## **RNF Pet Inc.**

### **COOKIEPAL Peanut Butter Biscuits**

Booth #206 | [cookiepal.ca/](https://cookiepal.ca/)

**Cookie Pal Peanut Butter Biscuits** are healthy treats developed with organic, quality, human-grade ingredients that combine for the best, real peanut butter taste your dog's been craving, all while helping support mobility, healthy skin and coat, and digestive function.

## **Sawmill Creek Smokehouse**

### **Chicken and Oats**

Booth #1338 | [dogtreathouse.com](https://dogtreathouse.com)

A good source of fiber and protein to keep your dog happy and healthy, the mouthwatering **Chicken and Oats** treats are tasty enough to satisfy even the pickiest eaters. Your dog will love this treat and you will love that they are made with no byproducts, additives, fillers or preservatives!

## **Supreme Petfoods**

### **Russel Rabbit & Gerty Guinea Pig Tasty Nuggets, Science Selective Junior Guinea Pig Food and Science Selective Rabbit Lifestage Samples**

Booth #4855 | [supremepetfoods.com](https://supremepetfoods.com)

**Russel Rabbit and Gerty Guinea Pig Tasty Nuggets** offer a range of everyday, species-specific small pet diets with great value and great nutrition for happy, healthy pets! **Science Selective Junior Guinea Pig Food** meets the needs of young guinea pigs up to 20 weeks of age. The extruded nuggets are naturally delicious and prevent selective feeding. **Science Selective Rabbit Lifestages** in **Junior Food, Adult Rabbit Food** and **Four+ Rabbit Food** provide high quality, naturally delicious nutrition throughout life. Now offering free samples of all life stage diets so owners can try before they buy!

## **The Butcher's Companion**

### **High-Quality Dog Treats**

Booth #1404 | [thebutcherscompanion.com](https://thebutcherscompanion.com)

Made with select cuts of real meat and human-grade ingredients, your dog will roll over for The Butcher's Companion **High-Quality Dog Treats**. Feel good about feeding your dog with irresistible meat treats developed with wholesome ingredients and fine cuts of meat that adhere to the highest levels of food safety and quality.

## **The Honest Kitchen**

### **Functional Pour Overs**

Booth #850 | [thehonestkitchen.com](https://thehonestkitchen.com)

**Functional Pour Overs** are meal toppers crafted alongside a veterinary nutritionist that include added nutrients to help support different aspects of your pup's health.

## **Three Dog Bakery**

### **Birthday Celebration Cake, Birthday Confetti Lick'n Crunch and CinnaMutt Roll Crunch**

Booth #626 | [threedog.com](https://threedog.com)

The **Birthday Celebration Cake** comes in a hand-packed, cookie-style cake with flavors and textures loved by dogs. The frosted and sprinkled treat can be easily split into portions making it perfect for your pup's next celebration. **Birthday Confetti Lick'n Crunch** cookies feature a golden vanilla sandwich and birthday cake-flavored crème with sprinkles filling. Nothing says comfort quite like a homemade batch of cinnamon rolls fresh from the oven at breakfast-time, and now you can treat your pup to the taste of breakfast with our bite-size crunchy **CinnaMutt Roll Crunch**!

## **Vital Essentials**

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

Booth #253 | [vitalessentials.com](https://vitalessentials.com)

Vital Essentials **Freeze-Dried Rat Dog & Cat Food** has been reimagined and rebranded, making its debut at Global Pet Expo 2023!

## **Woof Island**

### **Coconut Dog Chew**

Booth #1013 | [woofisland.com](https://woofisland.com)

All natural, the **Coconut Dog Chews** are made with limited Ingredients for easy digestion and are high in moisture for hydration. With no preservatives, artificial flavorings or colorings, your dog will love the taste of these treats!

## **Woofkies**

### **Hand-Decorated Dog Treats**

Booth #3063 | [woofkies.pet](https://woofkies.pet)

Woofkies **Hand-Decorated Dog Treats** are the only 100% handcrafted and hand-decorated cookies for dogs!



# PRODUCT SOLUTIONS: ENRICHMENT

## BOW WOW LABS®

### Bow Wow Buddy Starter Kit

Booth #5936 | [bowwowlabs.com](https://bowwowlabs.com)

Snack safer with the **Bow Wow Buddy Starter Kit**, including one Bow Wow Buddy (a durable, easy-to-use, veterinarian-vetted and dog-approved device that tightly secures bully sticks, preventing dogs from choking on the end of the treat), one pack of Bow Wow Labs premium, hand-selected 6-inch bully sticks, and one sealable stay-fresh jar.

