

Animal Vitality

In these times of growing environmental awareness, **the pet care industry is opening up new markets** for conscientious consumers and concerned pet owners. More and more products and services are emerging that are essential for pets' health and overall well-being and that come under the banner of being green. To meet the basic criteria of greenness, all pet products and services should be pet safe; recyclable, biodegradable, and not harmful to the environment; and produced and delivered in efficient and sustainable ways.

Pet owners' trust in the pet food industry has sadly been shattered in recent years. Many cats, dogs, equines, and other animals have become ill and even died from contaminated products. The massive pet food recall of 2007 in response to the deaths of thousands of pets and the subsequent \$30 million in settlements to aggrieved pet owners was a wake-up call for all pet food manufacturers and consumers. Additionally, traditional pesticides prescribed to exterminate pests on pets, especially fleas, have actually harmed and even killed millions of pets over the years. Thankfully such products are being phased out.

While pet owners have been sorely tested in the pet products arena, their trust in the veterinary profession is being reaffirmed, as increasing numbers of veterinarians prescribe less harmful drugs and take a more holistic approach to disease prevention and treatment. This is a hopeful sign that the general thinking on pets and pet care is shifting to a more naturalistic and green approach among pet health providers and pet owners alike.

In fact, as a pet owner you should **ask yourself this question: how green is your pet?** One could make a case that keeping any animal as a pet is antithetical to the concept of being green. Take, for instance, the undying devotion of dogs toward their owners: Is it an example of unconditional love and devotion, or is it some kind of aberration from the natural order of things?

Just as Vincent van Gogh observed that there are varying shades of gray in nature, so there are various shades of being green in pet care.

The dark gray area is the commerce in wild-caught animals—from turtles and other reptiles to birds and small mammals. We should all avoid this area. A lighter but related shade of gray is when wild species have been bred in captivity, but because they are not genetically disposed to domestication, they really should be out in the wild or in a protected natural habitat.

Some domesticated animals, such as bunnies, ducklings, and potbellied pigs, are in a large gray area of pets suited to domestication but whose owners may not be prepared or able to provide them with proper environments for their behavioral needs, health, and well-being. Work is required to keep such pets healthy and happy.

Cage and aquarium species—such as hamsters, rabbits, canaries, and goldfish—pass the grade of being green pets, but only conditionally. The gray area for them lies in how well they are cared for. In terms of numbers, tropical fish and seawater fish top the list of species kept in homes. Because of the equipment needed to maintain these artificial environments and the often unsustainable harvesting of certain fish species, there is more gray in aquarium fish keeping than meets the eye. While fish are fascinating and even relaxing to observe, the greenest aspect of the decorative aquariums (and the flight cages for exotic small birds) is often nothing more than plastic vegetation.

The greenest-pet award for adaptability to living with us in a sedentary, domestic environment goes to the dog, which has been domesticated for over 40,000 years. A more distant second place goes to the cat, which has been domesticated for only a few thousand years (and still prefers for the most part to walk on the wild side!). Cats and dogs are now regarded as family members and companion animals.

From the perspective of green consumer choices, cats and dogs represent the major market component of the pet industry and are the focus of this chapter. Reducing their environmental paw prints through consumer support of green pet products and services is an enlightened ethical choice that benefits you, your pet, and the environment.

—Dr. Michael Fox



CAT DANCER PRODUCTS

Irresistible Play Toys

When your cats get the “evening crazies,” it’s the ideal time to engage in play. Cat Dancer Products has some safe, interactive cat toys made in the USA. The original and popular Cat Dancer consists of a spring steel wire with cardboard tassels that mimic flying insects that cats enjoy swatting. This toy can be stuck onto a wall with an adhesive pad so the cat can play with it any time—day or night.

The Cat Charmer is a 4-foot-long snake of colored fleece material attached to an unbreakable wand. You shake the wand so the snake moves, and this stimulates your cat’s playful prey-chasing and killing behavior. (www.catdancer.com)



KONG ZOOM GROOM

Pet Hair Magnet

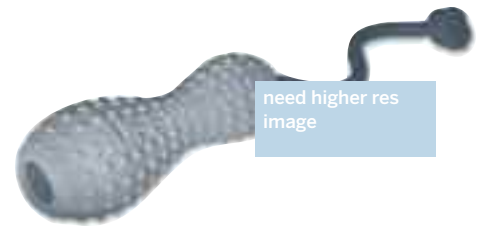
It is rare to find grooming tools for pets that are still made in the USA. The KONG Zoom Groom removes loose hair like a magnet while gently stimulating capillaries and natural oil production for healthy skin and coat. The KONG Zoom Groom is also the perfect bath and shampoo brush.

Zoom Groom brushes work effectively for all cats and dogs and coat types. All ingredients in their natural rubber compound are FDA approved and nontoxic. The compound’s exact formula is proprietary, but the company assures pet owners that KONG rubber toys do not contain phthalates or bisphenol A. (www.kongcompany.com)



FYI

For help on cat health and behavioral problems, visit www.fabcats.org. This is the Web site of the Feline Advisory Bureau, a charity organization dedicated to promoting the health and welfare of cats.



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RUFF WEAR GOURDO DOG TOY

Perfect for Fetching and Feeding

The Gourdo is a multitasking dog toy. Use it for playing fetching on land or water (it floats). Fill it with treats as a reward and it will massage Fido’s gums and keep your pup busy for hours. (www.ruffwear.com)

NINA OTTOSSON'S INTERACTIVE DOG PUZZLES

Cutting-Edge Canine Toys

Nina Ottosson’s wonderful line of food-find puzzles stimulates dogs’ minds and dexterity. Designed and built in Sweden from local wood and fiberboard, the Zoo Active toys are harbingers of a new generation of interactive toys for dogs—and cats—that synthesize human creativity with a deeper understanding of animal behavior and well-being.

Dogs, cats, and other animals can become adept at operating and manipulating interactive devices such as these puzzles, from food-rewarding levers and pulleys to advanced, so-called operant conditioning procedures that animal psychologists have been using for many years to test animals’ cognitive and other mental processes. (www.nina-ottosson.com; www.petpdc.com)



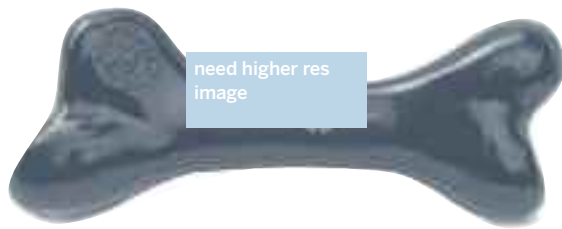
**PLANET DOG'S ORBEE-TUFF
RECYCLEBALL AND RECYCLEBONE**

Regrind and Recycle

The Orbee-Tuff RecycleBALL and RecycleBONE demonstrate this company's imaginative approach to making new toys from old toy leftovers. Planet Dog makes the durable, pliable, chewy, buoyant, and bouncy Orbee-Tuff toys in the United States. The leftover materials—known as “regrind”—from manufacturing these nontoxic, mint-scented Orbee-Tuffs are now recycled into RecycleBALLs and RecycleBONES.

