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January 2016

COW WOW, ELEPHUNK AND HIPSTER JOIN THE PETSAFE® FAMILY OF PRODUCTS

Global pet product expert PetSafe® brand has welcomed three new additions to its **Busy Buddy®** range – **Cow Wow**, **Elephunk** and **Hippster** toys. Made using the same quality materials and cutting edge creativity which has become synonymous with PetSafe® brand, the new toys are being launched to market this month.

The three new toys are animal shaped and offer a unique chewing experience designed to promote positive play, helping dogs move away from harmful chewing behaviour and ensuring their playtime is best for their dental health.

The **Cow Wow** is a vibrant purple cow, round in shape to help with games of throw and fetch. The green elephant, **Elephunk**, is another brightly coloured ball-shaped companion, and the **Hippster** is a round blue hippo with chewable ears. All three animal companions are available in Small and Medium/Large and are made from super durable materials to stand up to even the most persistent chewer.

All three animal friends are designed to help ensure a dog's love of chewing is positive for its health, reward and learning - a key part of their design. Each toy has a Treat Meter, which can be customised to control the rate treats are released. The rounded design also means dogs will find it hard to get a proper grip on their new friend, ensuring hours of interest and entertainment.

PetSafe® International Marketing Director Angela Critchley said: "Owners and dogs alike love our **Busy Buddy®** range – it remains one of our consistent top selling collections. Items in the **Busy Buddy®** range are all designed for optimum fun and performance, and to help change potentially destructive chewing behaviour. Some items in the range squeak and bounce unpredictably to keep dogs engaged, others have treat dispensers with customisable settings – our Kibble Nibble ball can even hold an entire meal making it the perfect way to turn mealtime into playtime.



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For further information please contact International Marketing Director, Angela Critchley, tel: +44 (0)7899 663319 or visit www.petsafe.net

About PetSafe® brand

PetSafe® brand is a global pet product expert with its headquarters in Knoxville, Tennessee.

Wide-ranging innovative products are available across the PetSafe® portfolio including training, containment, lifestyle and wellbeing product solutions. Visit www.petsafe.net for further details or connect on Facebook or Twitter.