



Use cases for
Pet Parents®

WASHABLE DOG DIAPERS



ONLINE TRAINING PROGRAM

Your customers may have a common misconception that dog diaper use cases are limited to incontinence and females in heat. But, thanks to you, they are now going to understand that **Pet Parents® Washable Dog Diapers** uses go far beyond incontinence and females in heat. We have strategically designed and created our dog diapers to help your customers get through every life stage with their fur-baby, not just when they are dealing with incontinence.

So let's get our paws dirty and dig a little deeper into all of the various ways your customers can use **Pet Parents® Washable Dog Diapers!**



Dogs in heat

Puberty or sexual maturity in female dogs kick in at different times, depending on the size of the breed. Smaller breeds tend to go into heat for the first time around six months of age, while larger dogs can be two years old before they go into heat.

And while in heat, your customer's female dog will bleed everywhere. This means blood can and will get on their couch, carpet, floor, and furniture; a recipe for disaster.

This is a very stressful time for your customer and his or her female dog. And to minimize that stress and prevent messes, **Pet Parents® Washable Dog Diapers** are a must. So luckily for them, once they stop into your store and find this product, all their stress and worries will be washed away!



Excitement urination

Excitement urination happens when your customer's dog gets overly excited about something to the point where he can't stop himself from peeing right that second.

It is usually unpreventable, but by using one of our dog diapers, your customers will no longer have to be embarrassed of the piddles that may take place when their friends stop over.

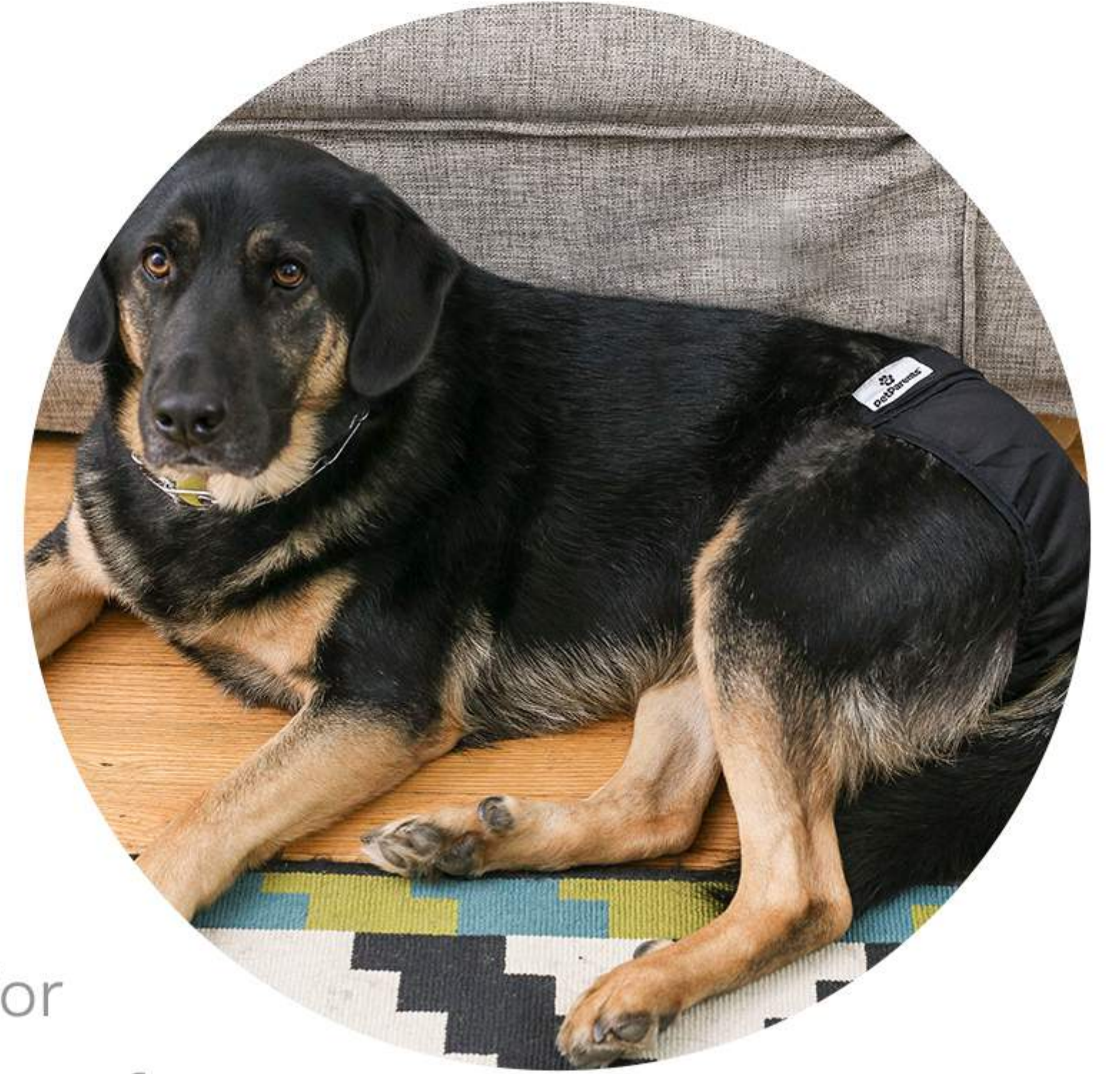
This is a very common situation, especially for teenage pups. It can happen at any time; while playing, taking a walk, meeting new dogs, meeting new people, or when their parents come home. Our dog diapers will protect any furniture or flooring from getting soiled (often during play and high-energy greetings).