## JAZWARES

### Wham-O Pets SuperBall 3-in-1 Tire Ball Treat Puzzle

Booth #3005 | [jazwares.com](https://jazwares.com)

Track and snack with the **Wham-O Pets SuperBall 3-In-1 Tire Ball Treat Puzzle**, a 4-inch, tire-shaped treat puzzle that can be lined with treats on its treads for interactive play. Designed for dual activities, it also features a 2.5-inch bouncing Groovy Grip SuperBall, which can be removed for additional performance play.

## MARSHALL PET

### Ferret-Go-Round

Booth #2429 | [marshallpet.com](https://marshallpet.com)

The **Ferret-Go-Round** provides hours of playtime fun for your pet! This unique toy is made of soft fleece and is equipped with four holes placed around the tunnels for different access points, allowing your pets to dig and tunnel.

## PET PARENTS®

### Forager®

Booth #4455 | [petparentswholesale.com](https://petparentswholesale.com)

**Forager®** products are innovative slow-feeders that help prevent bloat, overeating or stress, while also encouraging mental enrichment. With several different styles and colors to create levels of difficulty, each can be used to slow down eating, increase feeding motivation and provide mental stimulation for furbabies!

# PRODUCT SOLUTIONS: GROOMING

## FRIDAY'S DOG

### Health & Wellness Pack

Booth #3267 | [fridaysdog.com](https://fridaysdog.com)

The **Health & Wellness Pack** has four premium shampoos for all coat types and breeds combined with a luscious ultra-moisturizing conditioner. It comes in our fun, unique, collectible bottles, complete with oral wellness water additives for a full, luxurious grooming and wellness pack.

## PRIDE + GROOM

### The Bath Brush

Booth #1040 | [prideandgroom.com](https://prideandgroom.com)

Easily release debris and undercoat in and out of the bath while stimulating natural skin oils and detangling with **The Bath Brush**. During shampoo and conditioning, slip a hand through the strap and use circular motions to massage the product into the dog's coat and skin.

# PRODUCT SOLUTIONS: MODERN HOME

## CATRUB

### Catrub One

Booth #3770 | [catrub.com](https://catrub.com)

As the world's first modular and multifunctional piece of cat furniture, **Catrub ONE** combines all the essential features for cats in a sleek and modern design. It seamlessly blends the functions of cat trees, cat beds and cat toys into one convenient package.

## DIGGS INC.

### Evolv Dog Crate & Crate Bowl Clip

Booth #1861 | [diggs.pet](https://diggs.pet)

The **Evolv Dog Crate** delivers the same best-in-class durability, safety-first design and beautiful aesthetics offered by Diggs' flagship Revol crate, but at a more accessible price. The **Crate Bowl Clip** easily snaps onto your dog's crate mesh, helping to keep food and water accessible, prevent spills and give your pet more space to sprawl out!

## FLOORTEX LIMITED

### Pet Crate Floor Protection Mats

Booth #3967 | [floortex.com](https://floortex.com)

**Pet Crate Floor Protectors** provide an effective barrier between pet crates and your home's flooring from daily wear caused by crate movement, food and drink spills, and any other mess your pet may create.

## HIKARI SALES USA, INC.

### Weird Waters Character Resin

Booth #4036 | [hikariusa.com](https://hikariusa.com)

Bring cartoons to life with **Weird Waters Character Resin**, aquarium resin ornaments featuring characters from TV show Weird Waters and their underwater adventures in a freshwater underworld.

# PRODUCT SOLUTIONS: WALKING & OUTDOORS

## DIGGS INC.

### Classic Harness

Booth #1861 | [diggs.pet](https://diggs.pet)

The **Classic Harness** features waterproof coated webbing, rustproof metal hardware, multiple attachment points for easy training, and a unique chest panel shape for maximum comfort.

## SPRINGER

### Sling Bag + Dog Leash & Walk Bag + Dog Leash

Booth #944 | [springerpets.com](https://springerpets.com)

Designed to hold all the essentials, the **Sling Bag + Dog Leash** holds your phone, wallet and keys and features a built-in poop bag dispenser and mesh pocket for treats. The 4-foot leash attaches directly to the bag so you can keep your hands free. The **Walk Bag + Dog Leash** features a leash with a comfortable neoprene handle while holding your and your pup's essentials, including a built-in poop bag dispenser, mesh pocket for treats, and a secret fold-out bag to store your pup's dirty ball on the way back from the park.

