

## MEDIA PRODUCT GUIDE 2025

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Looking for the latest and greatest new products debuting at Global Pet Expo 2025? This guide contains information on new products on the show floor.



## ENGAGEMENT PRODUCTS



### **BRIGHTKINS** (BOOTH #4642)

#### **Kanoodle Dog Edition**

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

Inspired by the TikTok sensation, this brain-teasing toy transforms snack time into an engaging adventure for dogs and even the pickiest cats. Designed to challenge curious minds, Kanoodle Dog Edition features hidden treat compartments that encourage pets to sniff, nudge, and paw their way to a tasty reward. The puzzle's rotating and removable pieces add varying levels of difficulty, sharpening pets' senses and problem-solving skills. Just 20 minutes of sniff work provides the same mental stimulation as a one-hour walk, making it perfect for keeping pets busy and sharp!



### **CAITEC, INC.** (BOOTH #2046)

#### **HERO Chuckles Aquatic Octopus**

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

The HERO Chuckles Octopus is the Giggling Dog Toy that combines three sounds that giggle, squeak, and crunch. The advanced dual-layer construction fuses a durable inner lining with an attractive plush outer layer, making the toy tough and cute--an irresistible combination. Our innovative, patented 3-in-1 Chatterbox is contained within a protective tube for added safety. These toys boast a creative addition to the traditional dog squeaky toy. Depending on the position of this stuffed animal dog toy, it emits a symphony of sounds, keeping dogs engaged longer!



### **CANOPHERA** (BOOTH #1462)

#### **Natural Cat Toys**

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

100% Coconut husk materials for cats to gnaw on or scratch for great enjoyment. Using what Mother Nature provides for us every day, we designed great toys for cats that have no other additives to them. Designed into a ball with spider and olive wood and coco husk.



### **CLINK DESIGN** (BOOTH #18)

#### **Clink Clicker**

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

The Clink Clicker is the first training tool that combines a clicker and treat storage in one, making positive reinforcement easier than ever. Its slide-to-open design allows quick treat access, while the built-in desiccant compartment keeps treats fresh. Designed for efficiency, comfort, and seamless training sessions.



## **DOGGIJUANA, A SMARTERPAW BRAND** (BOOTH #1809)

### **Tuffer Chewer Mini Pupcorn**

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

Tuffer Chewer Mini Pupcorn is the perfect toy for small but mighty medium chewers. Featuring tuff fabric, a rope core, and a refillable Juananip® pocket, this popcorn-inspired toy delivers non-stop playtime fun. Whether it's for tugging, chewing, or tossing your furry friend will love this snackable playdate—no greasy paws required!



## **EVERCHEW** (BOOTH #4786)

### **SuperChew Bully Stick Holder**

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

EverChew is launching its patented SuperChew Bully Stick Holder at Global Pet Expo 2025. This innovative product combines unparalleled pet safety, convenience, and durability. The SuperChew is engineered from indestructible nylon, ensuring it can withstand even the most aggressive chewers. SuperChew's locking mechanism is doggie-undefeatable, yet so easy a child can load a bully stick.



## **HEALTHY PET WORLD** (BOOTH #3677)

### **Nutties Coconut Fiber Ball Toy and Magic Toothbrush for Dogs**

[www.woodies.world](http://www.woodies.world)

An all-natural, organic ball alternative to chemical/rubber that is fun, tasty, safe, and healthy for dogs. Fiber is stripped from the outside of brown coconuts, cleaned of any shell and then turned into rope. Each coconut rope is then woven into large and small balls. These are light, very strong and durable (no dog has ever unraveled one yet!), healthy, safe, dry quickly (nice, less slobber), and fun. The texture is fun for the dogs and massages and cleans their teeth and gums.



## **HEALTHY PET WORLD** (BOOTH #3677)

### **Nutties Coconut Fiber Ball Toy and Magic Toothbrush for Cats**

[www.woodies.world](http://www.woodies.world)

Nutties for Cats is a high-quality, hand-made, organic, all-natural toy for fun and dental care. It features an inside pouch with 50:50 blend of both catnip and silvervine for relaxation and stimulation, a single weave of coconut fiber rope to make the exterior of the ball for scratching, cleaning and flossing teeth and gums and a tail with hand-carved, polished Woodies coffee wood beads for play and attention. The toy will gradually break down over time, as it is designed to do as an all-natural toy.



## **LUFTPETS** (BOOTH #3584)

### **Squeaky Duck Snuffle Toy**

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

The LUFTPETS 2-in-1 Snuffle Mat & Squeaky Duck Toy keeps dogs entertained while promoting slow feeding and mental stimulation. This soft, washable mat hides treats to engage their foraging instincts, while the squeaky duck adds extra fun. It is durable, anti-slip, and perfect for playful pups of all sizes!



## **LUFTPETS** (BOOTH #3584)

### **LuftPets Snuffle Mat For Large Dogs With Lick Pad**

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

The Bone Snuffle Mat by LUFTPETS is a soft, interactive feeding mat designed for large dog breeds. Featuring a snuffle mat and a built-in lick pad, it encourages slow feeding, mental stimulation, and stress relief. Perfect for keeping dogs engaged while promoting healthy eating habits. Easy to clean and durable!



## **MEOWIJUANA, A SMARTERPAW BRAND** (BOOTH #1809)

### **Knock 'n' Nibble Gummy Bear Refillable Treat Dispensing Cat Toy**

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

Knock 'n' Nibble Refillable Treat Dispensing Cat Toy—where playtime meets snack time in the most purr-fect way! Crafted for endless entertainment, this refillable cat toy keeps your kitty mentally stimulated and physically active. Simply fill it up with Meowijuana® Crunchie Munchie® Cat Treats or any of your furry pal's favorites, and let the adventure begin!



## **RELATABLE** (BOOTH #4385)

### **Emotional Support Pals For Pets**

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

Inspired by the things we obsess over, Emotional Support Pet brings the same comfort, joy, and humor of Emotional Support Pals, now designed just for pets! This playful extension of the brand transforms the beloved plush format into pet-friendly materials, giving furry friends their own version of cuddly companionship. Available in fun, fan-favorite styles: Fries, Nuggets, Tennis Balls and more!



## **WARREN LONDON** (BOOTH #3778)

### **Distract-A-Hat™ , The Dog Lick Hat**

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

Distract-A-Hat™ is the ultimate pet enrichment tool, designed to ease anxiety during nail clipping, and grooming. Simply add dog-safe treats to keep pups engaged and stress-free. Perfect for home or professional use, it's a fun, effective way to turn tricky tasks into positive experiences.



## **WOFSIE** (BOOTH #5440)

### **Mental Enrichment Dog Games**

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

Say hello to a confident, engaged, and thriving dog—all with one simple deck of cards. Each deck includes 52 fun and engaging activities. Each card features a unique mental enrichment game designed to challenge your dog's mind, build confidence, and keep them entertained. Scan the QR code on each card for a step-by-step video of the activity. Every game is created to enhance your dog's cognitive health, build problem-solving skills, and boost their confidence. Your purchase also includes membership to a private community that shares tips, experiences, and inspiration.



