

MEDIA PRODUCT GUIDE 2026

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Looking for the latest and greatest new products debuting at Global Pet Expo 2026? This guide contains information on new products on the show floor.



ENGAGEMENT PRODUCTS



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GIDDY KITTY (BOOTH #SU13)

Purrsuits™ 4-in-1 Play Pack, Dottie the Dragonfly

www.giddykitty.com

A complete play-and-reward set combining Purrsuits™-shaped cat treats, a threadable-tail toy, a wand, and a suction base. Designed to tap into your cat's natural instincts, this interactive set completes the hunt cycle, turning every successful "catch" into an earned reward.



LEARN MORE

GIDDY KITTY (BOOTH #SU13)

Purrsuits™ Purrkleball Treat Ball Cat Toy

www.giddykitty.com

A visible-reward treat ball designed to turn treat time into pursuit. The open, pickleball-inspired design and internal spiral spring create a gradual, movement-powered release, encouraging focus, problem-solving, and instinct-driven play with every roll!



LEARN MORE

GIDDY KITTY (BOOTH #SU13)

Purrsuits™ Springy Flower Cat Treat Toy, Playful Poppy

www.giddykitty.com

This spring-loaded interactive cat treat toy brings foraging instincts indoors. With multiple treat placement levels, cats fling, forage, and petal-pounce their way to crunchy rewards, supporting enrichment through movement, curiosity, and controlled reward play.



LEARN MORE

HUGGLE GROUP LLC (BOOTH #4801)

HuggleKats HuggleSnuffles Treat Trap for Cats

www.hugglehounds.com

Bringing forage-based enrichment to the feline category with a soft, interactive puzzle designed just for cats. This compact three-inch treat puzzle encourages cats to use their paws and nose to hunt for hidden rewards - turning snack time into engaging play. Designed for indoor cats, the toy helps support mental stimulation, relieve boredom, and encourage natural hunting behaviors. Key features include two hidden treat pockets for customizable challenge levels and HuggleFleece® cats love to paw, cuddle, and bat.



LEARN MORE

HUGGLE GROUP LLC (BOOTH #4801)

HuggleSnuffles™ Chomp & Chase, Finn

www.hugglehounds.com

Our HuggleSnuffles™ puppet is now a multi-play enrichment toy – without changing the retail price! Finn Shark is back, along with a Ruff-Tex® beach ball featuring a hidden pocket inside for more ways to engage. Crafted with soft gray corduroy, a rubbery light blue belly, oversized red mouth, bold white shark teeth, and a squeaker inside that activates when you “chomp.” Hide the Ruff-Tex® beach ball inside Finn’s mouth for a foraging challenge or add kibble and ball together to turn Finn into a snuffling, treat-finding adventure.



LEARN MORE

LIT GLOBAL TRADING, INC. (BOOTH #3581)

Macaroni Slow Feeder Ceramic Dog Bowls

www.pehomnyc.com

Elevate mealtime with PEHOM’s Macaroni Slow Feeder. This chic, food-grade ceramic bowl slows eating to improve digestion and prevent bloating. Resists bacteria and odors better than plastic. Features a non-slip base and an optional wooden riser for ergonomic comfort. Dishwasher safe.



LEARN MORE

MEOWPY (BOOTH #4381)

Cat Christmas Tree

www.catchristmastree.com

Meowpy’s patent-pending Cat Christmas Tree is a year-round cat tower and seasonal cat tower Christmas tree, easily converting between the two in minutes. The product features internal passages through the trunk of the tree and platforms for the cats extending through openings in the branches. This convertible design can transform into other holiday themes, including, but not limited to, Easter, 4th of July, Halloween, and more.



LEARN MORE

PETMATE (BOOTH #3620)

Chuckit! Ultra Cannon

www.petmate.com

The Chuckit!® Ultra Cannon delivers powerful fetch throws for dogs that love fast, nonstop play. Available in two sizes, including Cannon MAX for small or medium balls. Includes Chuckit!® Cannon Balls, Quiet Shot™ tech, replaceable bands, and a durable design.



[LEARN MORE](#)

PETMATE (BOOTH #3620)

Quirky Kitty® Ocean Cool Mat

www.petmate.com

Quirky Kitty® Ocean Cool Mat helps keep cats cool and comfortable during play or warm days. Cooling material reduces overheating, while ocean-inspired visuals and interactive attachments encourage play, stretching, and lounging as part of the Ocean Cool collection.



[LEARN MORE](#)

PLAY PET BRANDS (BOOTH #2664)

Play ZoomieRex™ SuperZag

www.playpetbrands.com

Designed for tugging, fetch and treat-based enrichment, this dynamic Z-shaped toy features spreadable ends for mental stimulation. Made in the USA from durable, buoyant, FDA food-grade material, it's dishwasher safe, BPA-, latex-, and phthalate-free, available in small and large, and displayed on FSC Mix-certified backer cards.



[LEARN MORE](#)

TALL TAILS (BOOTH #1654)

Tall Tails Chew Bones

www.talltailsdog.com

Constructed with a proprietary blend of nylon and cellulose with a steamed-in bacon scent, Tall Tails Chew Toys are strong enough to provide hours of chewing and soft enough not to splinter. The offset bone design creates movement that helps add extra stimulation to the activity. The Chew Bones feature two deep treat troughs for pet parents to add spreadable treats for extra-long enrichment activities. Afterwards, pet parents can place them in the dishwasher for easy cleanup.



[LEARN MORE](#)

THE COMPANY OF ANIMALS LTD (BOOTH #4571)

Coachi Boomi Ball Range

www.companyofanimals.com/us/

The iconic Boomi Ball joins the Coachi range, revitalized to deliver durable, high-energy play that supports dogs' natural instincts for chasing and movement. This product strengthens the Coachi training and behavior ecosystem, offering retailers a recognizable and proven play solution with global appeal. Designed for energetic, interactive play while encouraging natural chasing behavior and energy release.



LEARN MORE

THE COMPANY OF ANIMALS LTD (BOOTH #4571)

Coachi Puppy & Mini Everyday Training Range

www.companyofanimals.com/us/

The Coachi Puppy & Mini Range expands the Coachi training ecosystem with products specifically designed for puppies and small dogs, supporting early training engagement. The range supports positive reinforcement training from early life stages and seamlessly integrates with the Coachi training system. It includes two Boomi Ball sizes developed to complement existing Coachi training tools and rewards.

PRODUCTS FOR PET PARENTS

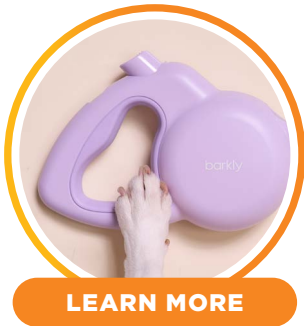


APOTHECARY PRODUCTS (BOOTH #4777)

Dog Bone Pill Planner

www.shop.apothecaryproducts.com

Introducing our Dog Pill Planner, designed for easy differentiation between pet and human medication. With a convenient see-through plastic design, you can quickly check each pill compartment at a glance. Its compact size makes it perfect for on-the-go use, ensuring your dog's medication is organized and accessible wherever you are. Prioritize your pet's health with our essential planner!

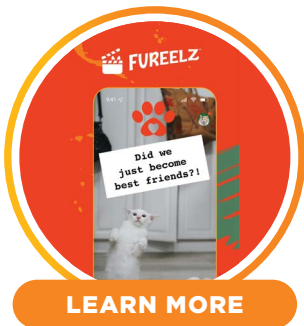


BARKLY INC. (BOOTH #SU8)

The Barkly Personal Safety Leash

www.mybarkly.com

The Barkly Safety Leash is a premium retractable leash featuring an integrated 130 dB personal safety alarm, a high-visibility strobe light, and an ergonomic handle. Designed by women to help you walk with confidence, it ensures peace of mind by protecting both pet and parent at the push of a button.



FUREELZ INC. (BOOTH #SU11)

Fureelz

www.fureelz.com

Fureelz™ is a new kind of global social platform, built for pets, animals, and the people who love them, prioritizing fun, purpose, and joy. It is a space for all humans to enjoy, engage, share, and create exclusively pet and animal videos. Fureelz is an inclusive, chaos-free, non-toxic environment for pet and animal lovers, promoting animal brands through integrated shopping and giving back to the animal community through built-in donations to pet charities.



