

# Better Health

The right assortment of dog supplements and remedies can boost health and add incremental sales.

BY NORA CALEY

**D**ogs can't read labels, so their humans do it for them. That includes not just foods, but also supplements and remedies. As consumers learn about the various benefits that certain ingredients offer, they want to make sure the pills, tablets, treats and other products contain the right components. Retailers that keep up with the on-trend ingredients can benefit from these added sales.

When Fort Lauderdale, Fla.-based King Kanine launched phytocannabinoid rich King Kalm Crunch treats, retailers and consumers had questions about the ingredient cannabidiol (CBD). "Retailers asked can they sell it, should they sell it," says partner Jon Neveloff. "The conversations we were having with stores and consumers 12 months ago are not the conversations we are having now. CBD is much more accepted now, and there is more knowledge about it."

Today, people want to know that the ingredients are natural. "People are realizing they can get their dog off the synthetic drugs," Neveloff says. "We have an all-natural alternative that works just as well or better when compared to synthetic drugs."

The company's newest product is Klean Paws by King Kanine. It's similar to hand sanitizers that humans use, but



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without alcohol. The user applies the foam to the dog's paws and rubs it in. Then the dog is ready to jump on the couch or the human's bed. King Kanine plans to launch a 5-oz. version for humans to have at home or to carry with them, and larger containers for dog parks and other sites.

### STILL ALL-NATURAL

Natural ingredients are still a key driver of sales, not only for supplements but also remedies. "Natural ingredients and products have been on the rise for many years and show no sign of decline in the future," says Dan Archetti, national sales director for Westmont, Ill.-based Pet King Brands, Inc. One of the biggest trends in remedy products is natural ingredients, antibiotic-free and veterinarian recommended, for pets affected by allergies, ear or skin infections, he says.

Archetti says allergies and ear infections are two of the top health conditions that veterinarians see. The company manufactures the ZYMOX Dermatology line, an antibiotic-alternative that uses advanced enzyme technology to effectively manage red skin hot spots or infections of ears and skin due to bacteria, fungus or yeast. The line includes ZYMOX Shampoo that helps calm and sooth itchy skin, ZYMOX Conditioning Rinse that nourishes the skin and coat and features the patented LP3 Enzyme System, ZYMOX Topical Cream and Spray to prevent and manage skin infections, and ZYMOX Ear Solution for infected ears, which is formulated with hydrocortisone for added inflammation relief. The company also has a formula without hydrocortisone for pets sensitive to it.

The natural ingredients trend will continue to grow as pet parents realize its potential.

## CANINE SOLUTIONS

Manufacturers of supplements and remedies for dogs continues to innovate the category. Here are some prime examples:

**Earth Animal** ([earthanimal.com](http://earthanimal.com)) offers Dr. Bob Goldstein's Nature's Protection line of shampoos, sprays, collars and other products to prevent fleas and ticks naturally. The newest product, Herbal Flea & Tick Spot-On for Dogs & Cats, is a natural blend of aromatic herbs and soothing essential peppermint oil and cedarwood. Spot-On is an alternative to topical flea and tick repellent treatments made with synthetic chemicals and insecticides. The preventative power and minty scent of these gentle oils are non-offensive to the pet, but loathed by fleas and ticks so that they stay away from the skin.



For stressed-out dogs, **NOW Pets** ([nowfoods.com](http://nowfoods.com)) Pet Relaxant is formulated to promote relaxation and contentment during changes to a pet's daily routine, which can include separation, travel, motion sickness and/or tension. This health supplement is made with natural botanicals, and is for use in dogs and cats only. NOW Pets products are intended to support all aspects of pet health, supporting immune system health, normal joint structure and function, and cardiovascular health, as well as a healthy mood, lustrous coat and more.



**Pet Remedy** ([podiumpetproducts.com](http://podiumpetproducts.com)) calming solution is naturally formulated to address a range of stressful situations, including fireworks, kennel stays, separation anxiety, trips to the vet, introduction of new people or animals, and more. This natural product contains valerian, a perennial herb known for its calming qualities, along with other botanical extracts, like vetiver and essential oils. Pet Remedy is available as a 200 ml Calming Spray that can be applied to the pet's bedding, furnishing and coat. It also comes packed with a 15 ml mini spray for travel. A Calming Plug-In Diffuser that emits a fine mist, which covers up to 650 sq. ft., is also available.



**Grizzly Pet Products** ([grizzlypetproducts.com](http://grizzlypetproducts.com)) Joint Aid combines four powerful joint ingredients with wild Antarctic krill oil to support digestive absorption. Glucosamine, chondroitin, MSM and Hyaluronic Acid (HA) combine to make a joint product that can be more readily absorbed by the dog or cat to help maintain the health of hips, joints, cartilage, collagen and other cell structures of the body that are responsible for movement. Grizzly Pet also makes Grizzly Krill Oil, which contains up to eight times more astaxanthin than krill oil for humans, making it an extremely powerful antioxidant product for dogs and cats.



“Innovative alternatives to antibiotics for infection relief will also be on the rise due to increased resistance to conventional pharmaceutical treatments,” Archetti says. “Natural enzymes will continue to show effectiveness against infectious microbes and will remain a gold standard for natural antimicrobial relief.”