## **4FURBABY** (BOOTH #4577)

### **Premium 100% Plant-Based & Compostable Pet Grooming Wipes**

[www.4furbaby.com](http://www.4furbaby.com)

4FurBaby Pet Wipes offer a gentle, effective, and sustainable way to keep your pets fresh and clean. Made from biodegradable bamboo fibers, these wipes break down in just 45 days, making them an eco-friendly choice for pet parents. Infused with aloe vera, chamomile, and shea butter, they clean, deodorize, and moisturize in one easy step—perfect for paws, fur, ears, and sensitive areas. Their extra-large 8x8-inch size provides better coverage and durability, reducing waste and ensuring a thorough clean. Alcohol-free and hypoallergenic, these wipes are safe for both dogs and cats.



## **CLEARFUR** (BOOTH #1148)

### **ClearFur Skin Cream**

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

ClearFur Skin Cream provides immediate relief from hot spots, skin irritation, itching, rashes, and other common pet skin conditions. Our natural ingredients and non-toxic formulation, featuring patented Colloidal Nano Silver, support healing and recovery for dogs, cats, and small pets. ClearFur also aids in fur and coat recovery, promoting healthy hair growth and restoring your pet's natural shine. Made in the USA in FDA and ISO certified facilities, this high-quality, vet-approved cream protects your pet's skin health with a safe, effective solution you can trust.



## **COMPANA PET BRANDS** (BOOTH #2601)

### **Espree Grooming**

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

Espree has undergone a complete refresh! Its aloe-based formulas have been updated to be tear-less and free of sulfates, parabens, DEAs and dyes. The updated look compliments the refresh, with sizes for at-home grooming as well as concentrated gallons for the professional groomer.



## **EARTH RATED** (BOOTH #1258)

### **White Tea & Basil Pet Grooming Wipes**

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

Same great wipes, now in a fresh new scent. Thick, durable, and ultra-soft with the perfect amount of moisture. Plus, their textured design grabs more dirt, making them a must-have for post-walk paw wipes, spot-cleaning, and freshening up between baths. Now available in White Tea & Basil, the fan-favorite scent from our grooming collection of shampoos and no-rinse products. Light, refreshing, and oh-so-clean, because a scent this good had to be in our wipes!



## **EARTHBATH** (BOOTH #5446)

### **Paw Wash**

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

earthbath Paw Wash is made with shea butter and mild cleansers for a gentle yet powerful clean after outings and adventures with your best friend. The foamy texture and soft silicone bristles ensure a thorough deep clean for tired paws. Meanwhile, shea butter and organic aloe vera soothe and nourish, making it ideal for irritated, itchy, or dry paws. Safe for daily use on pets over six weeks old.



## **NILODOR PETS** (BOOTH #2109)

### **Bobbi Panter Signature**

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

Introducing four must-have additions: Sun Spray (spray-on pet sunscreen), Nose & Paw Serum, Ear Cleaner, and Tear Stain Remover! Designed for pet parents and groomers, these solutions extend our trusted brand with effective, easy-to-use care for happy, healthy pets.



## **PARIS HILTON GROOMING** (BOOTH #4081)

### **Paris Hilton Dog Shampoo - Sweet Pea & Vanilla Scented**

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

Our Sweet Pea & Vanilla-scented Dog & Pup Shampoo offers a spa-like experience for dogs of all breeds, meticulously formulated with nourishing oatmeal and soothing aloe. This gentle formula ensures your furry friend's coat stays soft, shiny, and delightfully clean!



## **PODIUM PET PRODUCTS** (BOOTH #1157)

### **Be:Lo:ved Tear Stain Balm**

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

This highly efficient yet gentle balm effectively reduces and prevents tear staining in both cats and dogs. It also aids in reducing rear-end discoloration. Our dog and cat tear stain remover boasts natural, nonirritating botanicals and naturally sourced products suitable for all fur and skin types.



## **PURE AND NATURAL PET** (BOOTH #1654)

### **2-in-1 Charcoal Activated Shampoo with Conditioner**

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

This new shampoo with conditioner features activated charcoal, which absorbs up to 1,000 times its weight in impurities and lifts stains to provide a deep cleanse while leaving fur soft and shiny. It also effectively eliminates strong odors from skunk, urine, feces, and more. This product is free from parabens, sulfates, dyes, and formaldehyde.



**ZESTY PAWS** (BOOTH #5865)

**Zesty Paws Flea & Tick Shampoo and Spray**

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

Zesty Paws Flea & Tick Shampoo is a soothing bath wash with ingredients that help eliminate fleas, ticks, and pesky eggs for your favorite pet. Gentle Ingredients, Real Results: The days of using harsh shampoos to get fleas and ticks under control are over. This formula includes Cedarwood Oil, Rosemary Oil, and Eugenol Oil to help. This repellent is vet-formulated to be a flea and tick killer to help you spoil your pets with special treatment for bathtime and to keep them feeling fresh and clean.

Zesty Paws Flea & Tick Spray includes effective ingredients that help eliminate fleas, ticks, and pesky eggs for your canine companion. Ingredients You Know, Results You Want: This formula includes Cedarwood Oil, Rosemary Oil, and Eugenol Oil to help you get your pet's flea, tick, and egg problem under control. Veterinarian formulated with skin soothing ingredients to provide soothing support for hot, itching, sensitive, and irritated skin.



**LUXURY PRODUCTS**



**FLUFF TROUGH** (BOOTH #6006)

**Fluff Trough**

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

The first feeder of its kind, the Fluff Trough has revolutionized such a simple yet essential item. The patented open-front design, coupled with a wide and shallow surface, allows pets to eat in the most natural and comfortable way possible and the higher back helps pets scoop food in their mouth.

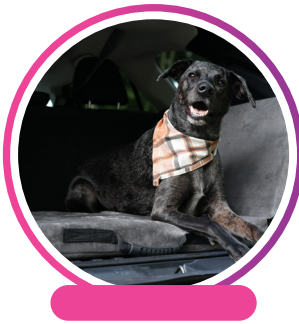


**JIBY DOG CREW** (BOOTH #4583)

**Skatebowl**

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

The Dog Skatebowl is an original, one-of-a-kind creation that incorporates a real, pro-quality skateboard deck as a dog bowl stand that grew from our love of dogs, design, and the timeless sport of skateboarding. Each Skatebowl features unique graphics designed by our team and guarantees to bring PAWSitive vibes to your home or store. We handcraft each board to make a resource-conservative yet highly durable and eco-friendly design with elevated legs to promote healthy digestion and safe posture.

