

SUPERZOO TAKEAWAYS

Oral Care

Just as they follow dental hygiene routines for themselves, pet parents are beginning to adopt practices that ensure their pets have good dental hygiene too. This is a direct result of education on the role dental hygiene for pets early on plays to stave off serious health problems in the future. Consumers are looking to invest in pet toothbrushes, toothpaste, dental hygiene washes and dental sticks and chews to follow a good pet dental health routine for their animals. Manufacturers are ensuring their products are easy to use so pet parents can ensure their animals have fresh breath and a clean bill of health.

Kane Biotech's goal at SuperZoo 2018 was for retailers to walk away with the knowledge that not all oral care products are equal and to have a better understanding of which products to recommend to their customers. Mark Ahrens-Townsend said, "We encouraged retailers to ask manufacturers for their independent, third-party supporting data on the efficacy and safety for all of the oral care products they carry and to understand that not all natural ingredients are safe for dogs and cats and to know the difference."

Kane Biotech showcased the company's bluestem brand of premium pet oral care products. "Our display promoted the benefits of their proprietary coactiv+ oral care technology—a unique formulation scientifically developed to break down biofilm where harmful bacteria multiply," the company said in a statement.

Debuting its new, first-ever holiday shapes and displays was Whimzees' priority at SuperZoo 2018. "These are our first-ever seasonal shapes, and retailers are just as excited about our new offerings as we are," said Lauren Brecher of Whimzees. "The holiday season is a time to delight your dog with something special, so while Whimzees daily dental chews offer an all-natural, delicious way to help remove plaque and tartar from your dog's mouth year-round, our holiday shapes give dog owners something new and exciting for this special time of year," Brecher said. She observed that the company's traditional shapes are head-turners in



"We encouraged retailers to ask manufacturers for their independent, third party supporting data on the efficacy and safety for all of the oral care products they carry, and to understand that not all natural ingredients are safe for dogs and cats and to know the difference,"

**Mark Ahrens-Townsend,
Kane Biotech**

the dental category and said, "Retailers saw that these holiday shapes will give pet parents a new reason to pause in-store and consider treating their dogs with something that's not only fun and festive, but good for dental health and their animals' overall wellbeing, too."

"We wanted our visitors to walk away from our booth with knowledge on everything TropiClean. We introduced new products like our Fresh Breath by TropiClean Dental Chews and Sticks that we were able to educate on the ingredients and formula change," said James Brandly of TropiClean. "We strive to innovate quality products for pets and their people and wanted visitors to leave our booth with an understanding of why we created each product and have a better understanding of who we are as a company," he said.

Brandly added that TropiClean continues to innovate products that help pets and their people. "Each category we pursue, we research and develop new products that address specific needs of both pets and their people," he said. "Fresh Breath by TropiClean offers the complete line of dental needs that fit the lifestyles of pets and their people. We want to create healthy solutions to address the importance of oral care and our Fresh Breath line provides products

to do just that," he added.

SwedenCare USA was focused on informing and educating retailers about their products that are designed for optimum oral care for dogs and cats. "We also wanted to drive home our efforts relative to MAP enforcement efforts and commitment to pet specialty independent retailers," Scott Reinhardt of SwedenCare said. What made the show a success for him was the company's continued growth and positive responses they received from retailers and distributors at the show.

SwedenCare USA offers a wholesome line of pet dental products. Reinhardt stresses PlaqueOff as a key product to maintain good pet dental health. "PlaqueOff is derived from a specific thick strain of sea kelp that comes from the North Atlantic," he said, adding that SwedenCare USA cultivates and packages the kelp. PlaqueOff is available for use in three different forms: ProDen PlaqueOff Powder, ProDen PlaqueOff Dental Bites and ProDen PlaqueOff Dental Bones that are available in Bacon, Chicken, Turkey and Veggie varieties.

"Loving Pets continued to innovate and provide solution-based products for consumers that don't break the bank," said Dan Nagy of Loving Pets. The company drew attention to its Ora-Bone USA Dental Chew at SuperZoo while focusing on functional travel bowls.

Reinhardt's interactions at SuperZoo gave him points takeaways, "Consumers and/or retailers continue to seek functional treats and delivery systems for specific needs. Our products fit perfectly in this growing trend. SwedenCare is the leader in 100 percent natural, clinically-proven oral care solutions."

The amount of international companies attending the show this year was very encouraging and reassuring of the growing demand for high quality oral care products in international markets for Ahrens-Townsend. "We took advantage of our location in the grooming area and met many groomers who were interested to try our new pet shampoo, too. Following the show, we received great feedback and are now looking to bring the product to market," he said.

□ **Cont'd on Pg. 30**