Fecal & urinary incontinence

Fecal and urinary incontinence are conditions in which a cat/dog suffers from the uncontrollable or involuntary leaking of pee/poop from the bladder/bowel.

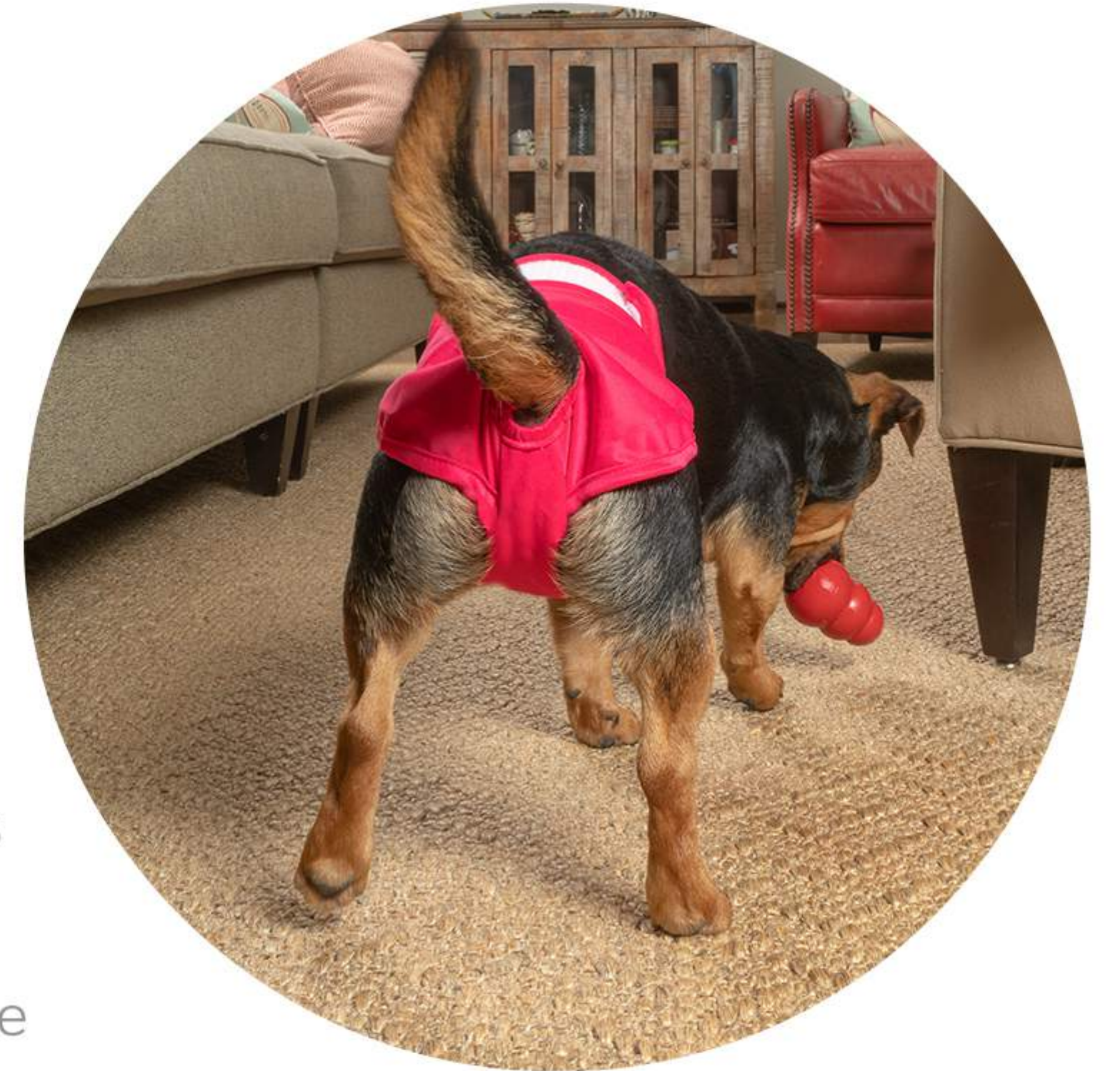
When this happens, it can be an extremely frightening time for your customers, as they will feel helpless in preventing the mess from happening at any moment. Our diapers give them a peace of mind knowing that any mess will be prevented from happening in their home, while still allowing their fur-baby to be on the couch, carpet, furniture, etc.