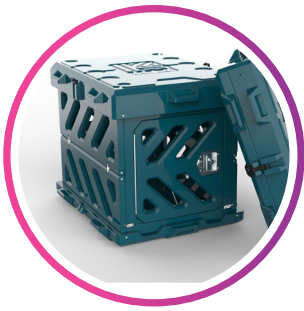


**JOLLY PETS** (BOOTH #5218)

**Travel Bed**

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

Make traveling with your dog more comfortable with the expertly crafted Barker Beds Travel Bed. Designed for life on the go, this bed is built to provide the same level of support dogs know and love, with the added convenience of easy packing and transport. Whether heading on a road trip, taking the dog to the vet, or enjoying a weekend of camping, this bed is the perfect solution for active dog owners and frequent travelers. It features durable straps and buckles and folds easily to allow it to be carried or stored with ease.



## **KAILANI OUTDOORS** (BOOTH #5830)

### **Ilio Kennel**

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

The world's first rotomolded collapsible Pet Kennel by KAILANI Outdoors. Modeled after our highly successful line of Rotomolded Coolers, The ILIO Kennel is easily storable when not in use and robust for your pet's safety while in transport or simply having a fashionable home for your pet to sleep in. Available in seven different colors and multiple sizes.



## **PENGINEER** (BOOTH #4483)

### **KYUNGLAS**

[www.global.pengineer.co.kr](http://www.global.pengineer.co.kr)

A dog's eyes are more delicate than you think. Protect them with KYUNGLAS, the world's first dog goggles featuring toric lenses for distortion-free clarity! With technology on par with human eyewear and a secure fit via the Hub Fit Strap and 7-Point Adjustment, KYUNGLAS keeps your dog's eyes safe.



## **PET MADNESS INC** (BOOTH #19)

### **Swarovski Christal Matrix Smart Collar**

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

The Swarovski Matrix Smart Collar combines luxury and innovation, featuring hand-placed Swarovski crystals and cutting-edge AI technology. With GPS tracking, virtual name tags, and health monitoring, it connects to vehicles and smart devices, ensuring style, safety, and peace of mind for pet owners.

## **PREMIUM PET FOOD**



## **AGAINST THE GRAIN PET FOOD, AN EVANGER'S BRAND** (BOOTH #1054)

### **Chicken Low Pho and Skinny Chickie with Turnip Dinners in Gravy**

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

Chicken Low Pho and Skinny Chickie with Turnip Dinners in Gravy are two complete and balanced dinners for cats from Against the Grain Pet Food. Both 2.8oz cans are grain and gluten-free; Chicken Low Pho supports kidney health with a low-phosphorus recipe, while Skinny Chickie helps maintain weight.



## **AGAINST THE GRAIN PET FOOD, AN EVANGER'S BRAND** (BOOTH #1054)

### **The Good Egg by ATG**

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

The Good Egg by ATG is a premium home-delivery or home-cooked alternative that combines the benefits of whole-cooked eggs with hand-packed cuts of beef, bacon, or veggies. This new product is designed to appeal to pet owners looking for convenient, nutritious, and delicious meal options for their dogs that appear like a home-cooked meal. Recipes include: Steak 'n Eggs, Denver Omelet, Bacon & Eggs Scramble.





## **CONNOLLY'S RED MILLS** (BOOTH #2193)

### **Go Native Puppy Duck**

[www.redmills.pet.com](http://www.redmills.pet.com)

Go Native is our super-premium range, which includes puppy food developed by our in-house expert nutritionists and vets. It is made in our kitchens at our state-of-the-art facility in the heart of the Irish countryside and is never outsourced. Grain-free and paleo-based, Go Native Puppy contains 70% organic salmon, superfoods and botanicals. It's perfectly balanced, tasty and nutritionally complete - the perfect food to help your puppy thrive!



## **HARRISON'S BIRD FOODS** (BOOTH #2786)

### **HOPP - Harrison's Organic Premium Pellets**

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

HOPP (Harrison's Organic Premium Pellets) is a cost-effective, certified organic diet designed for the maintenance needs of healthy adult small to medium pet birds. Developed by Harrison's Bird Foods, a leader in organic avian nutrition, HOPP provides a balanced, soy-free, corn-free, and peanut-free alternative to traditional bird pellets.



## **JUSTFOODFORDOGS** (BOOTH #2687)

### **JustFoodforDogs JustFresh**

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

Fresh dog food, simplified. Launched in November with Chicken and Beef recipes, JustFresh is expanding with two new flavors, Turkey and Pork. Made with 100% human-grade, whole-food ingredients, JustFresh offers premium nutrition in a shelf-stable, ready-to-serve format with no freezing or thawing needed. JustFresh is vet-formulated to support digestion, muscle development, and overall vitality, making it easier than ever to serve real food with real benefits.



## **LAFEBER-EMERAID** (BOOTH #4905)

### **El Paso Nutri-Berries for Small Birds**

[www.lafeber.com/petshop](http://www.lafeber.com/petshop)

El Paso Nutri-Berries are a complete bird food that follows the Lafeber mission to create nutritious foods that taste amazing and stimulate birds' foraging instincts. The texture, shape, taste, and more combine to make Nutri-Berries irresistible for your feathered friends to hold, pull, and tear apart to fully enjoy the eating experience.



## **LAFEBER-EMERAID** (BOOTH #4905)

### **EmerAid Sustain Herbivore**

[www.lafeber.com/petshop](http://www.lafeber.com/petshop)

EmerAid Sustain Herbivore is a complete and optimal recovery food for herbivores such as rabbits, guinea pigs, hamsters, chinchillas, turtles, and iguanas of all life stages. It contains easy-to-digest ingredients and electrolytes to help maintain hydration and health during sickness, stress, or injury. The powder easily mixes with water, and it can be fed in a variety of ways: as gravy, a round bite, or through a syringe. Two flavors available: Apple & Banana and Mint.



## **LAFEBER-EMERAID** (BOOTH #4905)

### **EmerAid Sustain Feline & Canine**

[www.lafeber.com/petshop](http://www.lafeber.com/petshop)

EmerAid Sustain Feline and EmerAid Sustain Canine are complete and optimal recovery foods for cats and dogs of all life stages. The easy-to-digest ingredients and electrolytes help maintain hydration and health during sickness, stress, or injury. The powder easily mixes with water and can be fed in a variety of ways: as gravy, a round bite, or through a syringe.



## **LOVE NALA** (BOOTH #650)

### **Love, Nala New Single Protein Wet Food Line**

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

Crafted with the highest-quality ingredients, our Love, Nala Single Protein Wet Food line is designed to provide your cat with a clean, wholesome meal made with just one animal protein source per recipe, Chicken, Tuna, or Ocean Whitefish. Whether your cat craves poultry or seafood, each variety is packed with essential nutrients and irresistible flavor.



## **MISSION FARMS** (BOOTH #527)

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

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

Our raw frozen and freeze-dried dog food has single-source proteins with 95% meat, organ, bone, and marrow and 5% pumpkin with fruits and vegetables. All natural, whole ingredients for a healthier choice, our recipes meet the nutritional levels established by the AAFCO Dog Food Nutrient Profiles for All Life Stages, including growth of large size dogs (70lbs or more as an adult). We use only the highest quality meats, and all our ingredients are human-grade and USA-sourced. All of our products are made in our own USDA facility in Wisconsin.



