

GOING GREEN

BY LAURA TURNER SEYDEL



D Has gone to the DOGS

If you're like most home-owners in the country there are four furry paws in your family that you may not have considered in your quest to go green. Did you know that a single cat is responsible for almost half a tonne



ABOVE: CASTOR & POLLUX MAKES IT EASY TO GO GREEN WITH ITS GOOD BUDDY DOGGY DAY PACK. A GREAT GIFT, EACH PACK IS LOADED WITH ECO-FRIENDLY ESSENTIALS LIKE BIO DEGRADABLE WASTE BAGS, ORGANIX FOOD, AND A FUN TOY, FOR A VACATION OR TRIP TO THE PARK. WWW.CASTORPOLLUXPET.COM.



LEFT: ECO-ME'S CAT KIT IS A PERFECT WAY TO START YOUR GREEN MAKEOVER. EACH KIT COMES WITH NATURAL LITTER FRESHENER, ORGANIC RECIPES, NATURAL FLEA REPELLANT, AND ORGANIC CATNIP. ECO-ME HAS A KIT FOR DOGS, AS WELL AS EVERY OTHER MEMBER OF YOUR FAMILY. WWW.ECO-ME.COM.

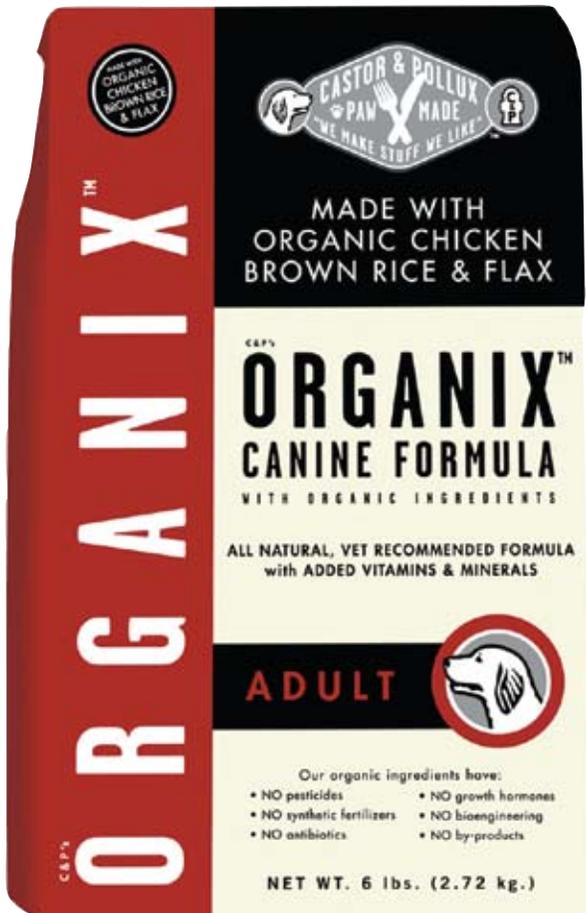
of greenhouse gas emissions and a single dog is responsible for 1.75 tonnes per year? With over 88.3 million cats and 74.8 million dogs nationwide, it's time we become cognizant of our pet's carbon paw print.



ABOVE: MADE IN VERMONT, WAGATHA'S ARE 100% USDA CERTIFIED ORGANIC, KOSHER, PREMIUM DOG BISCUITS CONTAINING ONLY HUMAN-GRADE INGREDIENTS LIKE OLIVE OIL, EGGS, HONEY AND EASILY DIGESTIBLE GRAINS. AVAILABLE IN A VARIETY OF FLAVORS, WAGATHA'S MANUFACTURES FUNCTIONAL TREATS FOCUSED ON PROVIDING DOGS WITH THE NUTRITIONAL PROFILE THAT BENEFITS THEIR LIFESTYLE. WWW.WAGATHAS.COM.