## TUG PET PRODUCTS

### Tug Flashlight

Booth #5313 | [tugleash.com](https://tugleash.com)

The **TUG Flashlight** is a multi-use safety and walking light with an attachment clip allowing pet owners to attach the light to any dog harness, collar or flat walking lead. The rechargeable light has eco and bright modes and a rear safety light that fits perfectly into the TUG Oval series retractable leash.

## WOOF CONCEPT PRODUCTS LTD.

### Aqua Collection

Booth #4858 | [woofconcept.com](https://woofconcept.com)

Woof Concept's new collar, leash and harness set from the **Aqua Collection** is fully waterproof and stink resistant, with unique technology added to the coating to enable the product to glow in the dark.

# SUMMER-READY

## DOG-O'S™

### Dog-o's Ice Cream

Booth #5246 | [dogostreats.com](https://dogostreats.com)

Dog-O's Ice Cream is all-natural, frozen wholesome treat that comes in three delicious pup-favorite flavors: Pumpkin Crunch, Peanut Butter and Banana Smash, and Classic Vanilla.

## HUGSMART PRODUCTS INC.

### Summer Collection

Booth #5609 | [hugsmartpet.com](https://hugsmartpet.com)

Summertime means beach time! Enjoy Hugsmart Products' beach-inspired **Summer Collection** of dog toys featuring a wide selection of rope toys, water toys and traditional plushies for summer fun.

## JAZWARES

### Maui The Pineapple Squishmallows Pet Bed

Booth #3005 | [jazwares.com](https://jazwares.com)

This super-soft, round **Squishmallows Maui Pineapple Bed** is perfect for cuddly cats and dogs alike, featuring a cute and colorful style that brings a playful spin to traditional pet beds. The comfy sleeping area is stuffed with fluffy polyester-fiber filling and a unique squishy fabrication covering the outside.

## N-GAGE BRAND LLC

### Hydro Handler Ball

Booth #1661 | [ngagebrand.com](https://ngagebrand.com)

Designed for the toughest aquatic adventures, the **HYDRO Handler Ball** in regular or jumbo sizes is made from 100% TPR for optimal flotation and water play with multiple handles for easy retrieval and mixed textures for enhanced stimulation.

# TECHNOLOGY & INNOVATION

## EXOTIC NUTRITION

### Silent Runner Pro Wheel

Booth #2660 | [exoticnutrition.com](https://exoticnutrition.com)

The **Silent Runner Pro** exercise wheel features a soft grid track that provides a flexible running surface and helps to prevent long-term injury to muscles and joints. The new, easy-connect track allows assembly without a separate track connector. Its whisper quiet, dual ball bearing technology and a new, wider cage attachment provides your pet with a safe and quiet means of exercise.

## FURME GROOMING VACUUM

### FurMe Professional Pet Grooming Vacuum Kit

Booth #4669 | [shopfurme.com](https://shopfurme.com)

The **FurMe Professional Pet Grooming Vacuum Kit** is an in-home grooming vacuum system designed to make brushing, de-shedding and trimming easier and more convenient for pet owners. The vacuum is ultra-quiet and designed for even the most skittish pets.

## NORTH STATES INDUSTRIES

### MyPet® EasyPass Pet Gate®

Booth #3019 | [northstatesind.com](https://northstatesind.com)

The **MyPet® EasyPass Pet Gate®** features a pet door that retracts up into the gate tubing at three height intervals and can be left open at the desired height, allowing smaller dogs and cats to pass through while larger pets stay contained.

## PET PARENTS®

### FurBall®

Booth #4455 | [petparentswholesale.com](https://petparentswholesale.com)

Add **FurBall®** straight into the washer or dryer for hands-free pet hair, fur and debris removal. FurBall® is uniquely shaped with scrubbing droplets that help clean in the washer, and open surfaces to create a gentle beating effect that knock off remaining fur or debris in the dryer, which are then collected in the lint trap.