Due to the recycled content, the color of both toys varies—aptly as a range of deep greens. The packaging is also made from recycled material. Although the toys are extremely durable, some dogs will chew through anything. Should this happen, Planet Dog customers can send their Orbee-Tuff toys back to Planet Dog to be recycled into new RecycleBALLs and RecycleBONES. (www.planetdog.com)

Planet Dog is proud to donate a percentage of every purchase to the Planet Dog Foundation, their nonprofit grant-making organization, to support canine service programs nationwide. (www.planetdogfoundation.org)



CANINE GENIUS TOYS

Crack the Puzzle, Get the Snack

Made in the USA, Canine Genius's Leo and Mini Leos are of durable, hollow-core construction with open necks and two cross-cut holes that allow you to stuff the toys with treats. Connect two, three, or more Leos or Mini Leos to build customized treat-release puzzles that both exercise and reward your dog's problem-solving skills. Feed dinner from a Leo to entertain your dog, to slow down gulpers, or to help obese dogs lose weight by extending the duration of a meal so they feel more satisfied with less food.

The Mini Leo is scaled down for smaller canine companions (and cats!). Mini Leos also connect together to form customizable puzzles.

Dishwasher-safe Leos and Mini Leos are made from an FDA-approved nontoxic material and can also be used for fetch, tug-of-war, and water sports (they float). (www.caninegenius.com)



Why a Holistic Veterinarian?

What is a holistic veterinarian, and why should you consider one? Holistic vets first advise their clients on proper nutrition and preventive health care maintenance, knowing that dogs and cats generally have fewer fleas when they are well nourished and healthy. Holistic vets do not routinely prescribe special manufactured diets that are often nutritionally inadequate to address canine and feline maladies such as obesity, diabetes, cystitis, and nephritis. Nor do they add insult to injury by routinely prescribing corticosteroid and other potentially fatal anti-inflammatory drugs when animals develop allergic reactions to food and fleas, further impairing the pets' already compromised immune systems and causing diseases like Cushing's disease, Addison's disease, diabetes, and chronic cystitis.

The best medicine is prevention, and a holistic approach to companion animal health in the twenty-first century calls for a revision of vaccination protocols, less use of highly processed commercial pet foods, and no overmedicating—especially with so-called preventive medications when there are effective, and much cheaper alternatives available that pose far less risk to animals' health and to the environment. Holistic veterinarians do not push annual booster vaccinations for all kinds of diseases or make clients feel guilty if they do not comply. Overvaccinated and overmedicated cats and dogs may develop lifelong health problems.

If you would like to learn more about the holistic approach to animal and pet care, contact a holistic veterinarian in your area. A searchable list may be found online at www.holisticvetlist.com.

UNTANGLER COMBS AND RAKES

Painless Grooming

Combing out a pet's matted and tangled coat can be painful for owner and pet alike. No matter how gentle you try to be, a rigid-tooth comb always seems to pull at the coat and tear out hair by the roots. Untangler combs for dogs and cats take away the pain and the tangles. Special teeth rotate 360 degrees to roll and glide through tangles while gently stimulating your pet's skin. Untanglers decrease hair pull out and are much gentler to hair than a conventional grooming comb. The rake goes deep and gently into thick, long coats and is especially good for shedding coats. It's like giving your dog or cat a stimulating surface massage. (www.theuntangler.com)



THE COMB N' TRAP FLEA COMB

Fleas Be Gone!

This brilliantly designed comb from Untangler delivers an integrated attack on fleas whenever they are around. The comb's teeth gently turn, trapping and containing fleas in the attached plastic shield. The shield then snaps up for easy cleaning. Use the Comb N' Trap to remove fleas on pets of all sizes, or use it for regular grooming of short-coated dogs and cats. (www.theuntangler.com)



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If your animal companion may have been poisoned, call 800-213-6680 or go to www.petpoisonhelpline.com.

NUHEMP BOTANICALS GROOMING PRODUCTS

Organically Clean

NuHemp premium grooming products blend science-based nutrients, plant extracts, and essential/botanical oils to clean and leave your pet's hair healthy, shiny, and bright—never stripped—without the use of harsh, synthetic chemicals. NuHemp Botanicals are formulated with certified organic ingredients and enriched with the moisturizing, rejuvenating, and antiseptic properties of hemp seed oil. Shampoos include Omega Sudz, a moisturizing shampoo with oatmeal; Omega Zapp, with herbs and essential oils that rid a dog's coat of strong odors such as skunk; and Omega Therapy, a tree-tar shampoo with oatmeal that addresses itching and skin problems. (www.nuhemp.com)



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MOOSEDREAMS DOG SHAMPOO AND CONDITIONER

Calm and Clean

All dogs need to be bathed occasionally—some more often than others—such as when they have an oily or odoriferous coat, which is most often a result of poor nutrition. Moosedreams Lavender Farms Full Moon Dog Shampoo and Full Moon Conditioner are ideal for the job. The shampoo and conditioner are certified vegan and pH balanced for pets. A base of aloe juice and vitamin B5 leaves coats clean and skin soft.

The shampoo also includes essential oil of lavender to calm and relax a nervous or excited pet. Lavender is an excellent flea and tick repellent, and the lavender and aloe soothe itching skin caused by allergic reactions to flea bites. Essential oil of lemongrass leaves your dog smelling wonderfully fresh and is a natural antibacterial and antifungal. Tea tree oil is one of nature's best antiseptics. It relieves skin irritations and conditions the skin and coat. Essential oil of peppermint leaves a cooling and refreshing scent that keeps doggie odors at bay.