RIGHT: YOGHUND IS A CERTIFIED USDA ORGANIC FROZEN YOGURT FOR DOGS THAT COMES IN PEANUT BUTTER BANANA AND BLUEBERRY VANILLA BEAN FLAVORS AND IS PACKAGED IN 100% RECYCLED MATERIALS. IT IS MADE WITH REAL YOGURT AND AIDS IN A DOG'S DIGESTIVE AND IMMUNE SYSTEMS, AS WELL AS THEIR OVERALL NUTRIENT CONSUMPTION. WWW.YOGHUND.COM.

BELOW: ORGANIX IS THE FIRST PET FOOD MADE WITH ORGANIC FREE RANGE CHICKEN AS THE #1 INGREDIENT. MADE BY CASTOR & POLLUX, THE POPULAR PET FOOD IS COMPLIMENTED BY THEIR ORGANIX LINE OF ORGANIX TREATS FOR DOGS AND CATS, INCLUDING GOOD BUDDY COOKIES, CURIOUS CAT NIP, AND WET NOSE RAWHIDES. WWW.CASTORPOLLUXPET.COM



DIET

The foundation of a successful diet begins with reading labels and ingredient listings. It is easy to be swayed by packaging that markets food to be "natural" or "wholesome," but the truth of the matter is that there is no effective regulation to pet food claims, allowing companies to use this misleading wording even if the product is loaded with synthetic chemical additives. When choosing a food for your pet, look for the USDA certified organic seal, as these products have no added pesticides or hormones, use minimal processing, and are higher in vital nutrients.

Consider a low carbon diet for your pet, which minimizes the impact on the planet by reducing greenhouse gas emissions released from the production, packaging, processing, transport, preparation, and waste of food. When choosing a food, look for products made with chicken, which is lower in carbon than other meats, locally grown vegetables, minimal ingredients, and recyclable packaging.



ABOVE: AN ALTERNATIVE TO HIGHLY PROCESSED AND CALORIE RICH "WET" FOOD, SOUPLEMENTS IS 100% NATURAL, READY-TO-SERVE SOUP MADE WITH ESSENTIAL WHOLE FOOD INGREDIENTS AND MINERALS EASILY ABSORBED BY A DOG'S BODY. REDUCING THE IMPACT ON THE ENVIRONMENT, SOUPLEMENTS IS A LOW CARBON FOOD WITH PACKAGING AND PROCESSING METHODS THAT MINIMIZE ENERGY USE AND GREENHOUSE GAS EMISSIONS. WWW.DOGPEOPLEINC.COM.



LEFT: WAGGING GREEN'S BAMBOO COLLARS ARE NATURALLY ODOR RESISTANT, HYPOALLERGENIC, AND ABSORBENT FOR THE COMFORT OF YOUR PET. THEY ARE 100% BIODEGRADABLE AND SUPPORT EARTH FRIENDLY CAUSES! WWW.WAGGINGGREEN.COM.

RIGHT: LANI-DIG YOUR DOG FEATURES GREAT SMELLING DOG SPA PRODUCTS THAT ARE HYPO-ALLERGENIC AND SULFATE & DYE FREE. EACH PRODUCT IS MADE WITH LOCALLY SOURCED, NATURAL INGREDIENTS, CAREFULLY SELECTED TO CLEAN, HEAL, SOOTHE, MOISTURIZE, AND REVITALIZE YOUR PET'S SKIN. PACKAGED AND SHIPPED IN RECYCLABLE MATERIALS. A PORTION OF THE PROCEEDS ARE DONATED TO NO-KILL SHELTERS. WWW.LANIDIGYOURDOG.COM.

BELOW: AUSTRALIAN SCENT'S BUGGER OFF IS A NATURAL FLEA REPELLENT MADE FROM 100% NATURAL INGREDIENTS AND FORMULATED TO BE CHEMICAL, PARABEN, AND TOXIN FREE. MADE WITH A WATER-RESISTANT GRAPE SEED OIL BASE, BUGGER OFF FLEAS HAS A COMBINATION OF EIGHT ESSENTIAL OILS TO REPEL BOTH FLEAS AND MOSQUITOES. WWW.AUSTRALIANSCENT.COM.