GLOBAL SYN TURF (BOOTH #6005)

AST Ameripet

www.globalsynturf.com

Transform any urban landscape into a vibrant sanctuary for your pets to explore. AmeriPet gives you multipurpose synthetic turf in one product. Take your pets on a walk, play catch, and provide them with a space to go potty. Use AmeriPet as many times as needed throughout the day, and the shape, structure, and curve of your AmeriPet grass blades will remain the same, with fibers that have remarkable shape memory, maintaining their overall curve and design despite any impact.



[LEARN MORE](#)

GOLD MANLEY LIMITED (BOOTH #3984)

Gyroor C1 Pro Scooter for Pets

www.gyroorboard.com

Building on its success in providing pet-friendly mobility solutions for over 50,000 American pet families, Gyroor presents the all-new C1 Pro professional pet-friendly electric scooter fully resolves pet travel concerns around comfort, safety, and range anxiety, turning every trip with your furry companion into a comfortable, joyful shared adventure. Featuring professional all-terrain comfort, pet-centered friendly details, and brand-new exclusive color options.



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LADY N TOFU CAT LITTER (BOOTH #3484)

Non-Stick Coating Spray: Food-Grade Anti-Stick Protection for Smart Litter Systems

www.ladynpet.com/us/

A non-stick litter box spray that prevents clumps from adhering to surfaces, delivering faster, more hygienic clean-up. Safe for cats and everyone in the home. Compatible with all litter types and litter boxes, it reduces scrubbing, extends litter box life, and simplifies daily care for pet parents.



[LEARN MORE](#)

NOPEE INDOOR DOG AND CAT MARKING PREVENTION (BOOTH #1704)

NOPEE The ONLY Patented, Permanent Solution for Indoor Dog and Cat Marking

www.doggienopee.com

NOPEE is a revolutionary product that uses multiple powders in a double-layered bag to eliminate urine odor and replace it with a fresh/clean smell we enjoy, but your pets will not. You simply clean the area your pet has marked, take the bag out of the pouch and set it on the newly cleaned area. Your pet will not go back to that spot to mark. Protects a three-foot area for three to six months, and is safe for pets and children.



[LEARN MORE](#)

OIL-DRI CAT'S PRIDE (BOOTH #2058)

UltraClean Crystals

www.catspride.com

The #1 crystal litter for odor control, delivering the ultimate clean litter experience. Designed for low tracking, it helps keep your cat's paws and your home clean. Our premium, highly absorbent crystals lock in moisture and trap odors on contact, without added fragrance. The lightweight, low-dust formula is easy to pour, gentle on sensitive cats, and guaranteed to control odors for 30 days. With no stirring required, you get a cleaner, simpler, and more convenient litter routine.



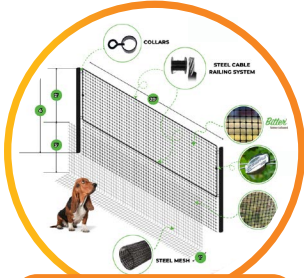
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PACAGEN (BOOTH #5605)

Cat Allergen Neutralizing Spray

www.pacagen.com/en-us/

Using the latest biotechnology, Pacagen created a drug-free, non-toxic, pet-safe spray that neutralizes up to 98% of airborne cat allergens. Simply mix, shake, and spray throughout your home for instant relief. Gone are the days of allergy shots and allergy pills; our spray gives you full control, without the hassle.



LEARN MORE

PET PLAYGROUNDS NON ELECTRIC DOG FENCE (BOOTH #2481)

Dog Fence Kits

www.petplaygrounds.com

Adaptable starter dog fence kits are upgradable and reinforceable, featuring spicy pro anti-chew poly mesh, steel no-dig/concrete posts, and a sleeve structure with low visibility and an adaptable design. Add steel layers and cable rails as needed to easily raise, reinforce, and fortify. Post locations can be adjusted up to five feet or more in any direction, and materials can be cut and shaped to fit your yard without significant landscaping, even on challenging terrain.



LEARN MORE

PURINA (BOOTH #1827)

Tidy Cats Performance+ Active Clean Scented Clumping Multi-Cat Litter

www.purina.com

Enjoy a tidy house and a fresh-smelling litter box area. Featuring active odor neutralizers with a powerful odor shield for less odor and a more pleasant litter box area. with innovative technology designed to actively target and neutralize malodor compounds found in cat waste. This clumping litter is 99.9% less dust and offers 100% more odor-fighting agents for 30 days of odor control when used as directed.



LEARN MORE

PURINA (BOOTH #1827)

Tidy Cats Performance+ Power Clump Unscented Clumping Multi-Cat Litter

www.purina.com

Enjoy a tidy house and litter box with easy scooping. Featuring a unique enhanced pure swelling clay with an optimal particle size to form tight clumps with less crumbling for easy scooping and effortless litter box maintenance. This kitty litter clumping formula is 99.9% less dust and offers 33% more clumping agents vs. the leading clumping litter and the power of activated charcoal for powerful odor control to keep the litter box smell under control.

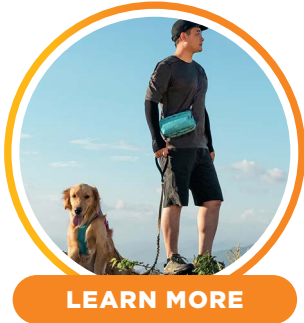


PURINA (BOOTH #1827)

Tidy Cats Performance+ Tidy Feet Low Tracking Unscented Clumping Multi-Cat Litter

www.purina.com

Enjoy a tidy house and litter box area with less mess. This low-tracking odor control cat litter features a unique blend of specially shaped granules with larger particles to minimize rolling outside the litter box and help them stay in the litter box with less sticking to cat paws, keeping litter off your floor. This scoopable cat litter formula is 99.9% less dusty and offers 64% less tracking than the leading clumping litter, forming strong clumps for easy scooping and a clean, tidy litter box area.



TRUELOVEUS LLC (BOOTH #5815)

Truelove Outdoor Utility Bag

www.truelove-us.com

A versatile bag for short walks, made from durable, water-resistant 700D Cordura® nylon – the same fabric as our dog harnesses for matching style. Featuring a magnetic pocket for poo bags, an elastic bottle/umbrella strap, inner pockets for phone, wallet, and valuables, and a shoulder strap that can double as a dog leash.



UPROOT CLEAN (BOOTH #4469)

Laundry Detergent Sheets Pro

www.uprootclean.com

Uproot Clean's Laundry Detergent Sheets PRO with FurCleanse™ are rewriting the rules for pet households. Enzyme-boosted and quick-dissolving, they tackle what standard detergents ignore, stubborn pet odors, pet hair and dander – delivering truly clean laundry for pet parents, in just one sheet.

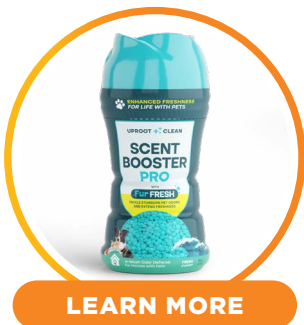


UPROOT CLEAN (BOOTH #4469)

Mitt Cleaner Pro

www.uprootclean.com

The viral pet hair mitt taking over social media, now for retail! Uproot Clean's Mitt Cleaner Pro™ uses bidirectional bristles and electrostatic action to effortlessly gather pet hair from delicate fabrics, clothes, furniture, and cars – the perfect companion to Uproot's embedded hair removal line.



UPROOT CLEAN (BOOTH #4469)

Scent Booster Pro

www.uprootclean.com

Pet odors don't wash out – they linger. Uproot Clean's Scent Booster PRO with FurFresh™ is the in-wash upgrade pet parents have been missing. Engineered to tackle stubborn animal odors standard boosters leave behind, it extends freshness long after the spin cycle ends. Clean laundry, finally worthy of the sniff test.

PREMIUM PET FOOD



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APPLAWS (BOOTH #1042)

Vitality Tuna Fillet & Crab Recipe in Broth

www.applaws.com/us/

Applaws Vitality is made with natural ingredients and enriched with added vitamins and minerals to support your cat's overall health and well-being.



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CANINE CAVIAR (BOOTH #3406)

Special Needs Vegetarian Entrée Alkazing®

www.caninecaviar.com

Special Needs Vegetarian Entrée Alkazing® is a balanced diet formulated to meet the requirements of senior or overweight dogs, providing the necessary nutrition to keep your pet healthy, especially for dogs with sensitive digestive tracts. The formula is a limited-ingredient, holistic diet that uses the highest quality protein and a single beneficial complex carbohydrate.



