

WPA Announces **Atlanta Pet Fair & Conference**

Atlanta Pet Fair & Conference (atlantapetfair.org) will be held from March 7 to 10, 2019.

Produced by World Pet Association (WPA), this specialty event, which features the largest grooming competitions in North America, will be held at the Georgia International Convention Center in Atlanta.

More than 60 seminars will provide attendees with a comprehensive lineup of expert-led education to hone their craft and boost their business and marketing skills. Sessions will range from seminars to hands-on workshops and live demonstrations designed to support attendees in their efforts to improve technique, gain insight on industry best practices and increase their value to customers.

Education sessions for the 2019 conference include CPR-PetTech First Aid and Care for Your Pets, presented by Mary Oquendo and Beth Cristiano; Scissoring "How To" Demo, presented by Jonathan David; and Deciphering Shampoo & Determining What You Need, presented by Lisa Vella and Donna Walker.

New features for the 2019 conference include a Best International Stylist in Show competition, a Paint and Sip Night networking event, and Hand Stripping Demo presented by Denys Lorrain, the vice president of European Grooming Association, who will provide insights into the latest international techniques. Lorrain's unique perspective gives attendees the opportunity to incorporate proven worldwide style into their service offerings.

Registration is now open.



Pet King Brands Celebrates 20th Anniversary

Pet King Brands, Inc. (zymox.com), the maker of veterinarian-recommended brands ZYMOX Dermatology and Oratene Brushless Oral Care, is celebrating 20 years of helping pets find relief from problematic ear, skin and mouth conditions.

Founded in 1998 by Pamela K. Bosco, Pet King Brands utilizes its patented LP3 Enzyme System in all of its solutions from ear products to skin topicals to shampoo and conditioning rinse and brushless oral care products. All of Pet King Brands' products are manufactured in the U.S.

"Twenty years ago, the issues of drug-resistant health conditions in people and animals were just starting to be talked about," said Bosco. "As a result, people started to search for a healthier, more effective alternative for their own and their pet's healthcare."

Pet King Brands began with three products and now provides a full spectrum of topical dermatological products for problematic ears and skin, available with or without added hydrocortisone, as well as a full line of oral care products that don't require brushing to be effective. Pet King Brands has distributed over 1 million bottles of its flagship product ZYMOX Otic Ear Solution and continues to expand its pet health products line.



Dogtopia Makes Franchise 500 List

Dogtopia (dogtopia.com) was ranked No. 204 on *Entrepreneur Magazine's* Franchise 500 list.

In 2018, Dogtopia sold 100 units, opened 25 locations, debuted in nine states and now has over 200 units under development. The company plans to open at least 50 stores in 2019. So far, the brand has sold over 30 new stores in January.

The Phoenix-based brand's charity, Dogtopia Foundation, raised more than \$150,000 to train 15 service dogs for veterans and participated in programs that focused on youth literacy and employment initiatives for adults with autism.

The company continues to seek franchise candidates.



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