

GLOBAL TAKEAWAYS

Eye & Ear Care

Eye and ear infections are a main reason for vet visits. While most regularly bathe and groom their pets, eyes and ears are often overlooked until the problem exacerbates. At Global Pet Expo (GPE) manufacturers unveiled products to make maintaining eye and ear hygiene easy with sprays and wipes.

Pet King Brands, that makes vet-recommended products Zymox Dermatology and Oratene Brushless Oral Care, updated their MAP policy, enforcement process and brand policy. "This is part of our e-commerce channel strategy to allow for a more competitive landscape in all markets and maintain the brand integrity our business partners and consumers have come to trust," said Dan Archetti of Pet King Brands.

Pura Naturals Pet was pleased many of its new need-specific products resonated with retailers and groomers. "We're excited about our all-natural, pre-moistened Tear Stain Removing Under Eye Wipes," said Beth Sommers of Pura Naturals Pet. "They have a unique protein-based enzyme that breaks down rust-colored tear stains, leaving dogs' fur clean and without residue," Sommers said. "Our unscented, eco-friendly and flushable 3-inch round wipe is made with soothing ingredients like aloe vera, organic cucumber extract and witch hazel to clean and deodorize and won't affect flea & tick treatments. The pad style wipe won't dry delicate tissue around the eye and vitamin E helps protect cells damaged from free radicals. The wipes are in a smaller container making them perfect for travel," she said. "We also launched our award-winning ear cleansing system that has always been a popular SKU but customers wanted an everyday ear wash to further clean. Our Certified USDA Organic Ear Wash for canines c raw, irritated, itchy, greasy and smelly dog ears. INow you can easily remove debris and wax build-up from your dogs ear for a healthier clean that's free of chemicals or dyes. Our formula is made with certified organic oils and is alcohol-free and non-stinging," she added.

Nootie promoted its medicated dermatology vet products which are now available at pet retail. Nootie's Lonnie

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**Dan Archetti,
Pet King Brands**

Schwimmer said, "We are having a lot of success with our ear wipes. They are very large and great for big dogs." The ear wipes come in three fragrances—Cucumber Melon, Sweet Pea & Vanilla and Japanese Cherry Blossom.

Tomlyn Products' focus at GPE was highlighting its added value to retailers. "In addition to the highest-quality, effective products, we provide retailers content to educate themselves, store associates and customers," said Brittany Green of Tomlyn Products.

"I saw a lot of companies making claims with no substance. We believe in the CBD brands that are using the correct CBD oil. We will continue to strengthen our dermatology and supplement offerings," Schwimmer said.

A noticeable trend for Tomlyn Products was a focus on high-quality ingredients and callout to ingredients such as Taurine and Turmeric. "With large pet specialty retailers requiring ingredient transparency, more companies are voluntarily offering products without unnecessary additives," Green said. "We're beginning to see a shift from grain-free diets as research points to adverse effects in dogs. We hope this means the end to the grain-free trend within the next few years," she said.

Archetti says 20 years ago President and Founder, Pamela Bosco introduced Pet King Brands' flagship product Zymox Ear Solution to the veterinary community. "She has proven to be a true maverick and visionary. At the time Zymox was launched, the market was flooded with products that had very little differentiation and the topic of antibiotic resistance was just starting to become a concern for pets and people," he said. "Today, Zymox remains a stark

contrast to other products by providing relief for itchy allergy skin and infections of the ears and skin—without antibiotics. Pet King Brands was excited to hear from retailers about their continued success in offering products that answer a true market need," he added. "We were also proud to share that our founder was named a 2019 Woman of Influence winner," Archetti said.

"We liked seeing the New Products Showcase grow and a special area for Natural Pet," said Julie Creed of Pura Naturals Pet. "It worked well, driving traffic to our booth. That the show shares their attendee list is a huge benefit. We pre-marketed to this list to book appointments before the show opening," Creed said. Two issues she feels should be addressed are that there should not be seminars at the same time as the New Products Showcase awards and that the last day of the show could have had an earlier close.

Schwimmer feels GPE is well-run and well-attended. She said, "The show is too large for buyers. Many could not make it to our booth because of the size of the show. That was common for many companies like us." She points out the show is timed at spring break in Florida. "That increases flights, hotels, traffic, etc. They should consider moving the show to late January when you are not competing with tourism," she said.

"I was astounded to see how much GPE expanded this year," said Green. "As the hall extended to include more vendors, it was incredible to see new and old exhibitors and innovations they bring. While exciting, this caused noticeable stress to attendees as it was difficult to walk the entire floor, especially for those who only attend a single day," she said. "Hopefully, no additional space will be added for a few years allowing us time to acclimate," she added.

Schwimmer said, "The quality of buyers we met with was very good. It is also a great show for feedback, however, the size is starting to dilute its impact."

Archetti said, "The most significant trend we noticed, was the emphasis and support from all supply chain partners around the Zymox and Oratene brand integrity programs."