LEARN MORE

HAPPY DOG / IQ PETFOOD (BOOTH #1030)

Happy Dog Supreme Sensible India

www.happydog.de

This vegetarian recipe with well-tolerated rice and peas was carefully compiled to bring greater variety to your dog's bowl. Containing omega 3 and 6 fatty acids to encourage a glossy coat and healthy skin, combined with cranberries, coconut and turmeric, it's the perfect diet for sensitive mid-sized and large dogs. Along with highly digestible and very well-tolerated rice, Happy Dog India also contains delicate peas, which provide protein and dietary fiber.



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HUMBL PET FOOD (BOOTH #3487)

Humbl Gently Cooked Frozen Bags

www.humblpetfood.com

Humbl Pet Food delivers a fresh take on gently cooked frozen with five recipes built around large, visible chunks of real protein, fruits and vegetables, never a slurry. Pourable from frozen for easy serving, each is crafted with non-GMO ingredients and no preservatives, and made in Europe under strict European quality standards.



LEARN MORE

HUMBL PET FOOD (BOOTH #3487)

Humbl Pantry Jars

www.humblpetfood.com

Humbl Pet Food delivers fresh dog food without the freezer, sealed in pantry-friendly glass jars. Made in Europe under strict European quality standards, each of our five recipes features gently steamed proteins with fruits and vegetables, crafted with non-GMO ingredients and no preservatives. Simple, farm-to-bowl nutrition.



LEARN MORE

K9 FELINE NATURAL (BOOTH #249)

K9 Natural Baked & Coated Dog Food

www.k9felinenatural.com

Baked & Coated is a high-meat, high-protein, grain-free blend in light, crispy bites, free from meals and unnecessary fillers. Each bite is finished with a rich, savory bone broth coating for unmatched taste and complete daily nutrition. 40% high-protein supports strength, energy, and lean muscle, with the first eight ingredients from premium animal proteins. Supports whole-body health and is enhanced with superfoods, botanicals, prebiotics and postbiotics.



LEARN MORE

MPM PET PRODUCTS (BOOTH #1042)

Reveal Entrées in Broth

www.revealpetfood.com

Reveal Entrées Broths are a naturally nutritious, purrfectly delicious meal with real fish or chicken in broth. Each recipe is carefully crafted with the highest quality protein and natural ingredients, enriched with vitamins and minerals for a complete meal that'll be the highlight of your cat's day. Plus, they're grain-free and carrageenan-free with no artificial colors, flavors, or preservatives.



LEARN MORE

OPEN FARM (BOOTH #600)

GoodGut

www.openfarmpet.com

Open Farm and Lifeway debut a gut-first dog food line inspired by human wellness culture. This vet-formulated, nutrient-dense kibble supports whole-body health from within, powered by a proprietary blend of Lifeway probiotics with 2 billion CFUs/lb and freeze-dried raw cubes, no supplements needed.



LEARN MORE

OPTIMEAL (BOOTH #1009)

Daily Wellbeing Grain Free Wet Cat Food Line in Pouches

www.optimeal.com

Picky cats inspired us to create wet food they'll love. Made in our factory in Ukraine (even during war), Optimeal offers eight GF recipes with visible cuts of chicken, turkey, beef liver or shrimp in gravy or gelée in pouches. High moisture, 97% animal protein, FOS, Omega-3 & 6, High European Quality.



PETS GLOBAL, INC. (BOOTH #1427)

Fussie Cat Super Premium Kitten Recipes with Goat Milk

www.fussiecat.com

Gentle, growth-focused, and nutrient-dense kibble, pouches, cans and purees made with real chicken or tuna first, nourishing goat milk and natural fibers like pumpkin in a variety of textures, including crunchy dry, tender shreds, silky mousses, and irresistible purees/toppers.



PETS GLOBAL, INC. (BOOTH #1427)

Zignature Freeze-Dried

www.zignature.com

Limited ingredient, high animal-protein, complete and balanced nutrition in single-animal and multi-protein options. With pumpkin and fenugreek to support digestibility, plus some with kale, apples and carrots. Crafted in the USA and formulated without grains, legumes, or potatoes (no Kangaroo in CA).



PETS GLOBAL, INC. (BOOTH #1427)

Zignature Select Cuts Puppy Formula with Super Grains & Goat Milk

www.zignature.com

Multi-protein, grain-inclusive recipe featuring real lamb and whitefish first, plus wholesome oats, millet, barley & flaxseed with nourishing goat milk. Formulated without chicken, legumes or potatoes, each serving is rich in omega-3, omega-6 and DHA to support brain development and skin and coat health.



PURE CRAVINGS (BOOTH #3174)

Pure Cravings Ocean Origins Tuna & Mackerel Kibble

www.purecravings.com

Limited ingredient formula, with the number one ingredient fresh, sustainably wild-caught fish. Every tuna, salmon, mackerel, and sardine catch is mercury-tested. The formula is enhanced with postbiotic and taurine, with an optimal omega-6 to omega-3 ratio of 2:1. Grain and gluten-free, non-GMO ingredients, no fillers, and no artificial flavors, colors, or preservatives.



PURINA (BOOTH #1827)

Purina ONE +Plus Whole Body Support Dry Cat Food

www.purina.com

Provide your cat with the high-quality nutrition they need with proactive support for their five key systems. Each serving of this natural cat food delivers live probiotics to support gut health, vitamin E to support immune function, a high-protein formula to maintain strong muscles, taurine to support heart health, vitamin A and omega-6 fatty acids for healthy skin and coat, and choline for continued healthy brain function. Made without fillers, artificial flavors or preservatives.



PURINA (BOOTH #1827)

Purina Pro Plan AdvantEDGE Cat Food

www.purina.com

Pro Plan AdvantEDGE delivers the future of specialized pet nutrition, built on decades of scientific expertise. Every formula provides targeted digestive or senior support for cats with triple-action blends of prebiotics, probiotics, and postbiotics. With real protein as the first ingredient and no artificial colors or flavors, AdvantEDGE sets a new standard for quality and trust.

LEARN MORE



RAWZ NATURAL PET FOOD (BOOTH #527)

10+ Essentials Dry Food for Cats

www.rawznaturalpetfood.com

As “The Next Best Thing to Feeding Raw,” these formulas are crafted with whole-food, high-quality animal proteins with no turkey or chicken meal. Each formula features a 10 + 10 + 10 approach: 10 meats, 10 superfoods, and 10 targeted health benefits. Recipes include Turkey, Salmon & Dehydrated Salmon and Fish & Dehydrated Fish, each with 10 superfoods, including green mussels, egg, squash, blueberries, pumpkin, cranberries, papaya, chia, algal oil, and inulin.

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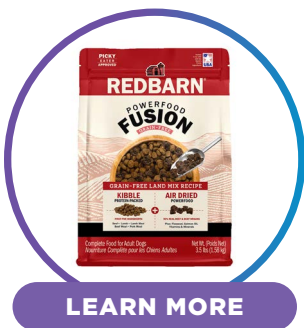
RAWZ NATURAL PET FOOD (BOOTH #527)

Air Dried “Just for My Small Dog” Food

www.rawznaturalpetfood.com

Complete and balanced nutrition tailored to small breed dogs. Gently air-dried to preserve nutrient integrity associated with raw diets while maintaining shelf stability and convenience. Made with 96% meat and organ meat as the first ingredient in three protein varieties: Beef, Chicken, and Lamb and includes RAWZ’s Optifiber™ Complex, a proprietary blend of psyllium, inulin, and FOS that promotes healthy bowel regularity. Synthetic-free formula, and no artificial vitamins or minerals.

LEARN MORE



REDBARN (BOOTH #3014)

Powerfood Fusion Line

www.redbarn.com

Give dogs the best of both worlds with Redbarn’s Powerfood Fusion, premium kibble boosted with gently Air Dried Powerfood in one convenient bag. Made with the first five ingredients from real animal proteins, plus pre- and probiotics for complete, balanced nutrition. Available in four varieties: Grain-Free Land Mix, Grain-Free Sky Mix, Whole Grain Land Mix, and Whole Grain Sky Mix.

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TREATS, CHEWS & TOPPERS



LEARN MORE

BENNY BULLYS PET TREATS USA INC. (BOOTH #627)

Deep Purple & Purple Heart

www.bennybullys.com

Benny Bully's Deep Purple has incorporated top-quality, pure, freeze-dried beef liver and added pure purple sweet potato as a functional, gut-friendly treat for your pets in small, uniform pieces perfect for training and gaining your pet's attention. The purple sweet potato is gut-friendly, vitamin-packed, rich in anthocyanins and antioxidants, and a great source of vitamin C, making it a healthy and nutritious treat.