Covering & protecting surgical wounds

A fur-baby will usually experience some form of discomfort after surgery, and your customer will be trying to do everything in his or her power to stop their pet from licking/scratching the operated part to avoid any possible infections or pain.

Pet Parents® Washable Dog Diapers are great for your customers who need help with post-operation management. They provide comfortable protection for surgical wounds that are in their fur-baby's private areas. The adjustable hook and loop fasteners allow for easy adjusting to ensure that the diaper won't be too tight or uncomfortable over the wound. The non-abrasive and mesh lining is soft enough to cover the wound and protect it while it heals. During their healing process, they may also have potty issues, so the diaper comes in handy for customers who want to take precaution because of this.



UTI issues

Cats and dogs can get a Urinary Tract Infection (UTI) when bacteria overrun the urinary tract system. When a pet has a UTI, he will be having a hard time urinating and may also have blood in his urine. And because the infection irritates his organ, it increases his urge to urinate. Our diapers become a lifesaver for your customers who have pets that are going through this, as they prevent accidental urination in their home that is caused by UTI issues.



Gastrointestinal disorders

Like humans, cats and dogs can and do experience gastrointestinal (GI) upset from time to time and/or have chronic digestive disorders. These disorders affect their stomachs and intestines resulting in discomfort for them and messy cleanups for your customers.

Commonly diagnosed conditions are the following:

Acute Gastroenteritis

Inflammation of the GI tract

Colitis

Inflammation of the lining of the colon that is usually caused by parasites (whipworms)

Pancreatitis

Inflammation of the pancreas

Small Intestine

Malabsorption

Inflammation of the small intestine that impairs nutrient absorption

Gastrointestinal disorders

When humans have GI upset, it's easy for us to get up and rush to the bathroom, but it's not always this easy for pets. Particularly if your customers are away all day and their pets are inside without easy access to the backyard or if their cat misses the litter box and creates a big mess. However, lucky for them, being able to find our diapers at your store is an easy solution to this.

While it may take some time to figure out what is going on with their GI tracts and to get them back in tip-top shape, your customer can fit them for a diaper which will keep their floors, rugs, and furniture from being soiled and ruined in the meantime. And some of your customers may never fully figure out what it is going on, or if they do, the condition may be chronic or untreatable, which is when our dog diapers become the ultimate life saver.

Cat spraying

With spraying, cats usually stand very tall and spray a small amount of urine on vertical surfaces like walls and doors. So, if you ever have a customer coming to you explaining that this weird situation with their cat is happening, you can assure them that their cat is most likely spraying and that this can be a common issue for cat owners.

