

GLOBAL TAKEAWAYS

Flea & Tick

Innovation launched during Global Pet Expo (GPE), within the flea & tick category, encompassed solutions formulated specifically to address cats' and dogs' individual issues and products crafted with natural and efficacious ingredients. Some exhibitors noted one draw of the show was the floorplan. The layout of the booths coupled with an area designated to natural products aided in driving foot traffic to their booths.

Next Gen Pet's goal this year at GPE was to continue to communicate their company's mission of providing naturally functional pet products. "We are starting the year off strong by adding our new Electronic LED Flea Trap which uses an LED light to attract fleas and other insects to help control pests in your home," said Janice Yamamoto with Next Gen Pet.

Sturtevant Company has three products in the pipeline scheduled to launch during the second half of 2019. They include an ear powder for dogs, a feline medicated powder and a probiotic-based dry-cleaning product similar to a dry shampoo. "Our canine remedy has been used by cat owners for many years, but cats have certain allergies that are different from dogs and their skin is very different," said Sturtevant Company's Steve Rosenfeld. "We have developed a specific formula for use on cats and we are planning to introduce that as soon as we can, which probably will be late 2019," Rosenfeld said.

Sturtevant Company showcased Sturtevant's Canine Remedy at GPE. "It's a highly-reviewed, highly-respected treatment for topical conditions for the skin of small animals and then there will be a version of that for large animals such as horses and farm animals," Rosenfeld added. "We do a tremendous amount of business with the agricultural farmers and zoos," he said.

"We are recognized worldwide as the leader in topical probiotic technology," Rosenfeld added. "We have a human health division which supplies topical probiotic products to doctors and health and wellness spas throughout the world for facial treatments," he said. "That technology which actually can be different bacteria that we use for care

"Our focus is on helping support the efforts of the independent pet specialty retailers. Pet specialty stores really want to recognize the importance of overall pet care. They are a much more suitable partner for us because our products are really based on pet care,"

**Steve Rosenfeld,
Sturtevant Company**

in animals but we certainly have a leadership position in the technology and when we do come out with these products they will be tested and clinically proven to be effective and safe."

On the heels of the GPE, TropiClean Pet Products recently announced the latest additions to their natural flea and tick line, TropiClean Natural Flea & Tick Collars and TropiClean Natural Spot-On Treatment. "Pet parents are seeking a safe yet effective solution to help rid fleas and ticks from their pet," said Michelle McPherson with TropiClean Pet Products. "We're excited to add them to our complete portfolio of products that protects, prevents and treats the pet, home and yard," McPherson said.

Made with natural active ingredients, cedarwood and peppermint oils, TropiClean's Natural Flea & Tick Collars are safe when used as directed to protect and defend against fleas and ticks. The waterproof collars are designed to effectively protect pets for up to four months. TropiClean offers them in various sizes including collars safe for cats.

As for TropiClean's Natural Flea & Tick Spot-On Treatment, it is a water resistant full-body repellent which effectively protects and defends against fleas, ticks and mosquitoes. Like TropiClean's Natural Flea & Tick Collars, the treatment is made with natural active ingredients, cedarwood and peppermint oils and is safe when used as directed. The treatment kills and repels fleas and ticks for up to three months and repels mosquitoes. Offered in various sizes, the treatment is suitable for both dogs and cats.

Their two distinct lines was what Pura Naturals Pet prefers retailers and distributors took away from their booth at GPE. "Pura Naturals Pet, an organic line for the boutique pet store and our new all-natural line, Pro-Coat GROOMING that's specifically formulated for the time-sensitive needs of groomers," said Pura Naturals Pet's Julie Creed.

Notable trends in the industry which caught Pura Naturals Pets' attention was the influx of suppliers representing the CBDs category. "CBD's are still big and it's something we're looking into," Creed said. "We're watching regulations for shipping with all of the states domestically and requirements for international as well," she said. "We also saw many more vendors with organic and natural food options which is a great win for our family pets."

"GPE is a unique entity," Rosenfeld said. "There is never a year when there isn't something to see," he said. "For me, it's always a factor—Do I have enough time to see the entire exhibit? Usually, the answer is no. I certainly do my best to walk around. There's always new ideas, brands, pet store owners browsing there. It's a good opportunity to meet colleagues and share experiences."

"There are a lot of things GPE does really well," Creed said. "The show also needs to enforce their posted closing time," she said. "Nearly two hours prior to the show closed, booths around us were packing up and leaving—yet we received our biggest sale of the show an hour before closing."

TropiClean identified spending time with current partners, making new connections and educating pet professionals on our products as their top priorities as a company during the show. "GPE is a fantastic event that allows us to achieve these goals," Brandy said.

What made GPE a success for Pura Naturals Pet was planning. "We had a lot of buzz leading into the show with big press releases on adding IPP, Zeigler's and our new groomer line," Creed added. "The week before the show, retailer's voted Pura Naturals Pet as the Pet+ 'Brands Retailers Love' for Marketing Support, and the timing could not have been better," she said.