LEARN MORE

CHARLEE BEAR (BOOTH #218)

Necessities Toppers

www.charleebear.com

Each topper features raw, freeze-dried meat, poultry, or fish as the first ingredient in a convenient shaker. Crafted without artificial colors or flavors, they incorporate ingredients such as flaxseed, turmeric, marine microalgae oil, and cultured yeast to support canine wellness. The line includes four recipes: Chicken Recipe for Digestive Support, Beef Recipe for Immune Support, Pork Recipe for Skin & Coat Support, and Salmon & Whitefish Recipe for Hip & Joint Support.



LEARN MORE

CHEF KITTY (BOOTH #3677)

Puree Pop Treats

www.chef-kitty.com

Delight your cat with Chef Kitty Puree Pops – smooth, high-protein, lickable treats in Chicken, Cranberry, Krill, Salmon, and Tuna flavors. Fortified with taurine and Vitamin E to support heart and eye health. Perfect for kittens, adults, and seniors.



LEARN MORE

DOG NIP, INC. (BOOTH #2485)

Novel Protein Geese Chews

www.dognip.com

DogNip's Geese Chews Collection delivers a flavor-rich, functional protein treat designed to support both nutrition and chewing enjoyment. Available in Strips, Necks, Cubes, and Hearts, Geese Chews are naturally high in protein and fat, providing calorie-dense nourishment that helps support healthy weight maintenance, energetic dogs, growing dogs, or dogs requiring additional caloric intake.



DOG NIP, INC. (BOOTH #2485)

Novel Protein Goat Chews

www.dognip.com

Dog Nip's Goat Skin Chews feature lean, nutrient-rich goat protein that is naturally hypoallergenic, making them an excellent alternative for dogs with sensitivities to beef, chicken, or pork. Gently dehydrated to help preserve nutrients, the long-lasting chews support dental health by helping clean teeth through natural chewing action while remaining easy to digest.



ETHICAL PRODUCTS, INC. (BOOTH #4620)

Rancher Chews

www.nothingtohidechews.com

New Rancher Chews Collagen Dog Chew is a naturally long-lasting treat crafted from collagen. Proudly made in Iceland with real, simple ingredients for a clean, natural treat you can feel good about giving your dog. Each chew has a unique texture that softens as your dog gnaws, encouraging steady, satisfying chew time that keeps them engaged.



GIDDY KITTY (BOOTH #SU13)

Pursuits™ Cat Treats

www.giddykitty.com

Crunchy, O-shaped cat treats made with real salmon as the first ingredient and intentionally designed for threadable, interactive enrichment play. Free from artificial flavors and added wheat, soy, or corn, they deliver purposeful, instinct-driven reward with every earned bite.



GREENLINE PET SUPPLY (BOOTH #1014)

Wiggle Whip Freeze-dried Dog Ice Cream Treats

www.greenlinepetsupply.com

Ready to treat straight from the bag. Made with certified-humane goat milk and human-grade, organic ingredients, it's free from added sugar, artificial flavors, and funky colors. Powered by Upcycled Cranberry Seed Powder, rich in antioxidants and fiber to support digestion, promote a glossy coat, and deliver berry-powered goodness. At 2 calories per treat, it's the perfect everyday reward backed by our Wiggles Guarantee. Available in three flavors.



HAPPY TROUT PET TREATS (BOOTH #2683)

Liver Licks

www.happytroutpettreats.com

Freeze-dried raw trout livers and liver pieces for treating your furry friend! A first-of-its-kind pet treat made from a single ingredient - trout livers! No additives, no preservatives. Raised in a sustainable recirculating aquaculture system in Hudson, NY, these trout are humanely harvested and safely processed by hand in small batches with full traceability. Dogs and cats go crazy for these treats!



LEARN MORE

HAPPY TROUT PET TREATS (BOOTH #2683)

Trout Tidbits

www.happytroutpettreats.com

These bite-sized fillet pieces are packed with omega-3s and B vitamins to support a healthy coat, increase immune function, and reduce inflammation in joints. Freeze-dried from our Steelhead fillets, these salmon squares are a great snack or training treat!



LEARN MORE

ICELANDIC+ (BOOTH #727)

Soft & Chewy Bites

www.icelandicplus.com

The perfect soft bite packed with 70% real meat, whole fresh fruit and Icelandic kelp. Air-dried in small batches to lock in maximum nutrition and provide irresistible flavor that dogs love. Each bite delivers: 70% real meat, whole fresh fruit & Icelandic kelp, irresistible taste, low calorie and bite-sized, and nothing artificial. The treats come in four delicious flavors for dogs (Chicken, Beef, Lamb, or Salmon) and three delicious flavors for cats (Chicken, Salmon, or Trout).



LEARN MORE

ICELANDIC+ (BOOTH #727)

Viking Boost Meal Toppers

www.icelandicplus.com

The Viking Boost line transforms ordinary meals into nutrient-rich feasts by simply sprinkling the powder over pets' regular food. The single-ingredient formulation makes these toppers ideal for pets with food sensitivities, while the savory flavors appeal even to the pickiest eaters. Both formulas are grain-free, wheat-free and contain no artificial ingredients.



LEARN MORE

JONES NATURAL CHEWS (BOOTH #818)

Barknola Bars

www.jonesnaturalchews.com

On-the-go treating dilemmas are solved with the Jones Natural Chews Barknola Bar! Available in two innovative flavors that your dog will love, this Granola Bar is perfect for adventuring with your pup. These recipes begin with USA-sourced meat as the first ingredient, with rolled oats and real fruit and vegetable pieces added, then baked to create a tasty, unique flavor profile and an enjoyable blend of crunchy and chewy textures.



LEARN MORE

NPIC, THE MAKERS OF GET NAKED AND N-BONE (BOOTH #1858)

NPIC, the Makers of Get Naked and N-Bone

www.npicpet.com

Meet N-Bone Paw-ssemble, an interactive chew that's more than just a treat; it's a fun toy your dog can play with! Made in the USA with 100% edible and easily digestible ingredients, it helps remove tartar and plaque while freshening breath with natural fennel. Free from rawhide, animal by-products, and artificial ingredients, it's the safe and tasty way to combine playtime with dental care. Enjoy separately as four delicious treats, or put them together for one interactive treat!



LEARN MORE

OUTBACK BONES (BOOTH #830)

Outback Collagen Chew

www.outbackbones.com

Outback Bones has merged with Marrowz to launch a patented collagen chew redefining long-lasting treats. At 96% protein and under 0.5% fat, it contains less than 0.1% sugar, salt, and preservatives. Featured on Shark Tank Australia with international attention, it is now launching in the U.S.



LEARN MORE

PAWBIO (BOOTH #1713)

Acai Pet Mousse

www.pawbiopet.com

The pet superfood trend that's gone viral on TikTok. Smooth, palatable, and rich in antioxidant acai, it supports immunity and radiant skin and coat for modern wellness-conscious pets.



LEARN MORE

PEAKSNPAWS (BOOTH #1221)

Herbal Yak Chews for Dogs

www.peaksnpaws.com

Thoughtfully crafted with Ashwagandha, Moringa, and Chamomile to support your dog's overall well-being, naturally. Our yak chews are made using traditional methods and enhanced with carefully selected herbs known for their functional benefits. All ingredients are procured directly from farmers and cooperatives, processed and packaged at our BRC-certified state-of-the-art facility in India, and directly shipped to our fulfillment center locally in New Jersey, USA.



LEARN MORE

PETMATE (BOOTH #3620)

Wild Eats Venison Collagen Sticks

www.petmate.com

Wild Eats Venison Collagen Sticks are rawhide-free chews made with premium collagen as the first ingredient and novel venison protein. Highly digestible, they support joints, digestion, skin, coat, and dental health, making them ideal for dogs with sensitivities or limited-ingredient needs.



LEARN MORE

PETRIENTS CO., LTD. (BOOTH #SU19)

Keendlet

www.petrients.kr

Keendlet is a pesco-vegetarian freeze-dried treat and topper that upgrades your pet's daily bowl. Inspired by Korean baby foods' minimal philosophy, it uses only purposeful, whole ingredients. No artificial additives, just clean, gently preserved nutrition for exciting and enjoyable meals.



LEARN MORE

PURINA (BOOTH #1827)

Purina ONE +Plus Immune Support Purées

www.purina.com

Support your cat's immune health with a delicious treat they're sure to love. Formulated to support a healthy immune system, these lickable treats feature vitamin E and omega-3 fatty acids, making them both tasty and good for them. Each protein-rich purée cat treat is made with real chicken or real tuna and has a smooth texture that's easy to enjoy. These cat treats come in easy-serve tubes sized just right for an effortless way to treat your cat with less mess.