The conditioner contains wheat protein; and vitamin B5 to add gloss, body, and luster to your pet's coat; and castor seed oil, which is rich in fatty acids and moisturizes and lubricates the skin. (www.moosedreamslavender.com)

PLANET DOG SHAMMY TOWEL: A THOROUGHLY GREEN DRYING TOOL

For drying your cat or dog thoroughly after bathing or for wiping down a damp pet coming in from the rain, this rugged and compact chamois is a wonderful piece of material. The Shammy is made from 100 percent viscose (containing recycled wood chips), making it a fast-drying towel that absorbs over 10 times its weight. Wring to release water, or machine wash and air-dry. (www.planetdog.com)

WAGGING GREEN DOG COLLARS AND LEASHES

Made from Bamboo

Wagging Green Company is making waves in the pet fashion world with bamboo collars and leashes. Bamboo fiber is a wonderful choice for pet products because it's naturally antibacterial, which means no more smelly dog collar. Bamboo also dries faster than any other natural fiber and is hypoallergenic and thermoregulating. It's as strong as nylon webbing but feels as soft as silk.

All Waggin Green products are hand-sewn in Florida by women working from their homes. Having the goods sewn locally allows the company to closely monitor quality, change quantity easily when needed, create custom designs when requested, and support the local economy.

If you look closely at the Wagging Green collection, you will see that each design tells the story about an important environmental issue. For example, Fresh in the City is a design that supports the reduction of greenhouse gas emissions in urban areas. No wonder: Wagging Green gives 5 percent of its profits from this design to companies that are working toward improving air quality. (www.wagginggreen.com)



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RUFF WEAR WEB MASTER DOG HARNESS

Connects Dog and Human

The Web Master Harness is a well-designed improvement on the common harness, a leash-attachment alternative to a collar that allows better distribution of a dog's pulling force to prevent choking. The Web Master was originally designed to assist search-and-rescue organizations; the harness design allows humans to lift a dog onto a chairlift, a truck, or out of harm's way. Dogs that slip out of traditional harnesses will find it difficult to escape the Web Master. (www.ruffwear.com)



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Choose a "Recycled" Pet

Rather than buying a puppy or kitten directly from a commercial breeder or pet store stocked with puppy mill and kitten mill animals of dubious genetic integrity and viability, go to your local animal shelter or go online to find a furry friend to adopt.

Purebred animals are often noted for their lack of "hybrid vigor" and higher incidence of genetic and developmental abnormalities, hereditary diseases, and behavioral problems ranging from extreme shyness to unpredictable aggression and hyperactivity syndrome.

The mothers of commercially bred or "mill" purebred pups and kittens are often chronically stressed during pregnancy, and other environmental influences (especially the quality of food and quality of human contact provided during pregnancy) can cause changes in their nervous, endocrine, and other body systems. Chronic health problems result in the offspring, and this in part accounts for high veterinary bills.

Additional stress is placed on the offspring when they are shipped out shortly after being weaned from their mothers. Yet more stress may occur in their immune systems after being wormed and given a cocktail of vaccinations. Such treatments can ironically lead to lifelong sickness and suffering.

Going to the local shelter and adopting a cat or dog, kitten or puppy, purebred or mixed, is one way to go green and feel good, taking in the living discards of a sometimes inhumane, disposable society. Recycled animals waiting for adoption all too often end up being euthanized after 7 to 10 days to make room for more incoming animals without homes. We can all help change for the better by supporting our local Humane Societies.

ORGANIC COTTON LEASHES AND COLLARS: COTTON IS KING

Made in the USA with certified 100 percent organic cotton grown in Africa, these machine-washable leashes and collars are treated only with metal-free, low-salt, earth-friendly dyes. They sport solid brass clips.

Westminster Pet is committed to preserving the environment and to supporting the African people. Organic farming encourages the preservation of Africa's natural resources by avoiding chemical-based pesticides and fertilizers. Additionally, Westminster Pet donates 10 percent of the profits from the sale of these products to FORGE, a nonprofit program that creates educational and empowerment opportunities for African refugees. (www.theonlynaturalpetstore.com)



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RUFF WEAR DOG BOOTS

All-Terrain, All-Season Paw-Wear

The Bark'n Boots Grip Trex features an upper inspired by human shoes and a high-performance Vibram sole. Dogs need boots when out on rough terrain and when there is ice and salt on the roads. Many kinds of dog boots just don't stay on, but this design is one of the best. (www.ruffwear.com)



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RUFF WEAR K-9 OVERCOAT AND TRACK JACKET

All-Weather Protective Outerwear

Ruff Wear has unveiled an eco-sensitive line of high-performance dog gear using recycled and sustainable materials that protect dogs from the elements.

The K-9 Overcoat is made with a recycled fleece insulating liner enclosed in a durable, recycled polyester shell. The K-9 Overcoat reduces the loss of core body heat and protects dogs from wind, rain, snow, brush, and burrs. The integrated chest panel with adjustable side release buckles keeps the coat securely in place even during vigorous activities.

The Track Jacket is a lightweight safety jacket in blaze orange with reflective trim for maximum visibility during hunting season and in low-light conditions. The water-resistant shell and polyester mesh lining protect in inclement weather.

Ruff Wear is committed to preserving wild lands and waterways, providing important habitat for wildlife and recreational opportunities. Ruff Wear partners with the Conservation Alliance and works with regional grassroots organizations to give back to the special places so important to canines and humans. (www.ruffwear.com)



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For legal issues relating to animal cruelty, contact your local Humane Society, animal control, or police. For information about major issues on this topic, and to support the legal rights of animals, contact the Animal Legal Defense Fund at www.aldf.org.

A PET-SAFE DE-ICER

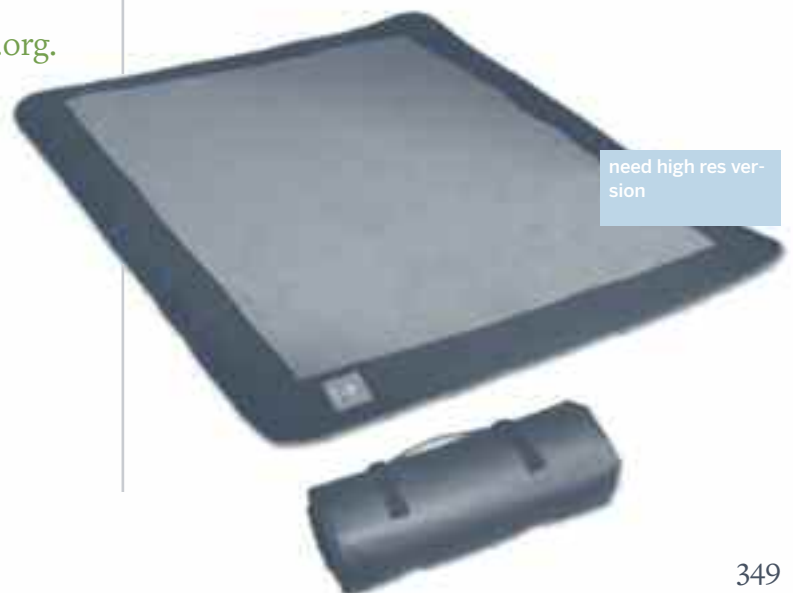
Safe Paw is a 100 percent salt-free ice melter that is safe for children, pets, surfaces, and the environment. It contains a patented dual-effect compound made of a crystalline amide derivative core infused with special glycols. It generates no heat and therefore won't cause either external burns to paw or eyes or internal burns even when pets lick their paws or eat Safe Paw pellets directly. These components are nonpoisoning and 100 percent safe if ingested. (www.safepaw.com)