GROOMING

You should avoid toxic products when pampering your pooch. Lathering your pets with products full of chemicals will not only irritate the skin, but can be ingested with your pet's instinct to lick its coat. Using products with natural ingredients that are paraben and chemical free keeps your dog looking and feeling good.

Fleas are a persistent worry for all pet owners, but the preventative medications contain chemicals that are potentially toxic to your pet. Try and combat fleas the natural way with frequent vacuuming and regular grooming, but if you must use flea control products look for natural flea fighting ingredients like garlic, yeast, or essential oils. Be wary of products labeled "natural," because some ingredients like Pennyroyal oil might be a plant derivative but is harmful to dogs. Before starting any treatment, however, check with your vet to see what is best for your pet.

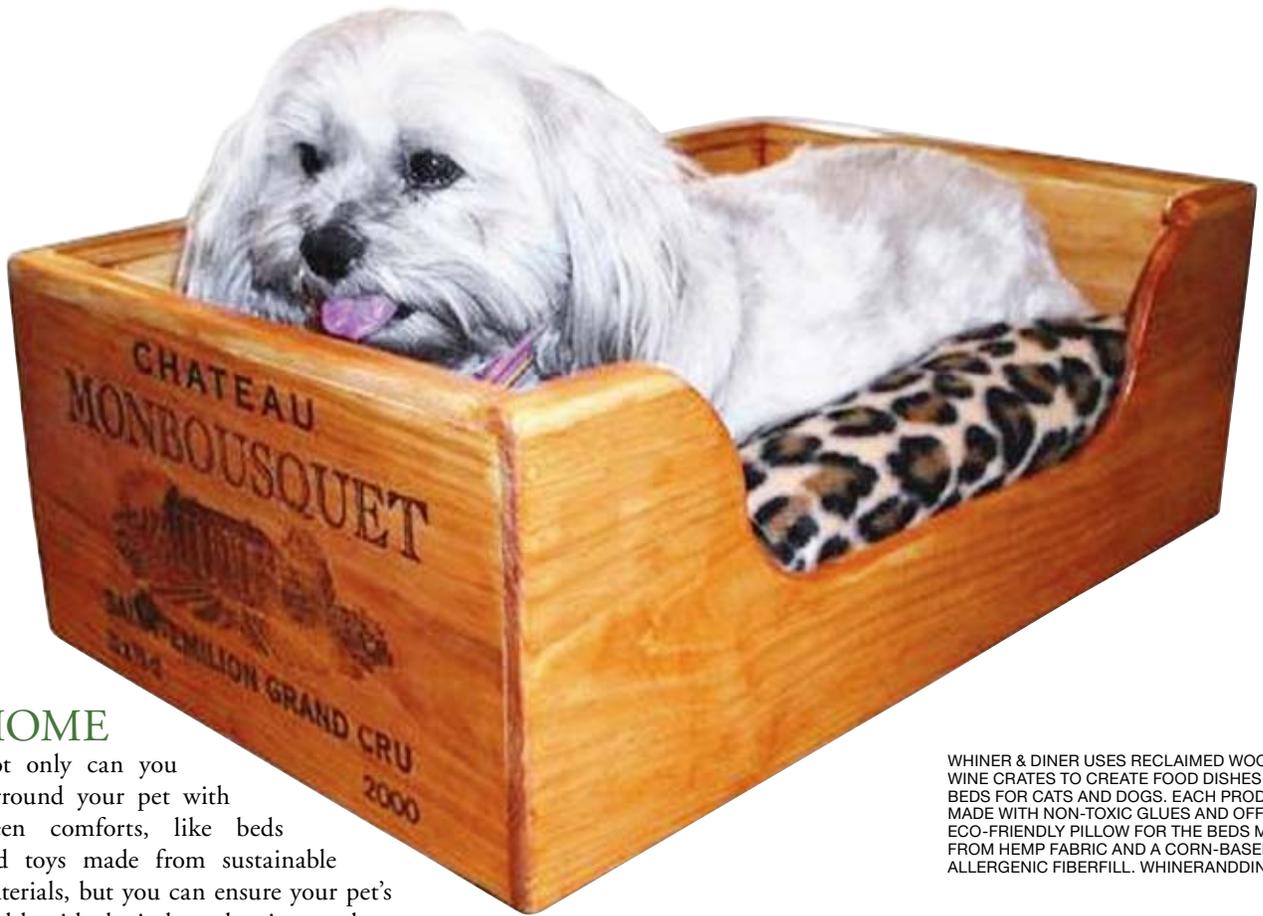
After pampering your pet, top off their new look with sustainable accessories, like one of Wagging Green's collars. The first line of 100% bamboo collars for dogs and cats are healthy for your pet and beneficial to the planet. A portion of proceeds benefit the environmental initiatives that are illustrated on the collars, like solar power, saving the honey bees, or cleaning up our water supplies.



