



## Don't Let Seasonal Allergies Ruin Your Best Friend's Spring

When Spring arrives many pets suffer from seasonal allergic dermatitis which includes inflamed, itchy skin, ears or paws. Pet King Brands' veterinarian-recommended **ZYMOX**® products provide the relief your pet needs for its allergic reactions without antibiotics; and are safe, non-toxic and easy to use. Rely on **ZYMOX** to keep your best friend healthy and happy so he can enjoy the sights, smells and sounds of Spring.



Available at [www.zymox.com](http://www.zymox.com) and online retailers. Ask your local pet specialty or veterinary clinic about **ZYMOX**.



## PRODUCTS



## PAMELA BOSCO PET KING BRANDS, ZYMOX

### How or what has your company or team learned to innovate within your industry sector?

As the leader of Pet King Brands, I work closely with my team to stay abreast of business opportunities which align with our philosophies and core values, and ultimately will benefit pets. I keep our vision focused on the future and learn from mistakes and successes.

### Where have your best ideas come from?

My best ideas have been inspired by real-world problems that I have personally encountered or have heard from other pet parents. As a life-long lover of all animals, an advocate for animal welfare and the owner of a business focused on solving common pet health problems, everything I do is for the betterment of animals. It is my life's mission.

### How do you spawn creativity with your products or your brand?

My creativity develops from multiple sources. My greatest source of creativity is through my Pet King Brands team where it's encouraged that brilliant creative minds work together. My creativity is also spawned being among all of the animals on my ranch that also serves as a sanctuary. And my creativity is also developed by being among my family.

### What have you done to operationalize your vision, values and strategies?

Since we are a small company making big products, the Pet King Brands team

members wear multiple hats and share values and visions that interconnect, ensuring a smooth execution of our strategies.

### Who has had a major impact on your leadership? Why?

My brother Michael Pellico has had the most profound impact on my leadership, life and business. He is the bio-scientist behind the #1 dentist-recommended product for people suffering from Dry Mouth. He led the way with his innovation of the patented LP3 Enzyme System that is at the core of all ZYMOX® and Oratene products made by Pet King Brands. He has shared his technology, offered support, and provided solid business advice throughout the years.

### What advantages have you seen with social media or any emerging technology in your business?

Social media is how the world connects and communicates now. It allows us to be in the moment and feel the pulse of the pet parents, and of our business customers. It also allows us to hear in real-time what questions or problems pet parents are dealing with. To truly know the market, one must utilize social media effectively. There is no reason these days to fall behind with the needs of the customer if social media is embraced as positive business tool.

### What do you do to stay grounded, centered and on-track?

I have a very strong support system that includes my children and employees. We are stronger together. This system is encouraging and uplifting; helps keep



things in perspective and focused; and helps everyone remain passionate about what really matters in life.

### What one trait of a leader do you think is your most valuable trait?

As a leader of this company celebrating its 20th anniversary, I have found common sense coupled with a positive attitude and the ability to dream are the traits that are most beneficial.

### Describe those who work with you and what they contribute to your success?

I work with many different types of people and personalities. I think each person brings their own set of skills to the table. On a whole, that diversity provides unique ideas, builds a very strong foundation, and allows us to operate effectively as a team. I am fortunate to have the ability to see their individual strengths and how they contribute collectively. This creates an environment that allows us to build a successful, thriving business.



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