LEARN MORE

SHEPHERD BOY FARMS (BOOTH #854)

Lobster & Organic Coconut Freeze-Dried Treats

www.shepherdboyfarms.com

Shepherd Boy Farms' new Lobster & Organic Coconut Freeze-Dried Treats are made with just two ingredients and zero fillers or additives. These treats are designed to deliver bold flavor, clean nutrition, and irresistible appeal for dogs and cats alike, supporting their overall wellness.



LEARN MORE

W.F. YOUNG (BOOTH #442)

Honest to Goodness® Protein Bites

www.honest2goodness.com

This new line of natural protein first soft jerky chews is formulated with upcycled vegetables or fruits to help reduce waste, support a positive environmental impact and provide a delicious and healthy treat option for dogs. Six recipe varieties, all with a berry antioxidant blend.



LEARN MORE

WAGGING DOG BAKERY (BOOTH #SU41)

Puppini Mini Cupcakes

www.waggingdogbakery.ca

Puppini Mini Cupcakes are human-grade dog treats that turn everyday moments into celebrations. Soft-baked, eye-catching, and giftable, they deliver simple, easy-to-read ingredients with premium appeal. More than a biscuit in a bag, Puppini creates a shareable treat experience dogs love, and owners feel good about.



LEARN MORE

WILDLIFE SCIENCES (BOOTH #2413)

Treat Rollers

www.wildlifesciences.net

Coop & Range Treat Rollers are easy-to-use snacks for backyard chickens. Made with high-quality ingredients in a high-energy formula with Oregano and Garlic for immune support.

WELLNESS PRODUCTS



LEARN MORE

CANINE CAVIAR (BOOTH #3406)

Functional Supplement Powders

www.caninecaviar.com

Designed to complement your dog's diet and support their overall well-being, each powder features a careful balance of nutrient-rich ingredients, including prebiotics, probiotics, postbiotics, vitamins, and minerals to target specific areas of health, from joint and hip function to skin, digestion, calmness, and more. Mix into any food to enrich your companion's meals with holistic goodness and gentle support from the inside out.



LEARN MORE

CANINE HEALTH SOLUTIONS (BOOTH #5371)

Joint Jelly

www.caninehealthsolutions.com

Strong-joint support for dogs who need more mobility and comfort, especially after heavy work, injury, or old age. It helps soften stiffness, calm inflammation, and reduce joint pain so your dog moves more freely. Ingredients like glucosamine, chondroitin, MSM, and hyaluronic acid support cartilage recovery and joint lubrication, while added flavonoids and rosehips promote muscle relaxation and reduce tension.



LEARN MORE

CAT'S PRIDE (BOOTH #2058)

Cat's Pride Health Monitoring Micro Crystal Cat Litter

www.catspride.com

Stay ahead of your cat's health with an innovative pH indicator technology that changes color to signal early signs of potential urinary issues. Featuring a clear, vibrant color scale for low, typical, and high pH levels, this litter supports fast, confident monitoring, while delivering #1 odor control for powerful, long-lasting freshness. The lightweight crystal formula is 60% lighter than traditional litter, making it easier to pour, store, and handle without sacrificing performance.



LEARN MORE

COLLAGENIE (BOOTH #1224)

Joint & Mobility - Certified Organic Collagen for Dogs & Cats

www.collagenie.com.au

Introducing the world's first Certified Organic collagen for pets. Collagenie Joint & Mobility sets a new benchmark in pet wellness. Sourced from Australian organic cattle, this single-ingredient meal booster supports joint function and mobility through a certified, traceable supply chain.



FINFARE PET FOODS (BOOTH #4078)

Finfare Omega-3 Drizzle

www.finfarepetfoods.com

Finfare introduces Omega-3 Oil Drizzle, a Wild Alaskan Fish Oil supplement for cats and dogs. Supports skin, coat, vision, and cognitive health, adds fresh ocean flavor, and features a mess-free drizzle for easy, premium mealtime nutrition.

LEARN MORE



HEMP WELL (BOOTH #1058)

Bladder Support Powder for Dogs & Cats

www.hempwell.com

Ensure your pet's comfort and vitality with Hemp Well Bladder Support Powder. Designed to assist in maintaining healthy bladder function, this concentrated formula contains D-Mannose, Cranberries, Hempseed powder and Uva Ursi, known for supporting urinary tract health. Free from artificial fillers, it helps regulate urine pH and promotes normal urinary habits. Simply mix it into your dog's or cat's food daily for effective bladder support and improved well-being.

LEARN MORE



INNOVATIVE PET LAB (BOOTH #SU7)

Parasite Test

www.innovativepetlab.com

Parasites and worms are more common than many pet parents realize - and pets can have them even when they seem healthy. These organisms can cause infections, affect digestion, energy, immune health, and overall health long before obvious symptoms appear. Routine testing helps catch issues early, guide the right treatment, and protect both your pet and your household. Knowing what's going on inside your pet means fewer surprises and better long-term health.

LEARN MORE



JAFFEE'S BONE BROTH (BOOTH #1011)

BioBroth Complete

www.jaffeesbonebroth.com

BioBroth Complete is our 3-in-1 powdered bone broth product containing grass-fed beef bone broth, species-specific probiotics and saccharomyces boulardii and an organic mushroom blend with turkey tail, lion's mane, reishi, and shiitake (100% fruiting bodies only). The unique combination of these three ingredient blends offers complete support for your dog's gut, brain, skin, immunity, allergies, and virtually every system of their body. No additives or inactive ingredients.

LEARN MORE



LEARN MORE

JAFFEE'S BONE BROTH (BOOTH #1011)

BioStride

www.jaffeesbonebroth.com

BioStride provides one-of-a-kind, comprehensive joint and longevity support for dogs, clinically proven to stimulate joint cartilage metabolism. Its patented bioactive collagen peptides and unique blend of anti-inflammatory nutrients provide a dual-action approach to help accelerate healing, counteract osteoarthritis, reduce pain, and optimize joint health. With patented CyLoc® delivery technology, absorption is achieved with lower doses of active ingredients, resulting in a more powerful, rapid physiological response.



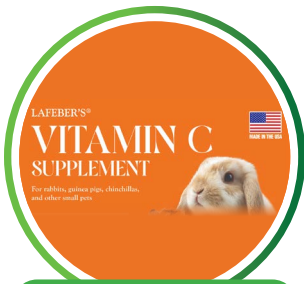
LEARN MORE

LADY N TOFU CAT LITTER (BOOTH #3484)

Lady N Pheromone Tofu Cat Litter - Natural Attractant Formula for Training & Calming

www.ladynpet.com/us/

A plant-based tofu litter infused with botanical pheromones that signal “safety” and “home,” helping reduce stress-related litter box avoidance. Its soft, paw-friendly texture supports natural digging, while its ultra-low dust helps promote respiratory comfort. Compatible with automatic litter box systems.



LEARN MORE

LAFEBER-EMERAID (BOOTH #4901)

Lafeber's Vitamin C Supplement

www.lafeber.com/petshop/

Guinea pigs need vitamin C daily because their body can't make it. Rabbits, chinchillas, and other small pets create their own, but extra vitamin C might benefit them when sick, stressed, or recovering. This organic, western timothy hay-based supplement delivers 27 mg per heart-shaped bite of vital vitamin C in a tasty form that pets happily eat. It provides essential vitamin C, great taste, and beneficial fiber.



LEARN MORE

NATIVE PET (BOOTH #406)

GutWell

www.nativepet.com

GutWell is a 5-supplement line, vet-crafted with targeted triple-biotic blends and clinically proven ingredients to tackle common health concerns through a gut-first approach. The product line includes Clean Breath, Itchy Skin, Trim Down, Stress Support, and Power Poop!



PACAGEN (BOOTH #5605)
Cat Allergen Reducing Supplement

www.pacagen.com

Science-backed, pet-safe supplement powder that you can mix into your cat's food to reduce the amount of cat allergens they spread. Powered by WhiskerBlock™, which is engineered to break down over 98% of Fel d 1 - the main cat allergen. Also contains clinically studied ingredients that support feline immune and gut health.

LEARN MORE



PAWP WATER (BOOTH #2483)
Pawp Water

www.pawpwater.com

Revolutionizing the way dogs hydrate! Pawp Water is a premium functional hydration drink for dogs, formulated to support everyday wellness with targeted benefits like electrolytes, calming, gut health, and joint support. Served in a convenient resealable can, it's designed for daily use at home or on the go, helping dogs stay healthy, happy, and hydrated.