## **NATURAL BALANCE PET FOODS** (BOOTH #214)

### **Natural Balance's Ultra Protein+ Recipes for Cats**

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

Ultra Protein Plus wet and dry recipes are made with protein-rich organs for premium taste. Each bite is complete, balanced, and enhanced with essential nutrients such as prebiotic fiber, omega fatty acids, and antioxidant vitamins and minerals to support cats' digestion, skin and coat, and immune health. This new product line will roll out in the first half of 2025.



## **NATURAL BALANCE PET FOODS** (BOOTH #214)

### **Natural Balance's Specialized Nutrition Product Line**

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

Specialized Nutrition is a new line of dry and wet recipes featuring targeted health support, backed by science. Natural Balance Specialized Nutrition features research-backed formulas made with real food ingredients and are packed with key nutrients to deliver support for dogs' specific health needs. This new product line will be rolling out in the first half of 2025.



## **NATURAL BALANCE PET FOODS** (BOOTH #214)

### **Natural Balance's Health Protection Product Line**

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

This new line of dry and wet recipes offers dogs whole body health and digestive wellness. Developed with veterinarian and nutrition experts, Natural Balance Health Protection dry recipes feature 6-in-1 health support plus prebiotic fiber and live probiotics for digestive health. In addition to providing complete and balanced nutrition, Health Protection combines premium ingredients, such as real meat as the first ingredient, while offering pet parents exceptional value.



## **PETS GLOBAL, INC.** (BOOTH #418)

### **Fussie Cat Premium Market Fresh Dry Cat Food - Tuna Recipe**

[www.pets-global.com](http://www.pets-global.com)

Formulated without grains and with fresh, lean tuna as the first ingredient, this recipe offers the perfect balance of taste and nutrition. High in protein for muscle maintenance, rich in Omega-3 fatty acids to support skin and coat health, with added prebiotics to aid in digestion.



## **RAWZ NATURAL PET FOOD** (BOOTH #927)

### **96% Wet Food Recipes for Dogs and Cats & Reduced-Phosphorus Recipes for Cats**

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

RAWZ Natural Pet Food is excited to introduce new 96% Wet Food Recipes for dogs and cats. Made with 96% high-quality, protein-rich meat featuring three recipes for cats, Rabbit, Turkey & Turkey Liver and Chicken & Chicken Liver, and two recipes for dogs, Beef and Chicken & Chicken Liver, include Goat's Milk, which supports digestion, reduces inflammation, and provides antioxidants to help protect the immune system. The new reduced-phosphorus recipes for cats, formulated by board-certified veterinarians and designed for supplemental feeding, come in Tuna & Salmon, Beef with Marine Microalgae Oil, and Turkey with Marine Microalgae Oil, offering benefits for skin and coat health, joint support, and heart and brain function.



## **SHEPHERD BOY FARMS** (BOOTH #236)

### **48oz Select Diet Freeze Dried Recipe**

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

Our 48oz recipe features premium beef, chicken, pork, and fish, expertly blended for optimal nutrition and flavor. Packed with high-quality protein, essential vitamins, and minerals, this balanced mix supports overall health and vitality. Perfect for those seeking a wholesome, protein-rich diet.

## PRODUCTS FOR PET PARENTS



### **DOGGOFFIT** (BOOTH #9)

#### **DoggOffit Furniture Protection**

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

DoggOffit is a patented groundbreaking pet deterrent for furniture that provides a painless behavior modification system, encouraging pets to seek alternative resting spots.



### **LILLY BRUSH, PET HAIR CLEAN-UP** (BOOTH #3171)

#### **Lilly Mini-Blade**

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

With 50,000+ 5-star reviews, Lilly is the only brand offering two types of tools based on pet hair type: Blades for short-medium, wiry/embedded and Brushes for long, fluffy/undercoat hair. Our tools tackle hair on furniture, carpets, bedding, cars, and clothes. NEW packaging launching at Global and always safe of ALL fabrics!



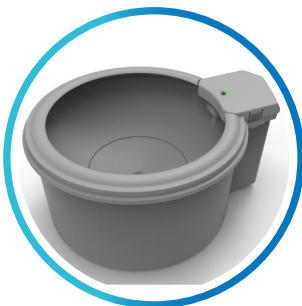
### **UPROOT CLEAN** (BOOTH #4474)

#### **Washing Machine Cleaner Pro - With FurGuard**

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

The first-ever machine cleaner designed specifically for pet households. Unlike ordinary washing machine cleaners, this enzyme-powered formula targets embedded pet hair, dander, and protein-based residues that regular detergents leave behind. FurGuard Technology helps break down and dissolve pet hair and eliminates odor-causing bacteria, pet-related grime, and detergent buildup in both front-load and top-load machines. Specially formulated to target pet-specific messes that traditional cleaners miss, use it once a month for a fresher, cleaner washing machine, no scrubbing required.

## SMART TECH & INNOVATIVE PRODUCTS



### **ALWAYS FULL, INC.** (BOOTH #3187)

#### **Always Full Pet Water Bowl**

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

The bowl uses a laser to maintain a consistent level of drinking water. With overflow protection, you will never have to worry about bowl overflow, or about your pet having fresh drinking water again. The self-flushing system “flushes” debris every hour, and is collected into an active carbon/cotton filter. No drain required.



## **BIRDFY** (BOOTH #4677)

### **Birdfy Feeder 2 Duo**

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

The Birdfy Feeder 2 Duo features a dual-lens main camera with Auto-Trace and Smart Capture technology, offering a seamless and enhanced birdwatching experience. As the first bird feeder with a multi-angle camera on the market, it breaks traditional birdwatching boundaries. It automatically detects and tracks bird movements, capturing high-quality images and videos, bringing every moment of nature to life effortlessly.



## **GENHIGH TECH CO., LTD** (BOOTH #844)

### **Neakasa M1 Open-top Self-cleaning Cat Litter Box**

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

The Neakasa M1 Cat Litter Box is an automatic cat litter box designed to make cat care effortless and hygienic. Featuring a unique open design and self-cleaning system, the M1 not only makes it more comfortable for cats to use but also guarantees their safety during operation. Perfect for busy pet owners, this cat litter box offers a cleaner, safer, and stress-free litter management experience.



## **GLOCALME** (BOOTH #5584)

### **GlocalMe PetPhone**

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

The world's first smartphone for pets that entertains and takes care of your pets like your phone does for you. Featuring pet to owner calls with integrated two-way talk, six tech positioning, AI health and community in one device.



## **LOOTPAW** (BOOTH #3276)

### **LootPaw GPS and Behavioral Tracker**

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

LootPaw is launching its cutting-edge GPS and behavioral tracker for cats and dogs, combining real-time location tracking with advanced behavioral/activity insights. By monitoring pets through its wearable smart tracker, LootPaw is keeping pets safer and owners connected like never before.