RUFF WEAR MT. BACHELOR PAD

A Dog's Home Away from Home

This versatile sleeping pad is available in a larger size for big dogs who need a soft place to lie down, especially when old age and arthritis creep into their bones and joints. Use it at home or in the car to protect carpeting and upholstery, or pack this easy-to-carry pad on a camping trip so Bowser will have a place to rest no matter where you travel. The larger size means more moisture blocking and insulating comfort for your larger canine companion and more protection for home and automobile interiors. (www.ruffwear.com)



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THE CATBIB

Saves the Birds

The CatBib simply and effectively stops cats from catching wild birds. It was invented in 1998 by a bird-feeding cat lover in Springfield, Oregon. When her cats were locked indoors, they showed their displeasure by fighting, clawing screens, continuous meowing, and spraying throughout the house. She invented the CatBib so she could let her cats outdoors *and* stop their bird killing.

The CatBib is made of neoprene, a soft, flexible material, comfortable for a cat but with enough structure to act like a wall between cat and bird. Simply attach the bib to the cat's collar with a hook and loop; remove it when the cat is indoors. The CatBib works by gently interfering with the precise timing and coordination a cat needs for successful bird catching. It doesn't interfere with any of the cat's other activities. A cat wearing a CatBib can still run, jump, climb trees, eat, sleep, scratch, and groom. (www.catgoods.com)

FYI

If you are planning to get a pure-bred puppy like a schnauzer, boxer, or Doberman pincher, for dog's sake tell the breeder not to cut off the pup's tail. And don't have its ears cropped. Such mutilations can lead to long-term health and behavioral problems.

FENCE 'EM IN, FENCE 'EM OUT

Since 1990, the **Cat Fence-In** has been keeping thousands of cats safe in their yards. It relieves feline stress, arbitrary in-house urinating, boredom, and depression. Made of black polypropylene netting that attaches to any fence, Cat Fence-In protects kitty from unfriendly dogs, misguided humans, cars, and diseases from wandering cats. When a cat sees the netting between himself and where he is going to jump, he will not jump. When a cat climbs up a fence and comes in contact with the net barrier, he goes no further.

Being a nonelectric deterrent, it will not harm people or cats. The netting is flexible, with no sharp or jagged edges, and cats can't get tangled in the small, 3/4-inch mesh. The black netting barrier is almost invisible and will not obstruct a neighbor's view. Plus it's easy to install. This company also makes tree guards that encircle the trunk, preventing cats from climbing up and getting stuck or from ambushing birds in the branches. (www.catfencein.com)

ORANGE PET POWER TKO

A Friend to All Pets

Orange Pet Power TKO uses food-grade d-limonene, an extract from orange peels, to destroy pet stains or odors—including cat and skunk spray—on any surface. Dilute this safe, natural cleaner at 1 ounce per gallon of water and use it to bathe your dog, or apply it as a spritz or with a sponge to repel fleas and other biting insects.

Orange Pet Power TKO contains no synthetic chemicals and may also be used for general housecleaning. Use it instead of cleaning products containing dangerous toxins and you will create a healthy environment for your family, pets, and the planet. (www.tkoorange.com)



OMEGA PAW RIPPLE BOARD SCRATCH 'N MESSAGE BED

Total Fun and Comfort

The Ripple Board Scratch 'n Massage Bed gives cats a place to sleep, scratch, and massage their paws. This bed is treated with organic catnip oil and has organic catnip flakes laminated in the layers of the board. The bed is made from 98 percent postconsumer waste and diverted materials and is 100 percent recyclable. It's made in Canada. (www.omegapaw.com)





OMEGA PAW RIPPLE BOARD SCRATCH BOX

Good for Scratching and the Earth

When cats dig their claws into this catnip-treated cardboard scratcher, they release the aroma of organic catnip oil and flakes and get a soothing paw massage. The Ripple Board Scratch Box is made from 98 percent recycled material and is 100 percent recyclable. The scratch box may also be used as a refill in other Omega Paw products. (www.omegapaw.com)

MOOSEDREAMS TABBY CATNIP SPRAY AND PILLOWS

Sweet Dreams!

Moosedreams Lavender Farms' home-grown Full Tilt Tabby catnip spray contains organic essential oil of catnip. Use it to refreshen old toys, scratching posts, or any place your cat is allowed to play. Catnip acts as a mild hallucinogen and an aphrodisiac when sniffed and as a sedative when eaten. It affects about 50 percent of cats to differing degrees. Catnip's active essential oil is nepetalactone, which is much more effective than DEET at repelling mosquitoes and cockroaches.

The catnip pillows are full of farm-grown organic catnip, and when chewed on or rolled on, they release catnip essential oil. Cats will play with and even fall asleep on their catnip pillows. (www.moosedreamslavender.com)

NATURAL PET STAIN AND ODOR REMOVER: A SAFER ALTERNATIVE

Simple Solution offers an eco-sensitive alternative to the harsh chemicals found in traditional household cleaners. This stain and odor remover is made with renewable corn-based ethanol, plant-based mild cleansers, and biocultures and enzymes that digest the organic wastes that cause stains and odors. The ginger-eucalyptus blend of natural fragrance oils not only releases a pleasant aroma but actually works with the cleaning agents to remove pet odor. As customized nozzle allows for targeted saturation into carpet fibers and padding, ensuring that the solution gets to the problem area beneath the surface so pets will not return and resoil the area. (www.simplesolution.com)

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Regardless of manufacturers' claims, avoid cat foods that are high in cereals, and steer toward feeding your cat a moist cat food.