LEARN MORE



PET-AG (BOOTH #4201)
Dyne Chews

www.petag.com

Dyne™ Advanced Soft Chews are veterinarian-formulated, science-backed daily supplements made with clinically studied ingredients at effective levels. Available in four targeted formulas, they support energy, calm, joint health, and digestion in a soft chew that dogs love.

LEARN MORE



PETPAX CO. (BOOTH #SU5)
DentalMelts

www.petpaxco.com

DentalMelts are fast-dissolving oral thin films that adhere in the cheek pocket, allowing active ingredients to interact directly within the oral cavity for targeted support. Designed for daily use, they help maintain fresher breath and oral hygiene in a simple, easy-to-administer format that fits seamlessly into modern pet routines.

LEARN MORE



PETPAX CO. (BOOTH #SU5)
ZenMelts

www.petpaxco.com

ZenMelts are fast-acting oral thin films that dissolve in your dog's cheek pocket, allowing active ingredients to absorb through the oral mucosa for efficient delivery and quicker onset. Designed for daily use and stressful moments like travel or vet visits, they provide consistent calming support in a simple, easy-to-administer format.

LEARN MORE



LEARN MORE

THE VET'S DOG (BOOTH #SU16)

Immune Support / DNA Defense

www.vetsdog.com

Introducing our premium soft chew, meticulously crafted by a veterinary surgeon and specialist. This organic proprietary blend features four potent botanicals: barley grass, broccoli sprouts, turkey tail mushroom, and turmeric. Each ingredient is thoughtfully selected to enhance longevity, overall health, and immune support in pets. Veterinarian-approved and made with high-quality, organic ingredients, our soft chews reflect a dedication to the health and longevity of your furry companions.



LEARN MORE

TRANQUIL TAILS (BOOTH #2676)

PET ZEN™ Pheromone Calming Spray for Cats and Dogs

www.tranquiltails.us

PET ZEN™ Pheromone Calming Spray is a gentle, natural calming spray formulated to help reduce stress and anxiety in your pets without synthetic fragrances. Pet Zen helps your pup feel safe and calm and is a perfect complement to our plug-in diffusers. This unscented formula contains pet-safe pheromone oil and natural ingredients like aloe vera and plant-based emulsifiers. Simply spray it on your pet's bed, blanket, car seat or carrier. It dries quickly and leaves no sticky residue.



LEARN MORE

TRANQUIL TAILS (BOOTH #2676)

Silver Tails™ Pheromone Calming Spray for Senior Cats and Dogs

www.tranquiltails.us

This specialized formula is expertly designed to ease the stresses of aging cats and dogs, helping your senior pet feel secure, loved, and at peace. We've increased the calming power, delivering 40% more pheromone oil than our original Pet Zen spray, specifically to address the heightened emotional needs of aging pets. Housed in a safe, non-aerosol, amber glass bottle, Silver Tails is an alcohol-free, gentle alternative to ingestible anxiety products.



LEARN MORE

VETERINARY FORMULA (BOOTH #4664)

Dental Bites

www.dentalfresh.com

Dental Fresh's Dental Bites deliver daily oral care from the inside out. Veterinarian-formulated and powered by EpiCor® postbiotic, the soft chews support a healthier mouth by promoting a balanced gut microbiome to reduce bad breath at its source. Designed as a simple, once-daily treat, Dental Bites also feature kelp to help reduce plaque and tartar buildup while supporting healthy gums for overall oral health.



LEARN MORE

VETERINARY FORMULA (BOOTH #4664)

Dental Treats

www.dentalfresh.com

Dental Fresh's Dental Treats make daily oral care simple, no brushing required. Designed to fit naturally into a dog's routine, the veterinarian-formulated treats help reduce plaque and tartar while freshening breath in an easy, delicious chew. Powered by Bacti-Shield™ Technology, each treat forms a protective barrier to help prevent plaque and tartar buildup while targeting odor-causing bacteria. The functional 8-grooved design scrubs tooth surfaces, supporting a cleaner, healthier mouth.



LEARN MORE

WELLFURST (BOOTH #1304)

wellFURst Calming Support

www.wellfurst.com

wellFURst™ Freeze-Dried Calming Support Health Supplements for dogs are carefully crafted with active ingredients that keep your bestie happy and healthy.



LEARN MORE

WUFFES (BOOTH #3684)

Wuffes Allergy & Itch Chews

www.wuffes.com

Wuffes Allergy & Itch Chews provide non-drowsy relief for dogs with seasonal and food allergies. With colostrum, quercetin, and Turkey Tail mushroom, they support immune health and the skin barrier to stop itching, paw licking, and redness. Help your dog feel comfortable and like themselves again!



LEARN MORE

WUFFES (BOOTH #3684)

Wuffes Calming Chews

www.wuffes.com

Expertly formulated, Wuffes Calming Chews use four clinically proven ingredients -Relora©, L-Theanine, L-Tryptophan, and Chamomile - to support your pup's stress and anxiety without sedation. This blend regulates cortisol and balances emotions for a chilled mood and peace of mind.



ZESTY PAWS (BOOTH #3209)

Cat Calming Diffuser

www.zestypaws.com

Our veterinarian-formulated and science-driven Cat Calming Diffuser mimics natural feline pheromones to help reduce signs of stress. Enjoy up to 30 days of soothing calm with a gentle orchid mist scent so your kitty can relax and keep the purrs coming.



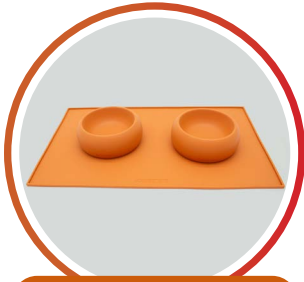
ZESTY PAWS (BOOTH #3209)

Native Probiotic

www.zestypaws.com

The next generation of canine probiotics, featuring scientifically studied probiotic strains sourced from dogs, for dogs, to support dogs with occasional diarrhea. Powered by the Canine Triple Shield™, scientifically studied probiotic strains derived from the gut of healthy dogs, and formulated to restore and rejuvenate a healthy gut microbiome for long-term digestive balance with quick delivery of digestive benefits.

GEAR & ACCESSORIES



LEARN MORE

ADC HOUNDSTONE & CO (BOOTH #2567)

Houndstone Silicone Dog Bowls, Cat Bowls & Feeding Mats

www.houndstone.com

Houndstone's bowls and mats were shaped by years of rescue and foster work. Each piece is named after a dog or cat who changed our lives, a quiet tribute to their impact. Made from food-grade silicone, they are non-slip, travel-ready, and built to support real life with animals, at home or away.



LEARN MORE

ANN BLACK CO., LTD (BOOTH #4186)

Veterinary-Grade Canine Eye Protection Goggle

www.ann-black.com

BSMI-certified modular veterinary canine goggle (Taiwan Patents: M636976;D225823). UV400 lenses, antimicrobial, waterproof foam, triple-strap for clinical stability and interchangeable mask modules to enhance wear experience and style.



LEARN MORE

BAYDOG (BOOTH #2974)

BAYCAT Harness

www.baydog.com

This is the debut of the BAYCAT Harness by BAYDOG, specifically designed for cats and featuring a step-in design and breathable mesh material. The harness is complemented by reflective trim for nighttime safety, a martingale clasp that makes escape difficult, and BAYDOG Find My Owner technology. The BAYCAT harness is available in four adjustable sizes and perfect colors, and each harness comes with a six-foot leash with a neoprene handle and reflective trim.



LEARN MORE

BIG OLD PUP (BOOTH #5350)

5-in-1 Multi-Utility Leash System

www.bigoldpup.com

Built to support dogs of all shapes, sizes, and speeds, this leash features five built-in functions – a versatile, all-in-one solution that makes everyday walks and travel safer, easier, and more comfortable. The cross-body leash keeps your hands free while maintaining steady control of your dog. It's ideal for walks, running errands, or even light jogging, offering balanced support without sacrificing responsiveness. It also has a built-in hoist feature for lift-assistance for elderly or injured dogs and owners.



LEARN MORE

BIG OLD PUP (BOOTH #5350)

5-in-1 Reflective Dog Harness

www.bigoldpup.com

A smarter, safer, all-in-one harness built for daily walks, travel, and everything in between. Thoughtfully designed for convenience, comfort, and safety, this set combines a full reflective harness, an ergonomic design, a built-in five-foot leash, a seatbelt clip, and an integrated pouch with a waste bag dispenser, eliminating the need for extra gear while keeping you prepared for everyday adventures.