## **PENTHOUSE PAWS** (BOOTH #4574)

### **Litter IQ**

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

Say goodbye to scooping, odors, and messy litter boxes! The Litter iQ Smart Litter Box uses automated cleaning, built-in camera monitoring, and app-controlled features to keep your cat's litter box clean, odor-free, and effortless to maintain. Odor Control & UV Sterilization eliminates bacteria and keeps your home fresh. Customize cleaning schedules with the free app for remote control and receive alerts to stay updated on your cat's habits.



**PETLINK** (BOOTH #1602)

**PetLinkGPS Tracker for Dogs**

[www.petlink.net](http://www.petlink.net)

Whether walking in the park or exploring on a hike, with PetLinkGPS you can see your dog's location anytime, anywhere - from your mobile! Durable and waterproof, the GPS battery life will keep going on your walks and adventures, while the strap keeps it secure on your dog's collar. Includes live tracking of your dog throughout the U.S. with activity and health monitoring.



**SATELLAI** (BOOTH #1989)

**SATELLAI Collar**

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

The most advanced pet wearable redefining pet safety, health monitoring, and AI-driven training. It's the first dual-antenna, dual-band pet collar with unmatched global coverage powered by Qualcomm's satellite technology, integrating five Global Navigation Satellite Systems (GNSS) and operating on 680+ networks in 180+ countries for pinpoint accuracy even in remote areas. AI-powered health monitoring and behavioral tracking offer insights into a pet's activity, stress levels, and well-being with a built-in AI Coach for customized care recommendations, nutrition planning, and training support.

**SUSTAINABLE PRODUCTS**



**ALZOO** (BOOTH #1027)

**Pet Laundry Strip**

[www.alzoo-vet.com](http://www.alzoo-vet.com)

No more single use plastic bottles! This product is hypoallergenic for sensitive pet skin and is eco-friendly, with 12 sheets for large loads or 24 strips for small laundry loads.



**BEAKTIVITY** (BOOTH #3585)

**Bird Toys That Make Sense**

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

Beaktivity provides an innovative system for parrot play. Our stainless-steel toy base is designed to last a lifetime and is reloadable. Our components that load onto the toy base are all-natural, with no plastics, artificial colorings or chemicals ever used. Our wood blocks are colored with plant-based food coloring. Other components are seagrass, bamboo and wicker. All components are biodegradable and can be composted at the end of life.



## **BLUE MOUNTAIN HAY LLC** (BOOTH #1603)

### **Organic Straw Nesting Pads**

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

Cozy, clean, and organic—the perfect nesting solution for happy hens! Give your hens the comfort they deserve with Blue Mountain Organic Straw Nesting Pads. Each box includes four 12” x 12” pads made from 100% USDA-certified organic straw, grown without synthetic fertilizers or pesticides. The pads are soft, absorbent, eco-friendly, and perfect for pure, all-natural eggs!



## **DOGGY DO GOOD** (BOOTH #4686)

### **NEXT Landfill-Friendly Pet Waste Bags**

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

Crafted from 65% post-consumer recycled plastic and featuring our patented eco-accelerated formula, NEXT bags are the world’s first engineered to accelerate plastic’s end-of-life in landfills. What would normally take 500 years now happens in less than 5 without producing harmful microplastics.



## **DOLPHIN AQUARIUM & PET PRODUCTS** (BOOTH #2840)

### **Bubble & Fur Pet Cleansing Bar - Dr. Matt's Protect and Calm Formula**

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

Dr. Matt’s veterinarian-formulated shampoo bar will keep your pet fresh and clean on all your adventures! It is a sustainable, long-lasting, plant-based, cruelty-free shampoo bar—the simple way to clean your pet while preserving the natural beauty of our planet.



## **GREEN PET** (BOOTH #462)

### **Disney Cool Pet Pad**

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

Green Pet is teaming up with Disney to bring eco-friendly essentials to the pet space with a playful twist! Our signature Cool Pet Pad offers 3 hours of cooling relief, no water, refrigeration, or electricity needed, featured with beloved characters like Mickey, Minnie, Pluto, and Stitch. Launching Spring 2025!



## **THE ORIGINAL POOP BAGS®** (BOOTH #4259)

### **The Original Poop Bags® 92% USDA Certified Biobased Line**

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

Picking up after your pet shouldn’t come at the planet’s expense. That’s why we created The Original Poop Bags® 92% USDA Certified Biobased, made with 92% plant-based materials for a strong, durable, and high-quality cleanup solution that outperforms traditional plastic-based options. No leaks. No mess. Just an easier way to clean up responsibly.

## TREATS & TOPPERS



### **ADC HOUNDSTONE & CO.** (BOOTH #3066)

#### **Houndstone Functional Food Toppers**

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

Functional toppers, where nostalgic cereal box packaging (complete with puzzles) meet serious nutrition. Omega-3 and joint health formulas use human-grade ingredients that serve specific health benefits with zero fillers and zero compromise--just phenomenal nutrition that makes a real difference in a dog's health.



### **BRUTUS BROTH** (BOOTH #846)

#### **Brutus Broth Goat Milk**

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

Unleash your pet's inner vitality with Brutus Broth Goat Milk! This isn't just hydration, it's a nutrient-packed topper for their well-being. Packed with protein and ridiculously delicious, it is the secret weapon for picky eaters and water-refusing pets and the ONLY liquid shelf-stable goat milk!



### **CANIDAE PET FOOD** (BOOTH #214)

#### **Canidae's All Life Stages Chunky Stews Toppers**

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

All Life Stages offers great nutrition and value to multi-dog families, providing a simple one-bag solution for the whole pack. The perfect way to add taste, variety and hydration to your dog's bowl, All Life Stages Chunky Stews Toppers feature hearty chunks of real meat and vegetables in a savory broth. Offered in three different recipes with chicken or beef as the #1 ingredient, these can be enjoyed by dogs of all ages, breeds, and sizes.



### **CHARLEE BEAR** (BOOTH #218)

#### **Nuggets**

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

Made in the USA and grain-free, Charlee Bear's Nuggets have a crunchy outside and soft inside packed with flavor. Each recipe is crafted with wholesome ingredients, including protein-rich chickpeas as the first ingredient to provide the healthy support dogs need. These scrumptious treats are offered in five beary irresistible flavors, including Bearcuterie Bites, PB & Beary Parfait, Shepherd's Pie, Sunny Side Up, and Straw-Beary Swirl.





**EARTHLY PET CO.** (BOOTH #731)

**Earthly Mini Crisps**

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

Earthly Mini Crisps, a fun and flavorful treat for dogs. With just two simple ingredients, these crunchy bites pack major taste into a guilt-free, low-calorie treat, with less than 3 calories per crisp! The super-powered, star ingredient, Millet, is an ancient super grain that is naturally low glycemic, rich in antioxidants, and packed with essential nutrients to support healthy digestion and overall wellness. Paired with beef or duck, these treats deliver pure, wholesome goodness without fillers or artificial ingredients. The treats also help keep teeth clean as dogs chew!



