

TRAVEL LIFESTYLE HEALTH WELLNESS FASHION

FIDO FRIENDLY

Leave no dog behind.®

FIDO Friendly®



Virginia is for Dog Lovers

FINDING LOVE

Should Fido Chaperon?

Westminster 2010

What Will Happen Next?

THE RAW DEAL
On Feeding Raw Food



EDITOR'S CHOICE

WHAT'S IN FOR 2010

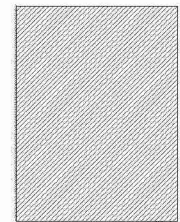
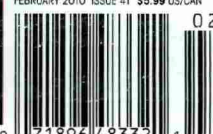
(\$30,000 Pet Shears!)

Sibling Rivalry
What Your Dog Really Thinks

WINTER TRAVEL NECESSITIES
The Newest & Coolest Pet Products

GET YOUR LICKS ON ROUTE 66 TOUR
WINNER SPIKE!

WWW.FIDOFRIENDLY.COM
FEBRUARY 2010 ISSUE 41 \$5.99 US/CAN



EDITOR'S CHOICE WHAT'S IN FOR 2010

Sizzling pooch-perfect products to kick-off 2010 with a bang!

► Sheer Elegance
by Les Poochs

Presenting Michel's Black Damascus Shear Collection. For over five years Michel and a group of the finest metallurgist worked to create the world's most unique metal. What was achieved is nothing short of extraordinary now known as Michel's Black Damascus Steel. This steel, the rarest and most expensive of all metals, has an abundance of fantastic qualities. It is among the strongest yet lightest steel and features beautiful swirl designs which were created during the smelting stages. Wait and see what other works of art are born from this exotic metal! www.lespoochs.com

\$30,000

► Chew Your Food
by Contech

EatBetter helps your dog eat more slowly, minimizing many of the health issues associated with fast-paced eating including indigestion, vomiting and bloating. www.contech-inc.com/products/eatbetter



◀ **Fido doesn't smell fresh? by Otomik**

Try one of these fresh smelling Pet Projekt fragrance charms! Fresh Fido Fragrance Charmz™ simply clip onto Fido's collar, and smell fresh for up to a month! Try all of the 6 luscious fresh scents! www.otomik.com

▶ **Eco Toy by Treevers**

Treevers are innovative dog retrieving toys. They're made of canvas and neoprene on the outside—all-natural granulated cork on the inside (so they float, plus they are soft). www.treevers.com



▶ **Recovery never looked this good!**

by i see spot

These cones are made with whimsically printed waterproof fabrics. With flexible construction these foldable e-collars that are veterinarian approved allow your pet to heal in style. www.iseespot.com

▶ **Dryer on the Go!**

by Metro QuickDraw®

Groom like a pro at home with this Portable Dryer. Safely dries a large, longhair dog in minutes yet weighs only 3 pounds. (800) 822-1602; www.dogdryer.com



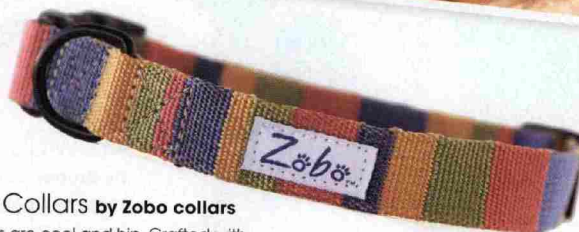
▶ **Fancy Fido by Charm Co.**

Don't get put in the doghouse! You may have to sleep outside with the dogs, but what better accommodations than this 14 karat gold doghouse, occupied by a man who's made somebody angry! www.charmco.com



▶ **Groovy Collars by Zobo collars**

Zobo products are cool and hip. Crafted with loom-spun fibers and webbing that are abrasion, UV, mildew and microbe resistant. www.zobopets.com



◀ Color in the Rain

by Bow Haus NYC

Two looks in one with the Jacquelin Raincoat. One side features a vibrant Victorian floral print while the other has a city-smart black and white geometric pattern. Water resistant with detachable belt and logo snap.
www.bowhausnyc.com



▶ Dashing Display

by Andrea Levine

Andrea introduces her new line of Fabulous collars for dogs and matching bracelets for people featuring her silver paw print charm. Made in the US. www.andrealevinedesigns.com



▶ Zen out

by Read My Paws

Zen Dogs Wanted. 100% organic cotton shirts from Read My Paws. Great Zen sayings. www.readmypaws.com

▶ Smell that?

by Aroma Paws

All Natural Repellant Spray. Blended with the essential oils of eucalyptus, peppermint, tea tree, lavender, lemongrass and clove. Helps soothe the bug bites. Human Grade ingredients make this a healthy alternative for you, too! www.aramapaws.com



▶ Complete Calm by GreenDog Naturals

Complete Calm is the first and only certified organic, herbal supplement for a calmer and more relaxed dog. www.greendognaturals.com

▶ It's Wrap Time

by Draper Canine Therapy Doggie Wraps

Therapeutic wraps made especially for canines to help enhance healing and recovery. www.drapercaninetherapy.com



▶ Snip and a Clip
by Wahl Clipper

E-Z Nail is a nail clipper and rotary filer in one. Trim pets nails with the nail clipper and smooth rough edges with the nail filer. Rechargeable, precise nail clipper, long lasting grinding stone, guard for adjustable nail lengths and soft touch grip. www.wahlclipper.com



◀ Healthy Dog!

by ScooterFood

A conscientious canine cuisine, made with natural/organic ingredients, sold frozen and fresh. Feed ScooterFood for a healthy dog. Woof! www.scooterfood.com

▶ 24/7 Munchies

by Maggie's Dog Munchies

Make over 90 gourmet dog cookies in 30 minutes and place them into a wonderful wooden box to store. You get to make them so you know how fresh they are! www.maggiesdogmunchies.com



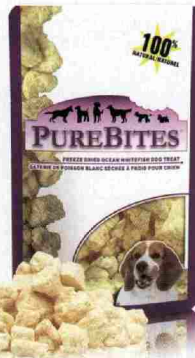
◀ At the Heart by WellPet

Select Actives™ Nature's Power Ingredients, empowers pet owners to unlock a higher level of health for dogs. www.wellpet.com



▶ Tummie Rub! by DogsWell

TUMMIES™ Biscuits with Benefits™ are made in US, with real fruit and fresh yogurt for your dog's sensitive stomach. www.dogswell.com



◀ Natural love by PureBites®

Ocean whitefish dog treats. A 100 percent natural and pure treat that dogs love. www.purebites.com



▶ Coo-Coo for Coconut

by Oscar Newman

CocoTherapy™ Virgin Coconut Oil and Coconut Chips are certified USDA Organic, is 100 percent natural, and human-grade. www.cocootherapy.com



▶ Rollover Bites by Neater Feeder

Contains spilled food and water, reducing damage to floors and making clean-up a breeze. www.neaterfeeder.com