LEARN MORE

BULLHUG (BOOTH #5704)

Adjustable Harness

www.bullhug.com

The adjustable, customizable harness is bulldog strong for even the strongest of breeds, with extreme comfort for your fur baby. Constructed with strong box and zigzag stitching and completely non-choking, the BullHug harness goes around the chest and is great for easy casual walks, jogging, hiking, or wherever you and your pup's adventures take you! Each harness comes with a removable BullHug velcro patch that can be replaced with customizable ones (patches sold separately).



LEARN MORE

COOLER KENNEL (BOOTH #SU2)

Cooler Kennel

www.coolerkennel.com

The world's first ice pack cooled, modular, insulated kennel engineered to keep dogs safe, cool, and comfortable in any condition, from the highway to the backyard. Because your best friend deserves the best protection.



LEARN MORE

CURLI, THE HARNESS SPECIALISTS FROM SWITZERLAND (BOOTH #5442)

The Glow Dog Harnesses

www.mycurli.com

The Glow harnesses are designed for safety in the dark. Its soft yet durable surface is made of a highly reflective material that reflects light, ensuring optimum 360° visibility and extra safety on walks in the dark. The Glow is available as a Curli Vest Harness, tailored for small to medium-sized dogs, and as a Curli Belka Harness, designed for controlling medium to large-sized dogs.



LEARN MORE

LIT GLOBAL TRADING, INC. (BOOTH #3581)

PEHOM Cuddle Pet Pillow Bed

www.pehomnyc.com

Designed in collaboration with OULU Germany, this pet bed blends European functional aesthetics with next-level comfort. The 360° starfish shape mimics a gentle hug, while raised, ergonomic edges support your pet’s head, neck, and spine. Finished with a premium wet-waxed exterior that develops a beautiful patina over time, it’s water-repellent, durable, and hair-resistant. Inside, high-GSM corduroy delivers an ultra-soft feel. A fully removable, machine-washable cover makes care effortless.



LEARN MORE

LIT GLOBAL TRADING, INC. (BOOTH #3581)

PEHOM Soufflé Pet Bowl

www.pehomnyc.com

Elevated pet bowl with a diagonal opening for a more comfortable eating angle. The height helps reduce neck strain, while the seamless, one-piece design makes cleaning easy. Finished with a wide, stable base to prevent tipping or sliding during mealtime. The bowls come in six colorways: avocado green, amber orange, rose pink, purple, frozen Blue and cream beige.



LEARN MORE

RE-LEASHED (BOOTH #SU23)

Re-Leashed

www.re-leashed.com

Our vision is to provide pet owners with high-quality, swappable leash covers that bring style and versatility to everyday walks. With Re-Leashed, you can constantly change your pet’s style without needing multiple leashes. No matter what season or occasion, Re-Leashed has your pet’s style covered! “Why buy a new leash when you can get Re-Leashed!”



LEARN MORE

SPRINGLAND (BOOTH #1300)

Personalized Waterproof Dog Collar with Charms

www.springlandpets.com

The only dog collar your dog will need. A premium, waterproof collar built for your dog’s everyday adventures. Made from durable but lightweight PolyFlex material with an adjustable fit and safe-release buckle for comfort and peace of mind. We know things get muddy out there, so we designed this collar to be dirt and odor-resistant and easy to clean. Personalize it with our silicone dog charms (compatible with all collar sizes) to add your dog’s name for a truly custom piece.



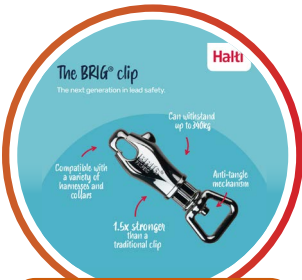
LEARN MORE

STITCHLEASH (BOOTH #SU28)

StitchLeash® Clip & Go™ Modular Walk System

www.stitchleash.com

StitchLeash® is the first modular Clip & Go™ walk system and 2025 Leash Innovation of the Year. It transforms the traditional leash into an expandable walk system for treats, water bowls, and essentials – eliminating extra bags and pocket clutter while helping create a new modular walk category with expanded merchandising opportunity. One leash. Zero juggle. Always Walk Ready.



LEARN MORE

THE COMPANY OF ANIMALS LTD (BOOTH #4571)

Halti BRIG® Safety Lead

www.companyofanimals.com/us/

The Halti BRIG® Safety Lead is built for large, powerful dogs and designed to offer a safe, confident, and comfortable walking experience. Featuring the innovative BRIG® clip, multiple padded control handles, reflective stitching, and temperament-signaling colors, it empowers owners with more control in any environment – making every walk safer and more enjoyable. Ultra strong and secure with padded comfort and a handy d-ring for attaching poop bags or going hands-free.



LEARN MORE

WILD ONE (BOOTH #3083)

Air Collection Walk Kit

www.wildone.com

This kit features our first-ever Step-In Harness, new Lightweight Leash and Quick-Release Collar, with a coordinating Poop Bag Carrier. Designed for everyday walks or wherever the adventure takes you. The Harness has a cushioned chest panel to reduce chafing and two leash attachment points. The Leash is made from flexible yet durable materials and handles up to 90 pounds of pulling, with a unique swivel hook to prevent tangling. The Collar is adjustable with a quick-release buckle, and the Poop Bag Carrier keeps waste bags neatly within reach.



LEARN MORE

WILD ONE (BOOTH #3083)

Cat Walk Kit

www.wildone.com

The Cat Walk Kit bundles all the out-and-about essentials. The slim, cushioned Harness is designed to keep your cat comfortable and flop-free. Quick-release buckles make gearing up a breeze – with a convenient neck buckle for cats who prefer an alternative to over-the-head harnesses – and a leash attachment point ensures safe outings. Bundled with the Lightweight Leash, crafted with a swivel-hook clip that moves with your cat to keep them tangle-free. Comfort, safety, and style – all in one handy kit.

GROOMING PRODUCTS



LEARN MORE

BUDDYCARE (BOOTH #3809)

Paw & Nose Balm

www.buddycare.co.uk

Keep your dog's paws and nose soft and healthy with the Buddycare Paw and Nose care range. Balms repair, moisturize, and nourish dry, cracked skin with gentle, vegan-friendly ingredients - perfect for everyday care and protection.



LEARN MORE

BUGALUGS PET CARE (BOOTH #2809)

Bugalugs Pre, Pro & Postbiotic Grooming Range

www.bugalugspetcare.com

Designed to support healthy skin while gently cleansing, this collection is formulated with a powerful blend of prebiotics, probiotics and postbiotics to help balance your dog's skin microbiome and cleanse, soothe and condition its coat. Instead of simply masking odors or washing away dirt, it strengthens the skin barrier, reduces irritation, and promotes long-lasting freshness and includes shampoos, conditioners, no-rinse solutions, targeted sprays for itchy skin, and paw and ear care essentials.



LEARN MORE

OXYLUS LTD (BOOTH #3383)

nanoSCENT® PET Shampoo

www.nanoscentpet.com

nanoSCENT® PET Shampoo with Sea Salt combines nano-encapsulation technology and essential sea minerals to deeply cleanse, regulate sebum and soothe skin. Leaves the coat silky, shiny and fresh with time-release fragrance. 98% natural, alcohol-free, gentle and eco-friendly. Premium grooming for all breeds.



LEARN MORE

SKOUT'S HONOR (BOOTH #2609)

Skout's Honor HydroClear™ with Hyaluronic Acid

www.skoutshonor.com

The HydroClear™ Collection offers a fast, easy way to keep pets clean, refreshed, and smelling great. Use every day or on the go to remove dirt, dander, and odor from faces, paws, skin folds, and bums. Powered by HydroClear™, our hyaluronic acid-powered hydration technology, to deliver rapid moisture and soothing comfort. Gentle, effective, and now available for pets because their skin deserves the same thoughtful care as yours. The collection features HydroClear™ Grooming Wipes, Ear, Eye & Nose Wipes, and Eye Wash.



LEARN MORE

SPAWRITUAL (BOOTH #SU37)

Spawritual

www.spawritual.com

Patent-pending dog paw-washing mat with built-in water jets that clean paws in seconds as dogs step inside. A hands-free, at-the-door solution that protects floors, reduces cleanup, and turns muddy paw chaos into a simple daily ritual.



LEARN MORE

THE COMPANY OF ANIMALS LTD (BOOTH #4571)

Pet Head Berry Bright Grooming Range

www.companyofanimals.com/us/

A color-enhancing range for white and light-colored coats, formulated with natural surfactants, crushed violet dye, vitamin E, and argan oil. Designed to neutralize yellow and brassy tones, leaving the coat vibrant, glossy, and healthy. Infused with the sweet and refreshing aroma of ripe blueberries.



