

clean teeth. They are available in large- and small-dog varieties, which retail for \$19.99 and \$24.99, respectively.

Herbsmith's Nutrients Superfood is an appetizing food topper that provides pets with a variety of vitamins, minerals and phytonutrients. It is available in 2.93-ounces (\$9.99 retail) and 6.5-ounces (\$17.99 retail) sizes.

According to company official Lindsey Stluka, Herbsmith Nutrients Superfood is right on trend with what today's shoppers are looking for in pet nutrition. "If you're a natural products retailer, this is a perfect product for your store," she says. "A lot of people are concerned that their pets are not getting all of the necessary nutrients from their food. Our Nutrients Superfood offers them an opportunity for better nutrition."

Functional to the Max

The Unimax Multipurpose Harness on display at the Dogline booth offers supreme functionality to pet owners on the go. According to Vlad Dusev, director of operations for Dogline, the Unimax can be used for walking, agility training, search and rescue, service dogs and a host of other applications, including as a vehicle restraint. The customizable harness is lightweight and features a neoprene lining, reflective elements for walking at night, and a removable chest plate.

"We love the outdoors," says Dusev. "But most of the harnesses available for big dogs only come in leather, which is expensive and heavy.

The Unimax is much more practical and easy to use."

The Unimax Harness is available in five sizes (XS – XL) and six colors. It retails for between \$40-50.



Warmth Where It's Needed Most

The Doggy Dickey featured at the American Dog Apparel Company booth was the brainchild of owner Lindsey McGraw, who felt that there had to be a better way to keep her pooch warm when walking out in the cold. Finding dog coats that simply cover a pet's back lacking, she designed the Doggy Dickey to cover the neck and chest, where canines lose most of their heat. It features a slit for a leash, and because it does not cover the pet's back, Doggy Dickey works great with a harness.

Completely sourced and made in the USA, the Doggy Dickey is available in eight size (XXS – XXL) and seven colors, including neon shades for safety and chic neutrals. All sizes and colors retail for \$25.

Freedom from Pulling

At the 2 Hounds Design booth, retailers found what is being billed as the best-fitting no-pull harness on the market. The Freedom Harness is easy to use, and features stainless-steel hardware and swiss-velvet lining. It has a patented action loop that is placed between a dog's shoulders, to keep it walking straight without twisting or straining, while discouraging pulling by gently tightening around the chest.



According to owner Alisha Navarro, the Freedom Harness has an optional dual-connection leash, which allows pet owners to create a balanced connection on the front and back of the harness, for easy training.



Less Mess from Mutts

At Total Pet Expo, Messy Mutts was focusing on solution-oriented pet products designed by a company that earned its stripes in the human housewares category. The Messy Mutts Silicone Double Feeder holds two stainless steel bowls in a non-slip base and contains messes with a wide lip and raised-edge border. The feeder surpasses FDA requirements for human-safe kitchenware. It is available in sizes medium to extra large and comes in four colors—grey, green, blue and pink. The suggested retail price is \$24.99 – 49.99.

The Messy Mutts Cleaning Gloves are reusable latex gloves that have a unique cotton lining for extra moisture absorption and an extra-long cuff for additional protection. They are perfect for a pet's bath time or cleaning around the home.