## **PETSAFE**

### **SmartDoor™ Connected Pet Door and PetSafe Audible Bark Collar**

Booth #4412 | [petsafe.com](https://petsafe.com)

The **SmartDoor™ Connected Pet Door** is an app-enabled pet door perfect for the whole fur-family, giving your cat or dog their own personal entrance and exit. Control the SmartDoor™ with the My PetSafe® app, where you can manage schedules, get notifications, and remotely control the pet door. An alternative barking solution, the **PetSafe Audible Bark Collar** uses SoundBurst™ technology to detect your dog's barking and immediately releases a sound to distract him. The dual detection technology in the collar senses both vibration and sound before activating.

## **WEENECT INC**

### **Weenect XS**

Booth #974 | [weenect.com](https://weenect.com)

The **Weenect XS** animal tracker has been updated to be lighter and obtain greater precision regarding location, with hardware enhancements to allow pets to move freely without the risk of breakage. The withdrawal of the microphone extends its autonomy and, thereby, its life expectancy.

# TRAVEL PRODUCTS

## CURICYN, INC.

### First-Aid Trial Kit

Booth #2065 | [curicyn.com](https://curicyn.com)

Curicyn's **First-Aid Trial Kit** includes four of their most popular wound and skin care products: the Original Formula, Blood Stop, Wound Care Clay and Eye Care Solution. Safe for all animals, each product has a wide variety of uses and is TSA-approved for on-the-go care.

## DIGGS INC.

### Enventur

Booth #1861 | [diggs.pet](https://diggs.pet)

Travel kennel issues be gone with the lightweight and inflatable design of **Enventur**, the portable crate that provides extra comfort, safety and durability for your pup.

## EXOTIC NUTRITION

### ZooPro Pet Travel Cage

Booth #2660 | [exoticnutrition.com](https://exoticnutrition.com)

**ZooPro Pet Travel Cage** is the ideal carrier or temporary home for a variety of small mammals and birds. This cage is suitable for short term housing, traveling or emergency situations.

## HAPPY HABITATS

### The Halo

Booth #3370 | [happyhabitats.net](https://happyhabitats.net)

Take your hamster for a walk with **The Halo**, a ball carrier that creates a new and fun way to interact and play with your pet. Kick the magnetic stands out to make the ball stationary so they can exercise safely!

## JUNO DOG CO.

### Doggy Diaper Bag and Doggy Dash Pack

Booth #6037 | [junodogco.com](https://junodogco.com)

The perfect purchase for on-the-go pets and their people, the **Doggy Diaper Bag** from Juno has everything you need to bring your best friend on your next adventure. The bag includes a collapsible bowl, water bottle, travel-sized food bag, microfiber towel and poop bags. The **Doggy Dash Pack** is the perfect companion for shorter, everyday walks and adventures! This wearable bag comes complete with a silicone treat pouch, poop bags, and easy access pockets for keys, a credit card, and your phone.



## KINDTAIL

### Portabowls

Booth #3471 | [kindtail.com](https://kindtail.com)

Stop schlepping around your furry friend's food and water bowls with **Portabowls**. The non-skid silicone lid and base make meals on-the-go easy and when mealtime is over, just pop it in the dishwasher for easy cleaning. It can even store wet or dry food. Plus, the handle makes it a breeze to carry.

## PETSAFE

### Happy Ride® Collapsible Travel Crate

Booth #4412 | [petsafe.com](https://petsafe.com)

No matter their official road-trip title (car-companion, road trip buddy or furry co-pilot), the **Happy Ride® Collapsible Travel Crate** will give them a comfy place to ride where they'll be safely contained (and not restrained).

## PRIDE + GROOM

### The Mini

Booth #1040 | [prideandgroom.com](https://prideandgroom.com)

Explore in style with **The Mini**. Your pup will look and smell their best with this perfect, TSA-compliant travel kit that includes 2-ounce bottles of each of our coat specific shampoos, a bottle of Final Coat and a scent spray bottle of our Proud fragrance.

## TRAVEL CAT | YOUR CAT BACKPACK

### The Transpurrrer and The Day Tripper

Booth #4465 | [travelcatshop.com](https://travelcatshop.com)

Designed with convenience and safety as a top priority, **The Transpurrrer** ultimate calming convertible cat carrier can go everywhere - plane, train or automobile - and can be comfortably carried four ways. With multiple entry ways through the top, both sides and a slide out mat bed insert, this is the most versatile carrier for getting your kitty in or out. **The Day Tripper** adjustable H-Style harness and bungee leash set has been expertly designed to safely give your kitty more freedom and flexibility while out and about. With ergonomic adjusters and easy to use clips, you can get that perfectly snug and cozy fit, whether you have a pretty little kitty or big-boned floof.