MOOSEDREAMS GET OUTTA MY HAIR FLEA POWDER

The Name Says It All

Herbs are versatile members of the plant world. Many herbs emit powerfully aromatic and volatile oils that repel or kill insects such as fleas and ticks. Insect pests never become tolerant of botanical repellents and insecticides. In contrast, the ingredients and formulations of synthetic chemical repellents and insecticides must constantly be revised and increased because insects develop immunities to them.

Four of the most effective herbal insect repellants are found in Moosedreams Lavender Farms' Get Outta My Hair powder: lavender, rosemary, lemongrass, and pennyroyal. Please note that pennyroyal has been known to cause abortion, so do not use on pregnant animals. (www.moosedreamslavender.com)



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PERMA-GUARD PET AND ANIMAL PROTECTOR

An All-Purpose Earthen Product

This food-grade form of diatomaceous earth contains fossilized microorganisms that desiccate fleas and their larvae, lice, ticks, and bedbugs. It may be applied as a dry dust rubbed into your pet's fur, sprinkled in your pet's home or kennel, or mixed as a solution for application on lawns. It is an effective, nonchemical insecticide, and it is entirely safe. (www.permaguard.com)



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FLEABUSTERS

Gentle Yet Effective

This brand name is recommended by many veterinarians because it is the least hazardous of all antiflea products for use in the home environment. Fleabusters Rx for Fleas Plus has both federal and state EPA clearance and registration. This borate powder is milled extremely fine (so that light applications can be brushed into carpeting) and is statically charged (so that it clings to carpet fibers). The powder attaches to flea larvae and kills them through desiccation. A few microscopic crystals are all that's necessary to kill larvae.

Fleabusters Rx for Fleas Plus is 33 percent less toxic than pure boric acid powder products and much safer than most liquid pesticide alternatives. Because the powder is so fine, it only requires a small amount applied everywhere to be effective. When installed properly, the exposure to people and pets is minimal. (www.fleabusters.com)

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Millions of kittens are routinely declawed in the United States every year—a practice considered unthinkable in many countries—and like the mutilations of dogs, the practice is as ungreen and unethical as one can imagine.



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GEORGE'S ALWAYS ACTIVE ALOE

A Breakthrough with Aloe Vera

Aloe vera juices are renowned for their anti-inflammatory properties; they help heal gastrointestinal/digestive problems, various skin conditions, and even gingivitis and certain types of cancer in animal patients. George's Always Active Aloe is processed via the company's unique methods to remove the juice's bitter taste and greenish hue and to remove starch and sugars without diminishing the essential properties of the aloe vera plant. The finished product requires no refrigeration. Available as an oral liquid to be taken internally or as a gel for surface application, George's Always Active Aloe has no added water, no preservatives, and no chemicals of any kind. The finished product looks and tastes like spring water. (www.georgesaloe.com)

NORDIC NATURALS FISH OIL SUPPLEMENT

In Harmony with Nature

Nordic Naturals omega-3 fish oil supplements are manufactured in Norway, where they actually exceed the highest manufacturing standards for purity and freshness. Nordic Naturals offers a complete line of award-winning products specially formulated for canines, felines, and humans.

Nordic Naturals' policy is to use nonendangered fish, such as arctic cod harvested in Arctic Norway and anchovies and sardines from the Norwegian Sea and the South Pacific. Sardines and anchovies are ideal fish for long-term sustainability because they have short reproductive cycles. Nordic Naturals works only with fishermen who utilize 100 percent of their catch for human or animal consumption. The company's dedication to the environment continues through their comprehensive recycling and green-use program. (www.nordicnaturals.com)



MISSING LINK FELINE

Supplemental Nutrition for Cats

Missing Link Feline Formula targets special nutritional needs that commercial pet foods may not fill. This all-in-one superfood supplement offers the cat-perfect ratio of omega-3 essential fatty acids, dietary fiber, phyto (plant) nutrients, and naturally occurring antioxidants, trace vitamins, and minerals—in short, what cats need to stay healthy. There are no fillers, preservatives, or artificial colorings or flavors. Additional formulas for cats' special needs are supplied by this company only through your veterinarian. (www.missinglinkproducts.com)

**MISSING LINK CANINE**

Supplemental Nutrition for Dogs

Missing Link Canine Formula ensures your canine companion receives vital nutrients such as omega-3, omega-6, and omega-9 essential fatty acids, dietary fiber, and phyto (plant) nutrients that promote optimal health and well-being. This all-in-one superfood supplement contains no fillers, preservatives, or artificial colors or flavors. A higher-strength formula is available through your veterinarian for dogs in recovery and needing detoxification. (www.missinglinkproducts.com)

KARMA ORGANIC DRY DOG FOOD

Soul Food

This is the first in a line of organic products being developed by Natura Pet Foods, which also markets high-quality cat and dog foods (albeit not certified organic) under the brand names Innova, Evo, Health Wise, and California Natural. Karma is certified 95 percent organic. This baked kibble's high-quality, all-organic ingredients include free-range chicken, grains, raw fruits and vegetables, plus vitamins and minerals.

Karma's ingredients are produced without the use of conventional pesticides, synthetic fertilizers, sewage sludge, GMO grains, or irradiation. Combine these principles with the packaging made from 100 percent recyclable material, and you can see why Karma organic dog food stands out in the crowded pet food market. (www.karmaorganic.com)

**GRIZZLY SALMON OIL**

Omega-3 Fatty Acids from Fish

The condition of your dog or cat's skin and coat is influenced by the balance of fatty acids in the diet. Grizzly Salmon Oil supplies a daily supplement rich in EPA and DHA—the right omega-3 fatty acids. These omega-3s help counteract negative effects of allergic dermatitis by producing specific eicosanoids, which are known to reduce and control skin inflammations. Your pet can metabolize the nutrients in fish oil immediately.

Grizzly Salmon Oil is gently extracted in a state-of-the-art production plant that handles nothing but high quality, salmon-based products. Only wild salmon oil is used, since the oil from farmed salmon is of lower quality and is contaminated with dioxins and other harmful chemicals. (www.grizzlypetproducts.com)

**DRY DOG FOOD: ORGANIC TO THE CORE**

This company's dry dog food contains a spectrum of nutritional ingredients, including organic free-range chickens, organic grains, organic vegetables and fruits, proteinated minerals, omega-3 and omega-6 fatty acids, and natural antioxidants. There are no synthetic preservatives or coloring agents.