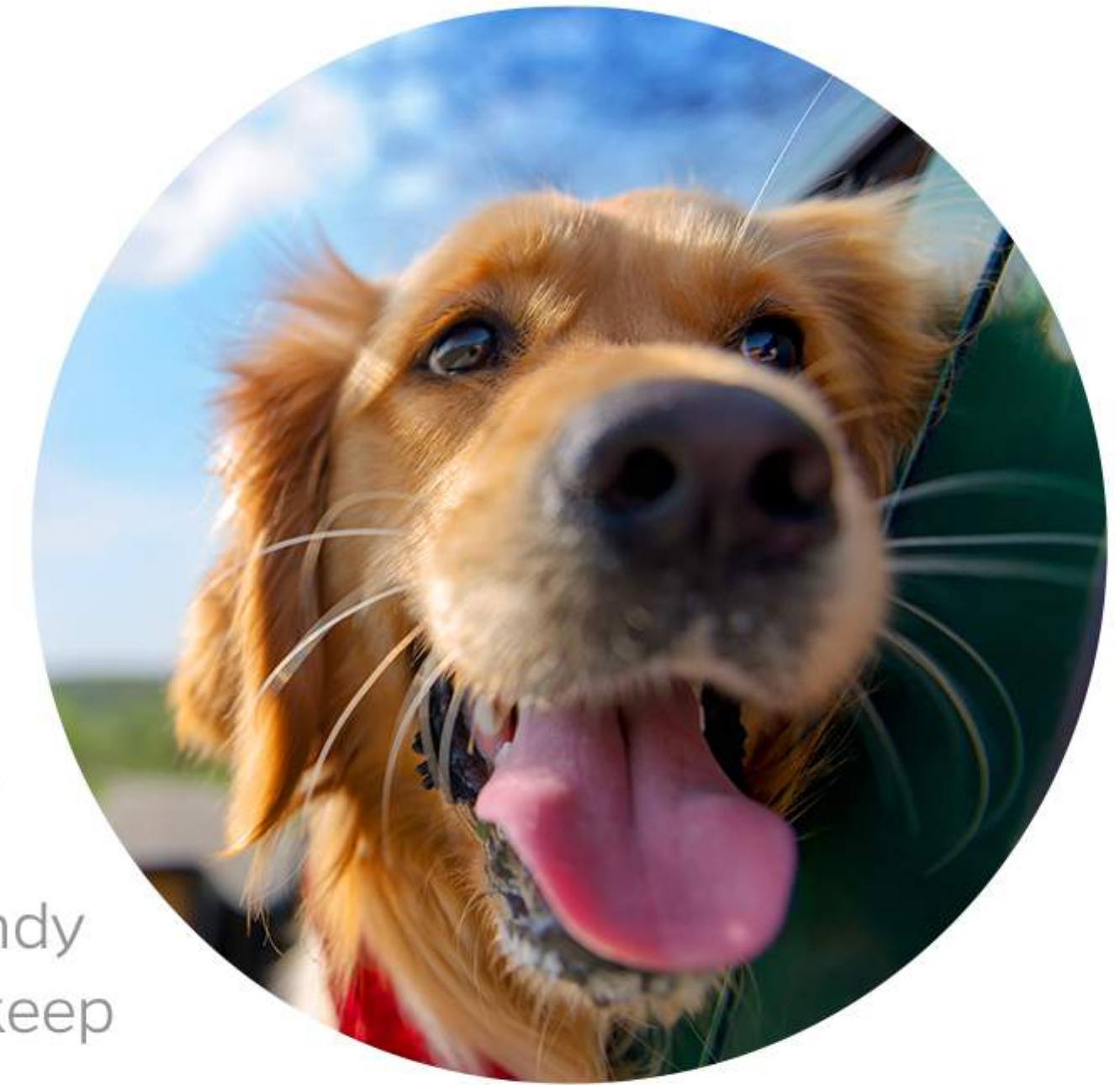
Your customer's cat will spray when she is stressed, anxious/threatened, wants to communicate with other cats, is in heat (male cats are attracted to the scent of female cat sprays), or is feeling territorial.

