

Ear & Skin Therapies

Wayne Whitney, national sales manager for Pet King Brands, discusses how pet stores can thrive at selling ear and skin therapies, while building customer trust and loyalty.

WHAT MAKES PET SPECIALTY RETAILERS PARTICULARLY SUITED FOR SELLING EAR AND SKIN THERAPIES? HOW CAN CARRYING THESE PRODUCTS GIVE RETAILERS A COMPETITIVE ADVANTAGE?

Pet specialty retailers have a great opportunity to promote store loyalty and build relationships with customers by creating a “pharmacy” within their store and offering one-stop shopping. Convenience, ease-of-access and a good inventory of respected products that

animal's skin and ears, versus the respiratory tract in humans. Managing the symptoms of allergies is the primary goal, since determining the allergic trigger—or triggers—can be hard. What's more, most allergic pets battle allergies for life, and allergies tend to predispose the pet to complications such as irritations, infections, etc.

Ear and skin issues are so common among dogs and cats that they rank among the top reasons to seek a

have been shown to be effective in helping to manage the complications.

WHAT SHOULD RETAILERS LOOK FOR IN A SUPPLIER OF EAR AND SKIN THERAPIES?

Retailers should look for products with a proven track record and a history of results with little concern of side effects and toxicity. Talking to the customer may provide feedback regarding products used, recommended by other pet owners or professionals, etc. When considering which non-prescription products to stock, look for products that are antibiotic alternatives and easy for the pet owner to use.

HOW SHOULD RETAILERS GO ABOUT BUILDING A WELL-ROUNDED SELECTION OF EAR AND SKIN THERAPIES?

A good way to build a section is with strategic merchandising and developing a pharmacy-like environment organized in a specific area of the store. A pet with skin issues tends to have issues with ears, and vice versa. Pet King Brands offers several types and sizes of merchandising floor and shelf units, which feature the entire line of ear and skin products.

WHAT ARE SOME COMMON MISTAKES RETAILERS MAKE WHEN SELLING THESE TYPES OF PRODUCTS?

The biggest and most common mistakes a retailer makes is failing to recommend the correct product and failing to adequately explain the proper usage. Those retailers who take the time to understand the ZYMOX products and stock the full line are better equipped to help their customers.

Convenience, ease-of-access and a good inventory of respected products that address the many needs of pets helps to ensure repeat business, versus business going to the Internet or another retailer that can fulfill more of their pet's health needs.

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HOW COMMON ARE EAR AND SKIN ISSUES AMONG PETS? WHAT ARE THE VARIOUS TREATMENTS AVAILABLE TO ADDRESS THESE ISSUES?

The one health condition that most dogs and cats have in common is allergies. Allergies tend to affect the

veterinarian. Due to the chronic nature of many ear and skin issues, the pet owner may try multiple products over the course of an animal's life in an attempt to provide relief.

There are numerous products on the market to consider, and the majority of them contain antibiotics, strong antifungals or harsh ingredients such as alcohols, chlorhexidine, etc. Previously only available through a veterinarian, ZYMOX has become a very popular line of products because they contain no antibiotics and