Natural Planet Organics dog food is formulated to meet the nutritional levels established by the Association of American Feed Control Officials (AAFCO) for all life stages. (www.naturalplanetorganics.com)



FOR ENTHUSIASTIC DRINKERS

George's Anti-Splash Water Bowls are made in California, and they come with a safe, lead-free glaze. Crafted with a subtle rim around the top, the heavy-duty ceramic water bowl comes in different sizes and is ideal for dogs who splash as they drink. (<http://georgesf.com>)



THE ORIGINAL COLLAPSIBLE FOOD AND WATER BOWL

For a handy, lightweight feeder on the trail or in the car, look to **Ruff Wear's Trail Runner**. This bowl collapses into a packet that fits into your pocket yet expands to feed and water even large breeds.



PETMATE FRESH-FLOW FOUNTAIN: KEEPS 'EM HYDRATED

This water delivery system, available in various sizes for pets, could be a lifesaver for many cats who never drink sufficient water. The electrically operated fountain has two replaceable charcoal filters and a silent-running aerator to provide pets with purified, aerated, cool drinking water whenever they wish. Cats are especially drawn to this device. It's available from Doscocil Manufacturing Company. (888-367-5624; www.petmate.com)

ANXIETY WRAP

Reduces Thunderstorm Jitters

The Anxiety Wrap's most popular use is to reduce and even end thunderstorm fear in dogs and cats. One reason it is so popular for treating storm fear is because there is no training involved. Simply put the Anxiety Wrap on the dog and stop interaction. No training means more owner compliance, more owner compliance results in higher success rates. (www.anxietywrap.com)



THE POWER OF PROTEIN

Raw Advantage raw pet foods use only hormone-free, chemical-free, and pesticide-free ingredients, including organic ground turkey including bone, organic ground chicken including bone, organic beef, and all organic grains, herbs, and vegetables. Some products include ground duck, which is not a certified organic meat, but it meets National Organic Producer standards for acceptable growth and production procedures.

All Raw Advantage meat products are fresh frozen at the farm and are handled with the same or higher level of care given to food for human consumption. (www.rawadvantagepetfood.com)

WHINER DINER DOUBLE FEEDER

To Each His Own

The Whiner Diner Double Feeders are handcrafted out of reclaimed wooden wine crates from European and Californian vineyards, so each feeder is unique, and no two are alike. Each wine box double feeder is coated with a protective furniture finish and includes two stainless steel bowls and nonskid bottoms. (www.muttropolis.com)



AROMA DOG AND AROMA CAT

Essential Oil Therapies

Chill-Out is a powerful blend of chamomile, lavender, and sweet marjoram that calms and quiets pet nervousness. This is the company's most popular product, and it is effective in taking the edge off stress-induced emotional reactions such as hyperactivity, separation anxiety, sleeplessness, thunderstorms, destructive nervousness, vet visit anxiety, and nighttime pacing. You simply mist the air thoroughly with Chill-Out, dispensing it around the dog or on the pet bedding, then stand back and watch nature work.

Aroma Cat products include Purrfect Ears, a blend of witch hazel and lavender hydrosols that soothe and clean waxy ears harboring ear mites. Soak a cotton cloth and wipe ears clean.

Immewnity Chest Especially for Cats combines hydrosols of eucalyptus, melissa, and lavender to open up breathing passages and stimulate the immune system. Cats are extremely prone to upper respiratory infections, and this inhalant preparation can both heal and give immediate relief. This product is also good for dogs. (www.aromadog.com)



NUHEMP'S OMEGA SAUCES

A Tasty Condiment

Hemp oil is highly nutritious, containing omega-3 and omega-6 essential fatty acids and other phytonutrients so important to the health of canine dog coats, joints, digestion, and immune systems. Simply pour one of the five sauces onto your dog's regular food like a tasty condiment. Flavors include chicken, bacon, peanut butter, and liver and cheese. The unflavored Omega Sauce PLUS with Nutraceuticals provides additional benefits for older dogs with arthritic and other joint problems. (www.nuhemp.com)

Spay/Neuter Services:
A Good Idea for Your Pet

Having your animal companion spayed or neutered is part of being a green and responsible pet owner. This procedure is almost always mandatory if you adopt an animal from a shelter.

Most dogs and cats should be surgically sterilized under general anesthesia at around 5 to 6 months of age. The operations involve removal of both ovaries and the uterus in females, removal of the testicles in males. Vasectomies can be performed, but they are not advisable.

There are many reasons to advocate spaying and neutering. A visit to your local animal shelter will show you that pet overpopulation is not a myth. There are birth control pills for dogs, but they are not safe. Vasectomizing male dogs and cats won't stop them from wanting to go out to find mates, marking with their urine in the house, and getting into fights with rival males. Spaying/neutering your pet is a wiser alternative.

Spaying females eliminates the chance of their developing cystic ovaries, ovarian cancer, and diseases of the uterus. The chances of developing breast cancer are greatly reduced. Females coming into heat repeatedly can become quite stressed, wanting to go out and find a mate. Fights may erupt between other animals within the same home.

Castrating dogs and tom cats eliminates the possibility of testicular cancer, and it greatly reduces the likelihood of prostate disease. The operation generally makes them more easygoing and less likely to engage in dominance fights with other males over female dogs.

Some purists contend that it is not natural to sterilize pets. But cats and dogs are no longer living natural lives; they are not roaming wild and free. Sterilization helps them adapt better to the sedentary domestic environment where most of them are kept.

Many communities host low-cost spay/neuter programs to help reduce pet overpopulation. Many veterinarians collaborate in community "spay days," offering reduced fees for neutering pets as a public service. You can also contact SPAY/USA, the national low-cost pet sterilization service, at 800-248-7729 to find out about the 7,000 veterinarians and

individual organizations in their nationwide network providing affordable spay/neuter services to those who might not otherwise spay/neuter their pets. (www.spayusa.org)



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PEPPERDOGZ AND PEPPERCATZ RAW FOODS

A Focus on Native Feeding Habits

Pepperdogz and Peppercatz have a simple philosophy: “Create products that are as close to a dog’s and cat’s native feeding and life habits as possible.” Launched in 2003, Pepperdogz and Peppercatz premium raw dog and cat foods are made entirely from human-grade ingredients: pasture-raised buffalo, free-run locally grown chicken and turkey, fresh regional fruits, vegetables, and organic supplements. Pepperdogz and Peppercatz foods contain no grains or potatoes, which are used as binding ingredients in dry kibble diets.

Pepperdogz Kick’n Chicken, Go Go Buffalo, and Perky Turkey and Peppercatz Chicken Lick’n and Turkey Lurky are naturally rich in vitamins, minerals, and essential fatty acids. Each diet contains muscle meat, organ meat, bones, fruits, and vegetables that are chopped and ground for maximum absorption.