**EARTHLY PET CO.** (BOOTH #731)

**Cat Sushi CRUNCH**

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

Earthly Pet Co., creators of Cat Sushi, are thrilled to introduce their latest innovation: Cat Sushi CRUNCH treats! Now, there is an exciting new way to indulge cats with Umami CRUNCH and Saba CRUNCH treats--tasty, crunchy, and made with just two natural ingredients. Each bite-sized treat combines the ancient grain millet with either mackerel (Saba) or beef (Umami). At less than a calorie per treat, they are guilt-free and nutritious.



**EASTSEABROTHER** (BOOTH #6066)

**Half-Dried Fish**

[www.eastseabrother.com/en](http://www.eastseabrother.com/en)

Our products align with three major international pet food trends: pet humanization, wellness, and premiumization. Our seafood-based products offer numerous nutritional benefits, such as unsaturated fats, low calories, and high protein. Our semi-dried products, without any additives, have high palatability, making them a popular choice for pet owners who prioritize health.



**EASTSEABROTHER** (BOOTH #6066)

**EASTSTREAT (Freeze-Dried Fish)**

[www.eastseabrother.com/en](http://www.eastseabrother.com/en)

By using both imported and domestic ingredients, we reduce costs while offering a product that competes with human food in terms of palatability, product quality, and aesthetics. This product line has been awarded the Prime Minister’s Award and selected as a Korean Tourism Premium. Each product features cubes in various sizes and shapes, allowing for customized curation according to pets’ preferences. The product designs are in Korean, leading the trend (K-Content).



## **JAFFEE'S BONE BROTH** (BOOTH #1011)

### **Jaffee's Bone Broth - Organic Bone Broth Pops**

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

Our 4 oz. frozen pup-sicle of organic bone broth is a hot weather favorite, using bones sourced from 100% grass-fed and wild-grazed US farms. Serve frozen as a delicious pop or defrost and use it as a meal topper for added hydration and flavor (picky eaters love it!). Our award-winning bone broth is loaded with naturally occurring glucosamine, collagen, and minerals, making it the ultimate source of everything your dog needs to maintain healthy joints, gut health, skin, detoxification, and more.



## **JOYRIDE HARNESS** (BOOTH #4650)

### **Joyride's Kitchen Freeze-Dried Raw Dog Treats**

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

Pure joy, one bite at a time. Frustrated by unhealthy, low-quality treats, we created something better: wholesome, pure, and made with love. Our treats use one simple ingredient, sourced from trusted farms in the USA, and produced in a USDA-approved facility. Every treat is human grade, ensuring your fur-kids get the best. Approved by our three in-house taste testers (Tank, Charlie, and Potato), they're as delicious as they are nutritious.



## **LOVING PETS** (BOOTH #3009)

### **Chicken Breast Tenders for Dogs**

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

Chicken Breast Tenders Treats for Dogs by Loving Pets are made and sourced in the USA. Grain, Wheat, corn, and gluten-free Chicken Breast Tenders have NO artificial flavors, colors, or preservatives. Available in 6 oz and 24 oz bags.



## **LUCKY PAWS, INC.** (BOOTH #2189)

### **PetCakes Starter Kits for Cats & Dogs**

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

Make healthy treats in minutes, just add water! Each kit comes with a reusable pan and a cake mix (cheese flavor) to make six treats. Just add water to the mix, pour batter into the pan, and after just minutes in the microwave, your furry friends can enjoy a soft, warm treat. The reusable patented pans are made in the USA and are microwave, freezer and dishwasher safe. Mixes have no wheat, corn, soy, salt, sugar or preservatives and are human-grade, blended and bagged in human-grade facilities. Refills available.



## **O.T.I.S.** (BOOTH #1706)

### **Bison, Venison, and Elk Liver Freeze-Dried Raw**

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

Our novel protein treats provide pure, single-ingredient nutrition in Bison, Elk, and Venison. Ideal for pets with sensitivities to common proteins, they offer high-protein, nutrient-dense support. Sustainably sourced and packaged in 36% PCR bags, they're a responsible choice. Plus, \$1 per bag supports facility dog programs helping children heal.



## **SWELL GELATO** (BOOTH #2878)

### **Swell Pumpkin Pupcake**

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

Sold frozen, this artisan oat flour and pumpkin delight is capped with a touch of honey-glazed carrots on a cloud of coconut frosting. Simple ingredients come together to form the perfect bite. Rich, moist and delicious yet gluten and dairy-free.



## **THREE DOG BAKERY** (BOOTH #606)

### **Ultimate Celebration™ Cake Bites in Birthday Vanilla & Mini Cookies with Carob Flavored Chips**

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

Three Dog Bakery's Ultimate Celebration™ Cake Bites in Birthday Vanilla flavor are crafted with love and wholesome ingredients, like real honey. To celebrate a pet's most special days or every day, each pop-able, soft-baked Cake Bite treat has no artificial ingredients with sprinkles in every bite. The Carob Flavored Chips draw inspiration from the beloved flavor of chocolate chip cookies, now available in an ideal snack size! This newly sized treat is baked in the USA using real ingredients and is free from artificial flavors.



## **VITAL ESSENTIALS** (BOOTH #458)

### **Soft Nibs**

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

Vital Essentials is set to unveil Soft Nibs, an exciting innovation expanding the popular Crunchy Nibs line. Designed for easier chewing for sensitive teeth, with an enticing aroma to appeal to picky eaters. They crumble and hydrate, further enhancing the convenience and benefits of raw feeding.





## **WF YOUNG** (BOOTH #646)

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

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

Veterinarian-developed line of plant-based dog treats crafted with wholesome fruits, vegetables, postbiotics, and Marine Microalgae Oil. These functional snacks offer specific health support for mobility, digestion, immunity and more. Free from allergens, fillers, and synthetic additives and made in the USA with sustainable, responsibly sourced ingredients, the line includes Happy Feet for mobility, Mellow Belly for digestion, Way to Glow for coat, Golden Years for senior support, Good Vibes for comforting support, Buddy Boost for immunity.



## **WHOLESOME HOUND** (BOOTH #1129)

### **Just Chicken & Blueberry Chips**

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

Just Chicken Chips with Blueberry is an innovative treat that combines chicken tenderloin with antioxidant-rich fresh blueberries. Blueberries are packed with vitamins and antioxidants that support immune health, while lean chicken tenderloin provides a rich source of protein for muscle development and energy.

## **WALKING & ACCESSORIES**



## **CANADA POOCH** (BOOTH #1500)

### **Max Chill Cooling Collection (Powered by CoolCore®)**

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

We're taking cooling to the next level with Max Chill, powered by CoolCore® technology—delivering superior cooling distribution and more effective evaporative cooling than ever before. Designed for maximum comfort and long-lasting relief, Max Chill helps keep pets cool even on the hottest days. This cutting-edge collection includes a Cooling Vest, Cooling Harness, and Cooling Snood, ensuring there's a perfect cooling solution for every pup. Using Max Chill is as simple as wet, wring, wave, and wear. Launching April 2025.



