

# the Pet Elite



[www.thepetelite.com](http://www.thepetelite.com)

## New Year, New Ideas

Resolve to revamp  
your business

### POST-HOLIDAY PROFITS

Move leftover  
inventory  
productively

### WINTER WONDERLAND

Heat up with the  
latest products



## Purr & Simple Delivers Eco-friendly Functionality

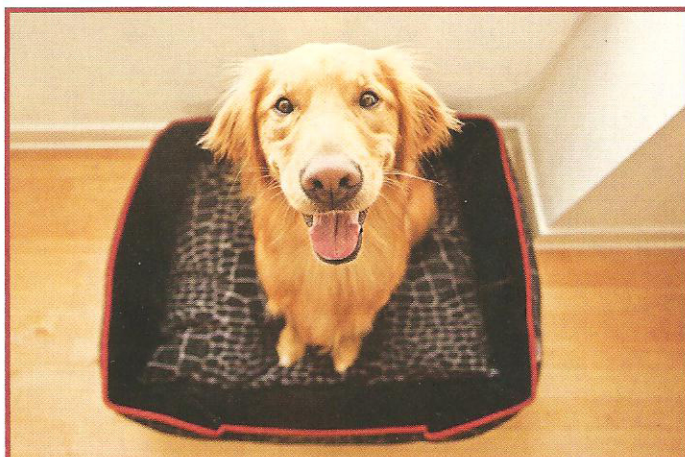
Purr & Simple Kitty Litter, made by Eco-Shell Inc., is catching the attention of eco-conscious cat owners with its earth-friendly ingredients and natural odor-eliminating power.

Purr & Simple uses natural tree-nut shells that are harvested,

cleaned and packaged as eco-convenient kitty litter. The company says the product provides twice the odor control and half the dust, and is 100-percent biodegradable.

Purr & Simple comes in 10-lb. to 40-lb. varieties of the Pellet Formula, or the new Kwik-Klump Formula. Suggested retail prices start at \$6.99 for the original Pellet Formula and \$9.49 for the Kwik-Klump Formula.

**For more information, visit [www.PurrAndSimple.com](http://www.PurrAndSimple.com).**



## P.L.A.Y. Launches New Line of Designer Lounge Beds

P.L.A.Y. (Pet Lifestyle And You) has introduced Lounge Beds, a line of beds meant to be both fashionable and functional.

"We know that bolster beds are some of the most popular amongst dog lovers, but we wanted to create something more versatile and innovative—something that would allow you to change the look and feel according to season or mood," said founder Will Chen.

The Lounge Bed features a reversible center pillow, along with a flip-able exterior to provide pet owners four different looks in just one product. The bed is crafted with high-quality, furniture-grade materials, including velvet and micro-suede.

Filled with high-loft, eco-friendly PlanetFill, the Lounge Beds are available in four sizes and over 12 designs to complement every dog owner's décor. Prices start at \$98 for small to \$218 for extra-large.

**For more information, visit [www.PetPLAY.com](http://www.PetPLAY.com).**



## Opie & Dixie Introduces Snoutstik Dog Balm

Opie & Dixie, LLC, has launched Snoutstik Dry Dog Nose Balm for Dogs to address a common problem with ease.

The Snoutstik "stick-style" packaging is modeled after the human ChapStick dispenser.

"Our consumers wanted an easy, no-mess way to give their dogs the healing power of balm," said Debbie Guardian, president of Opie & Dixie.

Snoutstik's ingredients include shea butter, sweet almond oil and jojoba seed oil, all of which offer natural sun protection. Snoutstik comes in three varieties—Rosemary, Lavender and Pumpkin.

Snoutstik's suggested retail price is \$3.99 per unit, and it is sold in a variety counter display pack of 12 units.

**For more information, visit [www.opieanddixie.com](http://www.opieanddixie.com).**

## Lincolnbark Tempts Tastebuds with Healthy Treats

Pet boutique shoppers with a preference for all-natural, healthy, tempting treats for their pets may find what they are looking for in a package of Lincolnbark's Sweet Little Butterpup doggie treats.

Lincolnbark's founder, Bobbye Cochran, started making the treats after her dog Sophie was diagnosed with Addison's disease—an endocrine disorder with a host of symptoms sometimes including a lack of appetite—and refused to eat any treats Cochran could find on the market. She was inspired to create her own recipe for treats. The treats are all natural and contain no wheat, soy, corn, preservatives, additives, artificial colors or flavors. Flavors include oatmeal, salmon and pumpkin.

**For more information, visit [www.lincolnbark.com](http://www.lincolnbark.com).**