Pepperdogz also offers raw grass-fed buffalo knuckle, marrow, and rib bones called Buffalo Mojo and free-range, grain-free training treats in venison and lamb varieties called Meaty Treaty.

These pet foods are manufactured in a state-of-the-art, USDA-approved meat processing plant in Washington State. Ingredients such as fresh meats, fruits, and vegetables are delivered shortly before each run, and the final product is quick-frozen and stored in a blast freezer as it is made—the most effective way of preserving fresh foods. (www.pepperdogz.com)

THE HONEST KITCHEN

Good Stuff, Honestly

The Honest Kitchen produces dehydrated raw diets for pets. that are 100 percent human-food grade and free of by-products, fillers, and chemicals of any kind. The foods are actually made in a human food factory in Los Angeles.

Verve is the diet that started it all, the original dehydrated raw dog food made with beef and organic grains. Force is the company’s first grain-free dog food, an adult-maintenance food designed for dogs with sensitive stomachs and chronic ailments related to the consumption of glutinous grains. Embark is a grain-free, low-carbohydrate dog food designed for all life stages, including active adults, puppies, pregnancy, and nursing. Thrive is a gluten-free, low-carbohydrate dog food also designed for all life stages. It is ideal for sensitive dogs who need gluten-free food but a little grain to help maintain healthy body weight.

For cats, the Honest Kitchen developed Prowl, a higher protein, grain-free cat food that can stand alone or act as a base for your own homemade cat food diet. (www.thehonestkitchen.com)



EVO DRY CAT FOOD

Complete and Balanced Feline Nutrition

Natura’s EVO Cat and Kitten Food supplies the nutritional benefits of a raw food diet in a safe and convenient manner. If you prefer to feed your cat a raw or home-cooked diet but don’t always have time to prepare meals, EVO is a good alternative. It can be fed exclusively or used in combination with a raw diet to provide vitamins and minerals that your feline might otherwise be missing.

EVO is made from ground chicken and turkey meat, bones, fat, cartilage, and connective tissue and includes whole, raw fruits and vegetables, and added probiotics and prebiotics. It contains no grains.

EVO Cat and Kitten Food has the highest meat content of any dry cat food; it contains 50 percent protein, 22 percent fat, and only 7 percent carbohydrates, the lowest in the industry. The company also has an excellent line of canned cat food and dry and canned dog food. (www.evopet.com)



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**ORGANIX CANNED CAT FOOD**

Certified Organic

The organic certification process requires that every ingredient in Organix (including those that are not organic) be reviewed by the certifying agency that operates under the USDA National Organic Program. Certified organic ingredients must have no pesticides, no synthetic fertilizers, no antibiotics, no growth hormones, no bioengineering, and no by-products.

This company has several different cat food formulas, and all are certified organic. (www.castorpolluxpet.com)

PUREBITES

Tasty Treats

PureBites are dogs treats made with only one ingredient: either 100 percent pure USDA-inspected beef liver, 100 percent pure USDA-inspected chicken, or 10 percent US-made cheddar cheese. These are excellent products for reward training your dog, and they work well as for travel treats because they do not spoil if kept dry. (www.purebites.com)



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PETGUARD ORGANIC CANNED FOOD

Goodness in a Can

PetGuard cat foods are prepared from wholesome ingredients including meat, fish, chicken, vegetables, and fresh-milled whole grains and are correctly balanced with the proper amount of protein, fat, carbohydrates, vitamins, and minerals. What's missing? The excess sodium, magnesium, and other nutrients that may harm pets. The PetGuard Premium line does not use by-product ingredients.

For Fido, PetGuard offers certified organic canned dog foods in such varieties as turkey, lamb, beef, liver, rabbit, venison, vegetarian, and a puppy formula. (www.petguard.com)

FELINE FUTURE INSTINCTS TC

Next Best Thing to a Mouse

In 1995 the Feline Future Cat Food Company, Inc., based in Canada, published and distributed its recipe for homemade, raw-meat cat food. Still one of the most popular raw-meat cat foods today, this helped launch other raw pet food companies. Urged by clients to offer a finished food to assist busy cat lovers, Feline Future developed its powdered premix, called InstinctsTC, containing everything from the original recipe except the raw meat and raw liver.

The cat food resulting from mixing InstinctsTC with raw meat mimics the nutritional composition of a mouse. InstinctsTC is rich in minerals, vitamins, omega-3 fatty acids, bioavailable animal source proteins, essential amino acids, fiber, and antioxidants. (www.felinefuture.com)

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FREEZE-DRIED BEEF AND CHICKEN TREATS

Solid Gold goes to great lengths to produce quality pet foods and supplements. Its founder and owner, Sissy Harrington-McGill, actually served jail time in the early days of the federal government's crackdown on health food claims, when the FDA contended that there was no such thing as a natural dog food (even though natural dog food had been available in Europe for 20 years). In 1974, they seized her entire supply of nutritional yeast that she had imported from Europe for her original Solid Gold Hund-N-Flocken. In spite of 6 months' incarceration, she has prevailed, and her products are now sold worldwide.

These freeze-dried treats are fortified with vitamins, grains, and minerals and are enjoyed by dogs and cats alike. (www.solidgoldhealth.com)

FYI

A new generation of commercial cat and dog foods is appearing on grocery shelves throughout North America. From raw to freeze-dried and canned to dry, these foods contain certified organic, whole-food ingredients properly formulated and balanced. Buy them. Your pet will thank you!



MONZIE'S PRE-MIX FOR DOGS

Whole Food Diet

When Sojourner Farms (Sojos) was founded in 1985, the first product was a premix that customers could blend with meat to create their fresh, homemade pet food.

Sojos attests to the benefits of a whole food diet of high-quality grains and seeds, herbs, nuts, fruits, and vegetables and fresh, healthy selections of meat. With Monzie's Organic Müesli Mix, you simply add meat and water, let it soak, and serve. What people love about the premix concept is that they get to be in control of the quality and variety of the meat their pets eat. Providing an easy-to-use, balanced recipe also saves time and nutritional guesswork. (www.sojos.com)



BIOBAG DISPOSABLE DOG WASTE BAGS

Increase Your Options for Disposal

The best solution for disposal of pet waste has always been to separate it from the bag or paper and flush it down the toilet rather than sending it to a landfill. Using BioBags extends your options: You can toss the waste and the bag in your backyard compost, where both items will decompose naturally; you can bury the waste and bag so that microorganisms will quickly eat both; or you can place the waste and bag at curbside with other yard waste where communities collect biodegradable waste for composting. Whichever method you choose, you're doing the planet a great service. (www.biobagusa.com)

PETZLIFE ORAL CARE PRODUCTS

Clean, Healthy Teeth and Gums

PetzLife Oral Care Spray and PetzLife Oral Care Gel remove plaque and tartar on dogs and cats and safely kill bacteria on contact, helping to eliminate bad breath. PetzLife's proprietary blend of grapefruit seed extract and other natural herbs and ingredients produces a safe and effective alternative to scaling. One bottle will last up to three months if used as directed (and six months if used for maintenance). The product is 100 percent natural and doctor formulated in an FDA-approved facility.