LEARN MORE

CONDOBUGS / CONDOBLOCK (BOOTH #SU27)

CondoBox

www.condobugs.com

A novel live-feeder delivery system that transforms one of reptile keeping's biggest friction points – handling live insects – into a clean, controlled, repeatable routine. Unlike conventional tubs and “dump-and-chase” feeding, CondoBox™ Feeder introduces a new, compact micro-ecosystem that maintains live insects and delivers them on demand. At its core is our patent-pending CondoBlock™, a structured shelter and climbing surface that supports insect well-being, reduces stress-driven crowding and cannibalism, and helps keep the system clean.



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EMPIRE OF ANTS CO., LTD (BOOTH #984)

Ant Paradise Pro Serise Ant Formicarium

www.empireofants.com

Designed exclusively for ants, this ecological display habitat redefines how ant colonies are kept, observed, and appreciated. By integrating miniature landscape modeling into the foraging arena, the habitat transforms a traditional ant enclosure into a living ecosystem – both functional and visually refined.



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JOSH'S FROGS (BOOTH #4241)

Josh's Frogs Arachnid BioBedding Bioactive Substrate

www.joshsfrogs.com

Arachnid BioBedding is a unique soil blend that jump-starts a bioactive environment to support plant and springtail growth. It mimics their wild environment and promotes natural behaviors, such as burrowing, which reduces stress in the pet. Arachnid BioBedding is suitable for nearly every tarantula type.



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PISCES USA (BOOTH #4043)

PlantPod Moss

www.piscesusa.com

An internationally patented system that delivers live aquarium plants in a sealed, self-contained pod. Each pod contains a healthy, established plant secured in a protected growing environment, designed to prevent damage and contamination during shipping and in-store handling. Unlike traditional loose bunches or open water cups, PlantPod™ eliminates the need for in-store plant tanks, reduces maintenance, prevents pest transfer, limits algae exposure, and significantly reduces shrink caused by handling, drying out, or improper care on the sales floor.



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SUNNYWAY ENTERPRISES INC. (BOOTH #2841)

Axolotl Hatchling/Juvenile Maturation Aquarium Kit

www.sunnywaycn.com

A simple, all-in-one solution for first-time owners, families, and classrooms to responsibly care for one of the world's most fascinating aquatic animals, Axolotls, who've exploded in popularity thanks to social media, gaming, and viral videos with billions of views. The complete kit includes low-light LED illumination and an easy-flow internal power filter engineered to maintain clean water conditions and support axolotl health, making it an ideal solution for safely housing hatchling and juvenile axolotls.



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WOOBIA USA (BOOTH #5422)

WooBia Turtle Pet Feeder

www.woobia.com

The WooBia Turtle Pet Feeder features a hand-sculpted polyresin turtle base with a removable stainless steel bowl for easy cleaning. Combining refined craftsmanship with everyday function, it transforms pet feeding into a sophisticated design statement. Available in Small and Medium sizes.



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ZEIGLER BROS., INC. (BOOTH #4538)

Zeigler Pond Diets

www.zeiglerfeed.com

All-natural diets for koi, goldfish and other backyard pond fish. No artificial colors, enhanced with natural color ingredients to enhance the color and health of the fish.

SUSTAINABLE PRODUCTS



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BEEB'S (BOOTH #549)

XL Refill Bag - Single Ingredient Lamb Lung Dog Treats

www.beebsgoods.com

The perfect dog treat, made from 100% all-natural, grass-fed lamb from New Zealand, in compostable, plastic-free packaging. The XL Refill Bag is the newest member of the Beeb's reusable system! Buy a tube once, keep refilling. Less waste with every order.



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BETTERBONE (BOOTH #646)

BetterBone GO

www.thebetterbone.com

BetterBone GO are adventure-ready throwing sticks. They are plant-based chew toys engineered for a naturally active life. Lightweight for easy packing, yet tough enough to handle mountain trails, beach days, hours-long chew sessions, and everything in between.



LEARN MORE

D-BONE (BOOTH #4081)

Plant-Based Dog Chew

www.fasal.at

D-Bone is a dog chew engineered from Naturion™, a renewable plant-based material developed to replace petroleum plastic dog toys. Designed for safety, it delivers the chewing performance dogs love while significantly reducing environmental impact.



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EARTHBATH® (BOOTH #5415)

Tooth & Gum Wipes

www.earthbath.com

earthbath® Tooth & Gum Wipes are the easy and convenient solution to keeping your pet's mouth clean from plaque, tartar & odor-causing bacteria. This minty-fresh formula is free of parabens, alcohol, and other nasties that don't belong in your pet's mouth. Safe for daily use on all animals over six weeks old. Vegan, Cruelty Free, Made in USA, Biobased, and FSC-Certified.



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MAGIC CARPET (BOOTH #4084)

Magic Carpet Kennel Liner & Feeding Mat

www.magiccarpetusa.com/pages/for-pets

Magic Carpet Kennel Liner and Feeding Station redefine the standard for comfort, utility, and environmental responsibility. Crafted from 100% recycled materials, our mats are designed for the conscientious pet parent, utilizing a patented fiber formulation that provides a stable, durable surface that balances premium pet comfort with a functional, low-profile design. Every product is proudly made in the USA, reflecting our commitment to high-quality domestic manufacturing and values.



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PLAY PET BRANDS (BOOTH #2664)

Play Ocean Buddies Collection

www.playpetbrands.com

Crafted with eco-friendly PlanetFill® AZO-free dyes and 100% machine washable construction, these ocean-inspired plush toys are available in both large and small sizes. Displayed on FSC® Mix certified backer cards, 2% of every purchase supports Saving the Blue and their mission to protect and restore threatened marine species.

SMART TECH



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CHEFPAW (BOOTH #SU3)

ChefPaw Pet Food Maker (C-Pro) + ChefPaw App

www.chefpaw.com

Cook up to 6.4 pounds of fresh, homemade dog food in just 40 minutes. Simply add raw ingredients and let it mix and cook to perfection. Paired with the ChefPaw App, access 35+ guided recipes, custom pet profiles, and precise nutrition tracking for balanced meals every time. The app (iOS version launching April 2026) features an upgraded UX and pairs seamlessly with the ChefPaw machine. Create detailed pet profiles, view AAFCO-compliant recipes, follow step-by-step cooking instructions, and view full nutritional breakdowns, all in one streamlined experience.



LEARN MORE

PADSPASS (BOOTH #SU32)

Digital Pet Passport (Mobile App)

www.padspass.com

PadsPass is a Digital Pet Passport app that stores pet health records and travel documents in one secure place, tracks destination requirements, and helps pet parents prep for trips with less stress.



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PAWSITIVETOUCH (BOOTH #SU4)

TouchOne

www.pawsitivetouch.io

Award-winning (PCIP 2026) dog wearable that calms dogs and owners. The first patent-pending smart wearable and SaaS platform that not only tracks, but actively calms dogs' emotions and behavior using personalized touch and sound - the dream of any dog owner.



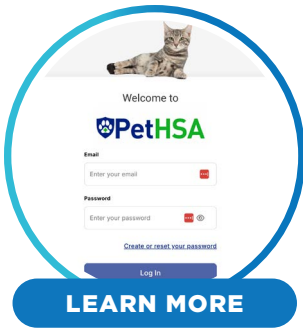
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PAWSPIK (BOOTH #4278)

PawsPik® CeramiFlow Ceramic Cat Water Fountain

www.pawspik.com

The PawsPik CeramiFlow Battery-Operated Ceramic Cat Water Fountain combines portability and style. A rechargeable battery provides up to 60 days per charge, while the faucet-inspired flow encourages hydration. The heavy ceramic base resists bacteria, stays stable, and features quiet operation with advanced filtration.



PETHSA (BOOTH #SU26)

Pet Health Savings Platform

www.pethsa.com

PetHSA is a comprehensive financial platform for the full pet lifecycle. It integrates lifetime cost modeling, savings frameworks, care tracking, and community support to make responsible pet ownership more predictable, organized, and financially sustainable.



SHENZHEN ORANGE CAT UNIVERSE TECHNOLOGY CO., LTD (BOOTH #5838)

Self Grooming Cat House

www.paw-swing.com

PawSwing Neo is a safe, electricity-free self-groomer. It uses a 360° circular brush system powered by your cat's movement to remove fur gently. With spring-loaded brushes that mimic a cat's tongue, it offers a stress-free massage and effective grooming for every cat.