Your customer should be aware that changing a cat's behavior/identifying stressors won't happen over night. In the interim, our diapers will prevent their cat from spraying and making a mess. Though your customer will see his or her cat back up to their furniture or wall and shake their backside, the diaper will block urine from getting on the walls and household items. In the interim, our diapers will prevent their cat from spraying and making a mess.



Travel

Many of your customers wonder if they should bring their best four-legged friend with them on vacation. After all, their pets are a big part of their family, and would probably be much happier with them than cooped up in a kennel. While traveling with pets can be a lot of fun, it can also be stressful for your customers' pets, and they will begin frequent and unexpected peeing/pooping. Our diapers sure come in handy for your customers when they have a long road trip ahead and want to keep their car and hotel rooms clean.



Pet Parents® Washable Dog Diapers are also a lifesaver for those customers who are traveling with their pet via airplane. There aren't many places for them to stop and go potty throughout the airport, and definitely not on the plane! Our diapers ensure that they are covered, and offer protection for those pups who may even get a little nervous and have high anxiety on the plane, which we all know can result in some smelly, messes.

The same goes for when your customer is taking trips to family members' homes during the holidays and bring their pet with. This can cause stress and confusion for their fur-baby because of the change in routine and environment. Other family members may also bring their pets, and even if all the fur-babies are potty-trained, being around pets (familiar or not) may spark territorial instincts such as marking. Our diapers serve as a perfect safety precaution in these situations!

Pregnancy prevention

Your customers will always want to prevent their female fur-babies from unwanted pregnancy, which is why it's important for them to keep intact males away. Males can smell a female in heat from miles away and, if left to their own devices, they will do whatever it takes to get to her and breed. Our diapers are the best birth control when it comes to pregnancy prevention since it covers the vulva of the female thus preventing penetration.



House training

Our diapers play an important role in successful house training. This can work out in many situations for customers who...

- Have **young pups**. It will be necessary for them to take a number of trips outside since puppies are still not able to fully control their bladder/bowel. However, as most of your customers know, making it outside every time can be tricky at first! So when this happens, our diapers help prevent any mess that takes place during the house training process.
- Are **apartment dwellers** and don't have a backyard, so it is best for their dog to wear a diaper for safety precaution since going outside is not an easy/frequent option.
- Recently rescued their fur-baby. In a lot of cases, **rescued pups** aren't fully potty trained, or take some time getting used to their new home and environment, which results in house training them and getting them into a routine. Our diapers are a perfect tool in helping those pups get settled into their new home.

Medicine side effects

Pet medications involve a series of side effects that include vomiting, diarrhea, lumps, skin irritation, and increased/uncontrolled urination.

When your customer's fur-baby is taking a medication that may result in any of the bowel/bladder-related side effects mentioned above, our diapers are extremely helpful in playing it safe and keeping their home clean.