**EASY TO TAKE**

Dogs love treats, so manufacturers are developing supplements in soft chews or other treat forms. For example, at H&C Animal Health in Parker, Colo., the most popular supplement, ActivPhy Joint, is veterinarian recommended and helps support normal mobility. ActivPhy contains glucosamine, methylsulfonylmethane (MSM), creatine, turmeric, omega-3s and blue green algae

**CANINE SOLUTIONS (cont.)**

The Superfood Supplement from **Because Animals** (*becauseanimals.com*) contains a powerful probiotic to promote gut health and healthy digestion, antioxidants to help improve immunity, turmeric—long considered an anti-inflammatory—to help promote joint health, soluble fiber like pumpkin and seaweed—which the company says is the ultimate superfood, and a great number of essential vitamins, trace minerals, antioxidants, omega fatty acids and more.



For dogs having digestive issues, **Under the Weather** (*undertheweatherpet.com*) has reformulated its freeze-dried Bland Diets, now with added electrolytes. If a dog is experiencing vomiting or diarrhea, adding electrolytes is key to helping it stay hydrated. Under the Weather also offers gel supplements. Ready Balance, introduced last year, is a fast-acting probiotic gel that includes beneficial bacteria, vitamins and the prebiotic inulin to help maintain a normal appetite, digestion and gut health during times of stress and digestive upset. It comes in a 30cc dial-a-dose tube. New Ready Cal is a high-calorie food supplement containing vitamins, minerals and

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## CANINE SOLUTIONS (cont.)

essential fatty acids to ensure adequate calories and nutrients are received when dogs aren't eating normally. It comes in a 100cc dial-a-dose tube.

Brain Health by **PetAlive** ([nativeremedies.com](http://nativeremedies.com)) supports each stage of a dog's life and is available in four products. Brain Health for Puppies and Brain Health for Adult Dogs are all-natural herbal remedies that contain selected certified-organic herbs to encourage much-needed blood flow, oxygen and nutrition to the dog's brain. Brain Health for Senior Dogs is an all-natural herbal remedy that also contains tonic herbs such as oat straw and sage to support the nervous system and overall health in the senior years. Brain Health Booster for Senior Dogs is a liquid homeopathic remedy formulated for aging dogs whose cognitive abilities are not what they once were. The liquid formula can be added to wet food or treats for convenient, stress-free delivery.



**Dr. Mercola Healthy Pets** ([shop.mercola.com](http://shop.mercola.com)) products are formulated by Dr. Karen Becker, based on her 30 years in practice and the science of pet supplements. The products include Digestive Probiotic, Krill Oil, Seasonal Support and other products with human-grade ingredients in clean formulas with non-GMO ingredients.



**NaturVet** ([naturvet.com](http://naturvet.com)) now offers hemp-based alternative solutions for four top products: Allergy, Calming, Immune and Joint. The new hemp line combines hemp seed oil and hemp seed powder for pet parents looking for the additional health benefits from hemp based products.



extract, which the company says supports the body's normal anti-inflammatory response while providing antioxidants. ActivPhy is available in Small Bites for dogs under 30 lbs., and in Regular Chews for dog over 30 lbs. The soft chews make the product more enjoyable for the dog than taking a pill or powder.

One new variation of supplements as treats comes from Tempe, Ariz.-based Vet Worthy. The company's Vita-Freez supplements are liquid formulas that are packaged in blister cards in bone-shaped cavities. The pet parents put the package in the freezer, so when it's time to give the dog the supplement, it's in the form of a frozen, bone-shaped treat. "Every retailer we show it to loves it," says Chuck Francis, president of Vet Worthy. The treats do not have to be frozen, so retailers can merchandise Vita-Freez on the shelf.

The new line includes Vita-Freez Joint Support with 500 mg glucosamine and also chondroitin, MSM, hyaluronic acid (HA), and green lipped

mussel, available in Early Care, Adult and Senior formulations; Vita-Freez Multi-Vitamins in Adult Multi + Energy and Senior Vitamin + Joint formulations; Vita-Freez Skin & Coat + Allergy with omega fatty acids, vitamins and minerals; Vita-Freez Calming Aid with chamomile, tryptophan and l-theanine; and Vita-Freez Digestive Probiotics.

### CHECKING THE DOSAGE

Manufacturers say the amount of the beneficial ingredients is important to consumers. Nutri-Vet, a brand of MannaPro Pet, offers peanut butter Hip & Joint biscuits that provide 500 mg of glucosamine in one biscuit. "In a comparison to other functional treats on the market, a consumer would need to feed 20 to 300 treats per day to equal the dosage found in one Nutri-Vet biscuit," says Mindi Tomey Brothers, director of marketing – pet for the Chesterfield, Mo. company. "Our concern is that consumers will try those products, not see results and abandon the category. Educating consumers on recommended dosage levels is critical to customer satisfaction and continued purchase of the category." The Hip & Joint biscuit is the brand's top-selling item.

The outlook for supplements in general is positive. "With pet ownership at an all-time high and more health-conscious pet parents, the supplement category is poised for continued growth," Tomey Brothers says. **PB**