## **CURLI, THE HARNESS SPECIALISTS FROM SWITZERLAND** (BOOTH #2009)

### **All New Belka**

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

The new Belka Comfort Harness comes in multiple colors, an all-new even more comfortable Tailored Ergo Fit with maximum freedom of movement and safety at the same time. The new integrated Easy Grip Buckle allows you to open and close the harness without letting the buckle go. An extra sleek design combined with high-tech materials secures extremely lightweight and sets a pointed focus on high-quality design, ergonomics, function, safety and animal health.



**DOG BANDANA CO.** (BOOTH #6008)

**Double Sided Tie & Snap Dog Bandana**

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

Double-sided seasonal tie-and-snap pet bandanas offer style and security in one. Each bandana ties around your pet’s neck and snaps for added hold, with reversible designs perfect for every season!



**DOGGIE DESIGN** (BOOTH #6004)

**Venture Paw Pull Control Dog Harness**

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

We’re ready for roughhousing! The Venture Paw Pull Control dog harness is made with a tough cotton canvas outer layer that is durable and water resistant. The inner lining is a soft mesh made for comfort. This harness features adjustable straps at both the neck and chest for maximum security, an O-ring at the chest and a D-ring on the back for multiple leash configurations. Excellent for hiking, herding or trekking through the urban jungle. Available colors: Aspen, Crimson, Dried Sage, Mountain Lake, Wild Raspberry.



**JIBY DOG CREW** (BOOTH #4583)

**Jibys**

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

Dog Jibys are an exciting new way to connect with your pups while personalizing their gear! Every design is super fun and unique, made with elastic silicone that can fit almost any size and style collar, harness and leash and be used on human gear so you can match with your pups! #twinning! As a part of our MY CAUSE MY PAWS philanthropy, for every purchase from our online store, one Jibby is donated to a shelter pup in hopes our Jibys help provide a special bond with those looking to adopt!



**JOYRIDE HARNESS** (BOOTH #4650)

**Joyride Harness FrostFlex Winter Jacket**

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

Introducing the new FrostFlex Winter Jacket from Joyride Harness, designed for added warmth, comfort, and convenience! This jacket offers a cozy fleece interior to keep your dog snug, and a water-resistant outer shell for those drizzly days. It also features bonus pockets to store treats or small essentials and another for easy access to poop bags. Plus, with added reflective coverage, you and your pup can stay safe and visible on every walk, day or night.



**RADHOUND** (BOOTH #4584)

**Doleash**

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

The Doleash dog leash has an integrated waste pick-up and carry pouch. Simply invert the pouch to pick up your dog’s waste. The water-resistant pouch offers protection from waste, and the integrated pouch holds it for the remainder of your walk. The leash is high quality, with a padded handle and heavy-duty clasp.

# HEALTH & WELLNESS PRODUCTS



## **ANIMAL ESSENTIALS** (BOOTH #5471)

### **Defense Mushroom Powder Blend**

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

Boost your pet's wellness with Mushroom Defense, an all-natural supplement featuring a potent blend of Maitake, Reishi, and Cordyceps mushrooms. This powerful formula is designed to enhance your pet's immune system, reduce inflammation, and support heart health.



## **ANIMAL ESSENTIALS** (BOOTH #5471)

### **Plant Enzyme and Probiotic Powder**

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

Plant Enzymes & Probiotics is a premium supplement designed to support your pet's digestion and overall well-being. This powerful blend of plant-derived enzymes and probiotics helps break down fats, carbohydrates, proteins, and fiber, ensuring your pet gets the most out of their food.



## **ANIMAL ESSENTIALS** (BOOTH #5471)

### **Colon Rescue Herbal Tonic**

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

Colon Rescue is a soothing, herbal blend designed to support your pet's digestive health and colon function. This remedy features organic plantain leaf, slippery elm bark, licorice root, and marshmallow root, working together to ease digestive discomfort and dysregulation.



## **DOG YEARS LIMITED** (BOOTH #2886)

### **Dog Years Skin & Coat**

[www.dogyears.co.nz](http://www.dogyears.co.nz)

This formula harnesses the power of Keratin sourced from regenerative New Zealand sheep wool, a renewable, sustainable resource that supports coat strength, resilience, and shine without harming marine ecosystems. Combined with organic Gold Kiwifruit to promote gut health, Green-Lipped Mussels for natural omega-3s, and nutrient-rich Venison Liver, these chews target skin hydration, reduce irritation, and improve coat condition from the inside out. They are a trialed and tested solution for dogs prone to allergies, dry skin, or dull coats.



## **FERA PETS** (BOOTH #1046)

### **Feline Supplement Line**

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

Launching in April, Fera Pets' Feline Supplements support the unique health needs of cats with high-quality, research-backed ingredients. Each formula targets key areas of feline wellness. Kidney Support features Astragalus, Rehmannia, and Cordyceps to help regulate fluids and promote natural detoxification. Wellness Blend features Lysine and Taurine for immune, heart, and eye health, Green Lipped Mussel for joint support, and Organic Cranberry Extract for urinary health. Lysine Immune features Lysine, Quercetin, and Lactoferrin, plus EpiCor postbiotic for microbiome balance, and Olive Leaf Extract and Echinacea for natural antioxidant support.



## **FERA PETS** (BOOTH #1046)

### **Dental Support**

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

Keeping your pet's mouth healthy can be tough, especially if daily brushing isn't in the cards. Fera Pets' Dental Support makes oral care simple with a powerful powder made from clinically studied seaweed, enzymes, and a postbiotic to help reduce plaque and freshen breath. Just one small scoop per day supports cleaner teeth, healthier gums, and better overall wellness, no toothbrush required. Sprinkle onto your pet's meal and let Fera Pets do the rest of the work.



## **GLACIER PEAK HOLISTICS** (BOOTH #4286)

### **Glacier Peace**

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

Introducing Glacier Peace, a 100% organic herbal blend designed to comfort pets in stressful situations. Unlike other calming supplements, it promotes relaxation while keeping pets alert and responsive. Ideal for pets with restlessness, excessive barking, destructive behavior, or anxiety during stressful events like vet visits or fireworks.



## **INGREDIA** (BOOTH #5582)

### **Lactium**

[www.ingredia-usa.com](http://www.ingredia-usa.com)

Lactium helps your pet to handle stressful situations, whether chronic or acute, and can be administered in addition to behavioral therapy. Lactium is a milk parotein hydrolysate that contains a bioactive decapeptide with calming properties,  $\alpha$ -casozepine. This unique, natural ingredient was discovered by Ingridia in collaboration with the University of Nancy and has been helping animals reduce stress-related symptoms. Lactium has demonstrated the same effects as molecules acting on the benzodiazepine (BZD) site of the GABAA receptor in the brain.