BELOW: GREEN PAWS CERTIFIED ORGANIC PET CARE LINE FEATURE PRODUCTS THAT ARE CERTIFIED ORGANIC AND CONTAIN NO SLS, DEA OR PARABENS AND ARE FREE OF ARTIFICIAL COLORS, FRAGRANCES, AND CHEMICAL PRESERVATIVES. ALL PRODUCTS ARE BOTTLED IN 100% RECYCLABLE FOOD GRADE PETE BOTTLES WITH 100% COMPOSTABLE AND BIODEGRADABLE LABELS. WWW.GREENPAWSDIRECT.COM

RIGHT: DOGPOO, THE WORLD'S FIRST SALON-DEVELOPED, LUXURY ORGANIC DOG SHAMPOO, CREATED BY ECO-BEAUTY PIONEER, JOHN MASTERS, NATURALLY CLEANS WHILE CREATING A SHINY, LUXURIOUS COAT. IT EVEN WARDS OFF FLEAS AND TICKS WITH ESSENTIAL OILS OF NEEM, CITRONELLA, TEA TREE AND EUCALYPTUS. WWW.JOHNMASTERS.COM



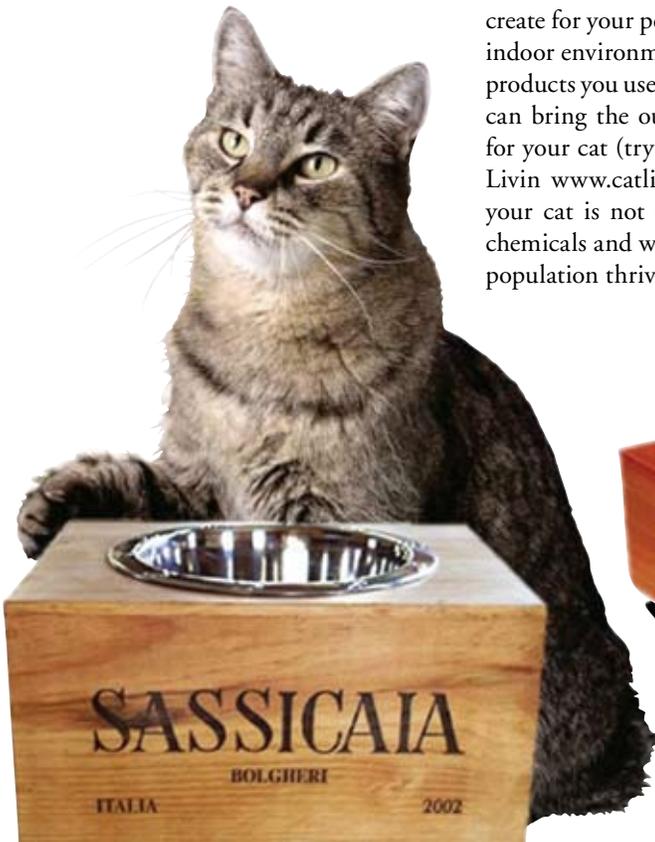


HOME

Not only can you surround your pet with green comforts, like beds and toys made from sustainable materials, but you can ensure your pet's health with the indoor cleaning products you use. It's hard to keep your pet from licking, so make sure you are only using chemical-free cleaning products that will not harm your pet if ingested. Vinegar and baking soda are two effective cleaning products you might already have in your house that are safe for the planet, your pet, and your family.

The outdoor environment you create for your pet is just as important as its indoor environment, so be conscious of the products you use on the lawn, too. Also, you can bring the outdoors in and plant grass for your cat (try the Cat Garden from Cat Livin www.catlivin.net). This will ensure your cat is not exposed to any unwanted chemicals and will keep the migratory bird population thriving.

WHINER & DINER USES RECLAIMED WOODEN WINE CRATES TO CREATE FOOD DISHES AND BEDS FOR CATS AND DOGS. EACH PRODUCT IS MADE WITH NON-TOXIC GLUES AND OFFERS AN ECO-FRIENDLY PILLOW FOR THE BEDS MADE FROM HEMP FABRIC AND A CORN-BASED, NON-ALLERGENIC FIBERFILL. WHINERANDDINER.NET.