Spaying incontinence

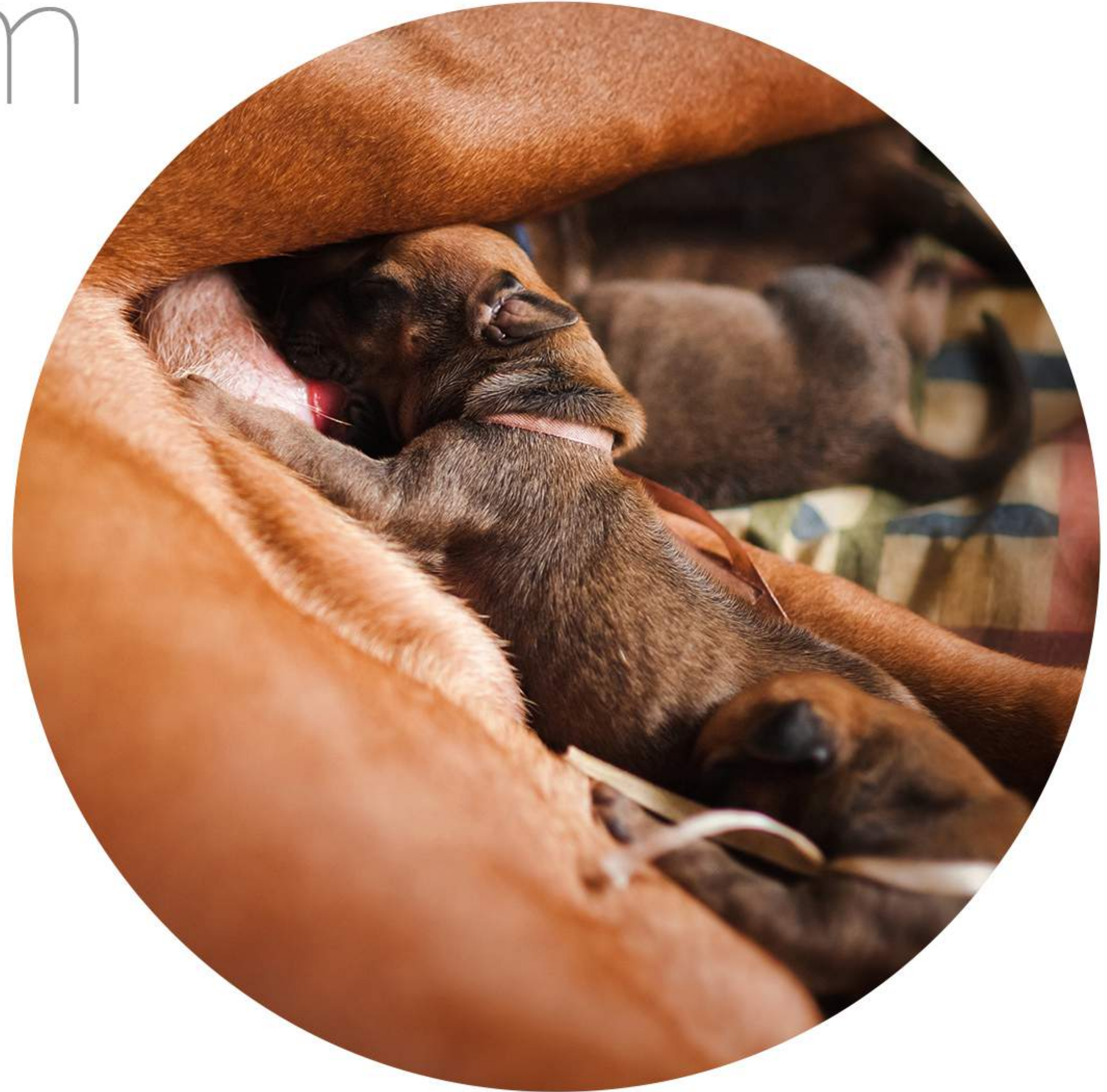
After a customer's female cat/dog is spayed, the strength of her urethral sphincter decreases in the year following her surgery. To give you more context so you can understand how significant this issue is, depending on the study, research shows that spaying incontinence affects either 5% or 20% of all female dogs that are spayed. As of 2018, there are about 43.5 million spayed female dogs in the U.S!



Urethral sphincter strength can often be improved with medication. As each cat/dog is different and will respond differently to treatments, veterinarians will have to use a trial and error approach to see what works best. Until your customer finds a treatment that works, their best bet is to use diapers to keep their homes clean and even then, for some female pups, medicine may not even be an option for various reasons; negative side effects, too expensive, etc. Our diapers become the ultimate life saver for customers in these situations.

Postpartum

For your customers who have a female cat/dog that has recently given birth, she will continue discharging lochia (mucus-like, bloody vaginal discharge) in the following weeks after. During this time, our diapers help prevent her from soiling her puppies and the whelping box bedding, as well as any other potential messes that may come from postpartum discharge.



As you have quickly found out, **Pet Parents® Washable Dog Diapers** solve a wide variety of problems and serve many different purposes. When your customer comes to you with any of the issues discussed above, don't just direct them to the aisle with our diapers, also take the opportunity to educate them on other situations that they may find our diapers useful for. This will keep them coming back for more!

If you have any questions about the material that you just sniffed your way through, please toss a message to our Customer Success Team at customersuccess@petparentsbrand.com





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