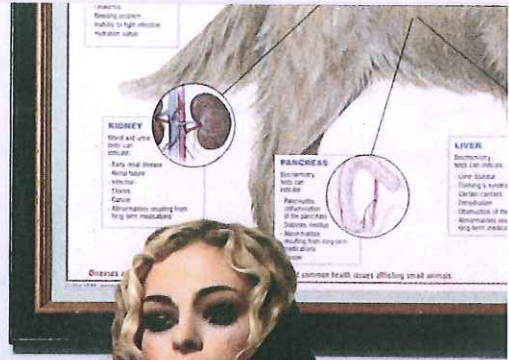


# the Pet Elite

Winter 2010



## The Wait Is Over

Carrying healthy  
products can help  
shoppers avoid  
the vet

Keeping Warm  
with Cool Fashion



# Trend Watch

An eye on what's happening in the boutique market.

## PMI Nutrition Goes Holistic

PMI Nutrition, LLC, recently introduced 14 new pet food formulas under its Exclusive Pet Food and Infinia Holistic Dog Food brands. They are designed to make it easier for consumers to select healthy options for their pet.

The Exclusive Pet Food formulas contain nutritional powerhouse ingredients such as omega fatty acids, antioxidants and digestive-friendly components such as chicory root and probiotics. In all formulas, natural chicken, turkey, bison, lamb or salmon is the first ingredient.

The new Infinia line, by Exclusive Pet Food, features three recipes with multiple protein ingredients and "Infinia Holistic Superfoods," including salmon oil, sweet potatoes, apples, carrots, tomatoes, blueberries, spinach, kelp and parsley to help support immunity, longevity and vitality. The fourth recipe, the grain-free "Infinia Zensitive Blend," offers peace of mind to customers who prefer a more select grain-free ingredient list.

Visit [www.infiniapetfood.com](http://www.infiniapetfood.com) and [www.exclusivepetfood.com](http://www.exclusivepetfood.com) for more information.



## Opie & Dixie Launches Organic Line

Opie & Dixie, a manufacturer of all-natural, eco-friendly pet products, has launched a new line of organic, sustainable pet care products. Among the new offerings are: Organic Ear Wash made with spring water, peppermint and eucalyptus; Oatmeal Almond Shampoo; Unscented Kitty Shampoo with gentle rosemary, lavender and rosehip extracts; and Rosehips Dry Shampoo and Conditioning Mist for waterless washing.



Each product was designed with input from veterinarians and nutrition experts and incorporates herbs, oils and essential nutrients to promote optimum health, from shiny coats to clean ears to healthy immune systems.

Visit [opieanddixie.com](http://opieanddixie.com) for more information.



## New Soap Bar

The new DERMagic Lemongrass Spearmint Skin Rescue Shampoo Bar is designed to prevent and treat canine skin issues, such as hot spots, mange, alopecia X, and fungal infections.

The shampoo bar is all natural and made from certified organic coconut, castor, sunflower, jojoba and olive oils. Sulfur and neem oil naturally kill mites, bacteria and fungus.

Visit [www.DERMagic.com](http://www.DERMagic.com) for more information.

## Fish Recipe Unveiled

The Honest Kitchen, makers of all-natural, human-grade pet products, has launched Zeal, the company's first grain-free, fish diet for dogs.

The use of a unique protein, such as fish, and the elimination of grains, potatoes and flaxseed make this a high-quality, minimally processed food ideal for sensitive dogs. A portion of the profits will be donated to marine conservation initiatives, including The Nature Conservancy, Blue Ocean Institute and World Wildlife Fund.



Visit [www.thehonestkitchen.com](http://www.thehonestkitchen.com) for more information.