Through proper insulation and air sealing techniques you can reduce your monthly bills by up to 20%, so incorporate energy-saving pet products into your home like PetSafe's Extreme Weather Door. Unlike doors with only 1 flap, the Extreme Weather Door's unique 3-flap design creates an impermeable barrier, protecting your home from extreme heat and cold, drafts, insects and even driving rain. The door has a maximum energy efficiency 3.5 times that of single-flap pet doors (www.petsafe.net).

WASTE

Each year an astounding 10 millions tons of pet waste ends up in our nation's landfills. For the eco-conscious dog owner, biodegradable waste bags minimize landfill waste by allowing the bag and its contents to decompose. Waste composters are also becoming a popular alternative, turning waste into an odor-free liquid that is harmless to lawns.



ABOVE: GREEN PAWS PET SAFE HOUSEHOLD CLEANER MEETS USA GREEN STANDARD AND IS COMPLETELY BIODEGRADABLE. USING ELECTROLYTES TO REPEL SOIL, THIS PRODUCT WORKS WELL ON ALL SURFACES AND DOES NOT CONTAIN HARMFUL INGREDIENTS. WWW.GREENPAWSDIRECT.COM.

RIGHT: ELIMINATE THE USE OF PLASTIC BAGS WITH THE EASY-TO-USE DOGGIE DOOLEY WASTE COMPOSTER. RELYING ON A NONTOXIC, NATURAL ENZYME AND BACTERIA FORMULA TO BREAK DOWN WASTE INTO A SAFE AND ODOR-FREE LIQUID, THE DOGGIE DOOLEY CAN ACCOMMODATE THE WASTE OF TWO LARGE DOGS. WWW.GAIAM.COM.



ABOVE: JAX AND BONES ECO BAMBOO BEDS ARE MADE WITH SUSTAINABLE FABRICS AND YARNS AND FREE OF CHEMICALS. MADE FROM RECYCLABLE MATERIALS, THE BED INSERT IS FILLED WITH A FIBER MADE FROM POST CONSUMER PLASTIC BOTTLES. WWW.REDDOGHOUSE.COM.

If your pet makes a mess, use a chemical-free product to eliminate the odor. Dr. Stink's Odorzout (www.88stink.com) is EPA approved and free of perfumes, chemicals, and additives. Safe for you and your pets, Odorzout completely eliminates odors from pets, stains, and cat litter boxes without sacrificing your pet or the planet.