You apply the gel or spray to the largest area of tartar, or you simply spray or smear Oral Care on gums and teeth. You will notice your pet licking its lips repeatedly. This helps mix the ingredients with your pet's saliva to coat all surfaces of your pet's teeth and gums. For the first week, use twice daily if there is a heavy tartar build-up and/or red, inflamed gums are present. Otherwise, one application per day is normally all that is needed for moderate build-ups.

Users are amazed at the results—and it's the best, zero-risk alternative to having pets routinely anesthetized for dental work when they develop tartar or scales, often associated with gingivitis and periodontal disease. (www.petzlife.com)



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BARK STIX DOG TREATS

Something for Every Canine

Developed by the company's vice president—a professional chef—Bark Stix are made from 100 percent organic flours grown by family farmers in the Midwest and Canada. The vegetables are usually organic but not always, so they can't be listed as such. The meats are USDA inspected and sourced from a San Francisco Bay Area supplier to local restaurants and delis.

Dudley's Do Right Training Treats contain organic wheat flour, USDA beef liver, water, carrots, bacon, parsley, and nonaluminum baking powder. They won't leave a greasy mess on hands or pockets and are ideal for small dogs or big dogs on diets. Missie's Wheat Free Munchies were developed specifically for dogs who may have allergic responses. They contain USDA chicken liver, organic barley flour, oat flour, water, rolled oats, carrots, parsley, and nonaluminum baking powder.

Fart Busters were developed for pet owners who want to feed their dogs a grain-free diet (ergo, the name). These treats are made from the bone, skin, meat, heart and liver of Fulton Valley Farms range chickens, which are raised without the use of antibiotics or animal by-products. Lots of protein, calcium, and other nutrients result from consuming the whole bird the way nature intended. Cats love this treat, too! (www.barkstix.com)



SMART CAT BOX

A Urine Collection System

This system is arguably the world's most eco-friendly cat litter box. The Smart Cat Box uses all-natural, nonabsorbent safflower seed litter. Safflower seed is grown in the United States and is both biodegradable and renewable. Safflower seed litter lasts much longer than scoopable, non-biodegradable clay litter and thus using safflower reduces the volume of litter entering landfills. The urine collection system collects urine in its liquid form for disposal and/or for urinalysis as needed.



The Smart Cat Box is easy to maintain, has no dust, is virtually odor free, stays dry, is all-natural, and contains no sodium bentonite. It's safe for the pet owner, the pet, and the environment. (www.smartcatbox.com)

BIOBAG CAT LITTER BOX LINERS

These handy litter box liners are 100 percent biodegradable and compostible. The liners "breathe," which allows heat and moisture to escape or evaporate, reducing bacterial build-up and odor.

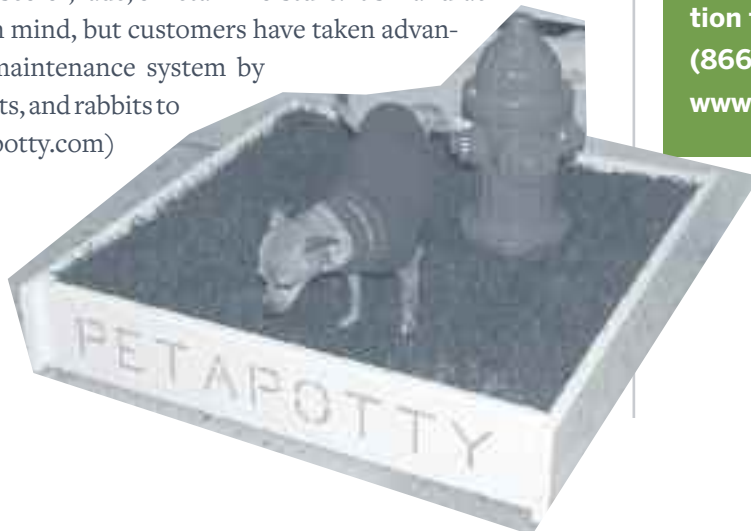
No polyethylene is used in the production process, only GMO-free corn. The liners will decompose in a controlled composting environment in 10 to 45 days. The liners are also nonallergenic. (www.biobagusa.com)

PETAPOTTY

Community-Minded Disposal

The PETaPOTTY is an eco-friendly, self-draining toilet system for animals. The top layer of soilless organic or synthetic sod makes a comfortable "rest area" for pets. Liquids drain through the sod layer, pulling unwanted bacteria away from a pet's potty space and into a removable pan. The system's top pallet is sealed to keep the PETaPOTTY and its surrounding area sanitary.

Made of nonporous polyvinyl, the PETaPOTTY is guaranteed for life not to rot, warp, discolor, fade, or retain moisture. It's manufactured with dogs in mind, but customers have taken advantage of the low-maintenance system by training cats, ferrets, and rabbits to use it. (www.petapotty.com)

**Animal Wellness Magazine**

Animal Wellness is North America's leading natural health care magazine for companion animals. It embraces the entire holistic and integrative spectrum from physical health and lifestyle to the mental and emotional well-being of dogs and cats. This bimonthly publication provides readers with information to make wise health care choices for their animal companions. Articles focus on every aspect of animal care, such as nutrition and health issues (including integrative treatments and prevention), as well as training, grooming, fitness, and emotional and spiritual well-being.

The magazine's mission is to not only educate and empower its readership but to take a primary role in promoting holistic and integrative health care for animals. A large percentage of *Animal Wellness* articles and columns are written and endorsed by well-known holistic and integrative veterinarians as well as other renowned professionals in the animal care field, including behaviorists, positive dog trainers, holistic groomers, and animal communicators.

Animal Wellness has two sister publications: *Equine Wellness* and *Feline Wellness*. An annual subscription to *Animal Wellness* costs \$19. (866-764-1212; www.animalwellnessmagazine.com)