## **JUSTFOODFORDOGS** (BOOTH #2687)

### **JustFoodforDogs Daily Supplement Chews**

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

New soft chews from JustFoodforDogs provide targeted support for pups of all ages and sizes, crafted with human-grade, whole-food ingredients free from artificial fillers and preservatives. Backed by veterinary science and designed for maximum palatability, the soft chews make supplementation easy, even for picky eaters, and come in five functional formulas: Probiotic Booster for gut health, Hip + Joint Care for mobility, 10-in-1 Bite for overall wellness, Skin & Allergy Aid for a healthy coat, and Calming to ease stress.



## **KIKA USA LLC** (BOOTH #4469)

### **Tauro Pro Line Derma Care**

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

A breakthrough skin and coat therapy program designed to tackle two of the most common pet concerns: dry, itchy skin and bald spots. Powered by the natural healing properties of Baltic amber, this advanced two-step system provides a dual-action solution: One product line soothes, hydrates, and deeply nourishes the skin and coat, relieving irritation and restoring balance. The other penetrates deep into the hair follicles, stimulating healthy coat regrowth and strengthening the fur at its roots.



## **LIQUID-VET BY RELIANT HEALTH BRANDS** (BOOTH #930)

### **MAGIC-STIX**

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

A brand-new dosage form to deliver the award-winning Liquid-Vet Formulas for joint, skin, calming, digestive health and more. This 3 products in 1 innovation combines RxH's proprietary blends containing maximum levels of active ingredients with custom teeth cleaning benefits all in a fun stick design dogs crave. MAGIC-STIX™ beat the cost of chews that often require 4 or more per day just to deliver the recommended level of actives. Plus, it replaces typical binders and other junk found in pills, powders, and chews with a healthy blend of shitake mushroom and gelatin.



## **MYCODOG** (BOOTH #3077)

### **Digest**

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

Digest is a blend of natural adaptogens and mushroom extracts from the U.S., wild-harvested, and cultivated mushrooms, formulated to improve digestive health and promote a balanced gut microbiome. Digest includes Lion's Mane, Shiitake, Turkey Tail, Chaga, and Red Belted Conk mushrooms with Astragalus Root, Ashwagandha, and Rhodiola to promote optimal gut health and digestion in your dog.





## **NATIVE PET** (BOOTH #1200)

### **Sockeye Salmon Oil**

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

Native Pet's newly launched Sockeye Salmon Oil is the first single-origin, sustainably sourced supplement of its kind to hit the market. Straight from fresh, Alaskan waters, this premium, single-origin oil provides your pup with a well-rounded boost of both EPA and DHA Omega-3 to support healthy skin, joint function, heart health, cognition and more.



## **NPIC, THE MAKERS OF GET NAKED AND N-BONE** (BOOTH #1458)

### **N-Bone Flossta Dual-Action Dental Chews**

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

N-Bone Flossta Dual-Action Dental Chews, winners of the 2024 Pet Innovation Award, feature a unique floss-like structure that effectively cleans teeth and gums while naturally freshening breath, all without artificial ingredients. Flossta is available in five delicious flavors: new peanut butter and pumpkin, along with chicken, beef liver, and mint. Natural herbs like parsley and fennel in Flossta promote fresh breath and a healthier oral environment. The unique design targets hard-to-reach areas, reducing plaque and tartar buildup through regular chewing.



## **RELAX DOG** (BOOTH #1131)

### **Relax Dog**

[www.relaxdog.net](http://www.relaxdog.net)

Relax Dog is our new product that was developed by a veterinarian (co-founder of our company) to help temporarily reduce hyperactivity, separation anxiety, and stress in his dog throughout the day. When mixed with daily fresh water, it helps to temporarily reduce hyperactivity, separation anxiety, and stress in dogs, leading to a more relaxed day. Each morning, mix one packet of Relax Dog liquid concentrate with 8 ounces of fresh water for a calming effect throughout the day.



## **TOTONIKS** (BOOTH #2884)

### **Totoniks Dog**

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

Totoniks transforms every meal into a functional hydration and protein boost, powered by New Zealand venison blood, green-lipped mussel, and bone broth. Packed with bioavailable nutrients, it supports gut health, hydration, and performance. Perfect for fussy eaters and active dogs, just mix, pour, and watch them thrive!



## **VETERINARY FORMULA** (BOOTH #4633)

### **Smart Vitality Premium Supplements & Dental Fresh**

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

Veterinary Formula’s Smart Vitality Premium Supplements have a fresh look and all-new formulas that are NASC-certified. Made in the USA with vet-formulated ingredients, the line features Hip & Joint, Senior Support, and Pet Calm, along with new additions like Dental Support, Eye Health, Gut Health, and Anal Gland Support. The newly rebranded Dental Fresh line provides pet parents with effective, convenient, and affordable oral care solutions to help their furry friends keep their breath fresh. The new packaging features bright colors and engaging graphics, along with the new tagline, “Oral care to give a whiff about.”



## **VITAL PET LIFE** (BOOTH #849)

### **VITAL HIP & JOINT for Dogs & Cats**

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

Harvested from the pristine waters of New Zealand, our unique green-lipped mussel species, packed with Omega-3 fatty acids, EPA and DHA work with Krill Extract work to support cartilage and connective tissue for collagen formation and promote overall daily bone and joint health and mobility.



## **VITAL PET LIFE** (BOOTH #849)

### **VITAL PROBIOTIC for Dogs**

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

Backed by scientific research, our vet-developed probiotic blends 2 canine-specific bacteria strains & 2 wolf-specific bacteria strains for your dog’s best gut health. Sourced and isolated from the microbiome of wolves, Vital Probiotic offers daily support for canine digestion and intestinal health.



## **WONDERCIDE** (BOOTH #3084)

### **Wondercide RESCUE**

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

RESCUE Skin Spray relieves itching, reduces redness, and soothes irritated skin with cooling relief with a fine mist sprayer for broad coverage and easy application. RESCUE Ear Drops gently clean and remove wax buildup and irritants and relieves itching and redness with fast-acting odor removal. RESCUE Eye Drops cleans discharge and irritants and provides fast-acting relief for itchy and irritated eyes. RESCUE Oral Spray freshens breath and provides fast-acting relief for irritated gums with a narrow mist spray designed for accurate application. Available this summer.



## **ZESTY PAWS** (BOOTH #5865)

### **Zesty Paws Vet Strength Weight Management Bites**

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

Zesty Paws Vet Strength Weight Management Bites support fat metabolism, food satiation, and the gut. The soft chews include Fiber (Inulin) and B-Vitamins to support fat metabolism and fullness after eating. Premium CarniKing, a clinically studied L-Carnitine (amino acid), may support proper weight when combined with exercise for pets, and premium Postbiotic (BPL1) supports weight management, the gut microbiome, digestion, and overall health for any small, medium, and large breed. This formula is also made with Vitamin B1, B2, B5, B6, B9, and B12 for additional metabolic support.