



Special Trend Watch

HENNESSY & SONS

COMPANION ACCESSORIES AT BINHAI ROAD

Hennessy & Sons

www.dogcollarsbygraham.com

Booth Number: 1082

Hennessy & Sons, creators of luxury European dog collars and leashes, presents its fall collection, distributed in North America exclusively by Graham International, Inc. Beautifully handcrafted in ecologically tanned Italian leathers and certified Harris Tweed, these companion accessories are the essence of refinement and style. They are available in a variety of fashion colors and are individually gift boxed. Suggested retail prices range from \$69-\$79.



Lincoln Bark

www.lincolnbark.com

Booth Number: 2434

Lincoln Bark treats are made by hand, using only the most wholesome ingredients available. The end result: all-natural, grain-free treats that dogs just love. Based on the company's extensive research, the Sweet Little Butterpup recipe contains only 100-percent natural, human-grade ingredients. Using real peanut butter, oatmeal and honey, it bakes Sweet Little Butterpup treats in small batches. The treats contain no wheat, soy, corn or additives—and Lincoln

Bark never uses artificial preservatives, colors or flavors. Coming soon, TreatSmart treats will give pooches the benefits of Chia seeds, including age-defying antioxidants and more calcium per ounce than milk.



M&J Dog Essentials

www.mjdog.com

Booth Number: 1778

M&J Dog Essentials will be at SuperZoo this year, featuring a number of its holistic, all-natural grooming products for dogs. The small, family-run company's concoctions have received five-star reviews from dog owners around the country who rave about the value of the products for their pets. The shampoos, conditioners, leave-in treatments, creams and rinses all boast a perfect PH balance for dogs and are ideal for creating shiny, luxurious coats and healthy, moisturized skin.



Paradise Pet Markers

www.paradisepetmarkers.com

Booth Number: 3755

Paradise Pet Markers is proud to bring a high-quality, made-to-order memorial product to the Pet Retail market. These products are only sold through qualified pet products retailers. Pet memorials are intended for home and

garden use but are made with cemetery-quality materials.

All of the materials in the Paradise Pet Marker are used in the human memorialization market. The standards in that industry require a memorial to last generations.



Pet Palette

www.petpalette.com

Booth Number: 2669

Pet Palette is a new breed of distributor with a different twist. Based on the knowledge that boutique owners want something new and different, Pet Palette concentrates on bringing in lines with limited distribution and goes overseas to bring you exclusive lines from Peru, England, France, Australia and other countries. As a boutique owner, you want something different. You want Pet Palette.



P.L.A.Y. (Pet Lifestyle And You)

www.PetPLAY.com

Booth Number: 2269

P.L.A.Y. is a young San Francisco-based company redefining the pet bed experience. Unable to find the perfect bed for his pug Momo, Will Chen set out to create beds that are comfy for pets, stylish for their owners and bet-