

CHRISTIE & CO

FROM DREAM TO MAINSTREAM

Press Release

FOR IMMEDIATE RELEASE

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The Power of Protein: Optimizing Performance for Pets & People

Dr. Dalton's High-Quality Dog Treats are Part of a Healthy, Balanced Diet

SANTA BARBARA, CA (August, 2016) – Many Americans have adopted low-carb/high protein and Paleo diets to manage their weight and improve their health. It's no surprise that dog owners are adopting the same lifestyle for their furry friends¹. Obesity in dogs is a serious problem, with an estimated 44% of US dogs (34 million) considered overweight, with these percentages increasing each year².

For those with canine companions, a well-balanced diet is essential for healthy growth and healthy living. It is now understood that a proper balance for dogs should include healthy doses of clean protein. This is where **Dr. Dalton's Premium Treats™** (www.drdaltons.com) come in. Dr. Dalton's Premium Treats are made from high-quality cuts of natural beef, chicken, and pork. Canine diets that do not include sufficient protein or use of the same protein over long periods of time (chicken based dog kibble for instance) can lead to a multitude of health issues, not the least of which is obesity. A dog that is overweight needs more protein in their diet because protein is excreted through the kidneys and is NOT stored as fat³.

Dr. Dalton's Treats can improve a dog's diet in two ways. First, it is made of clean/lean protein which does not include any harmful additives such as chemicals and preservatives. Avoidance of fillers and potentially unsafe ingredients is a realistic concern of dog owners. Additives such as sugar, salt, coloring, flavoring, sweeteners, gluten, grains and chemical preservatives are generally added to treats to preserve ingredients such as fats, colorings, and flavorings. Fat, coloring, and flavorings are added to make treats more palatable to dogs and their owners and virtually all other dog treats on the market now add these kinds of contaminants. Dr. Dalton's treats are free of all additives such as sugar, salt, coloring, flavoring, sweeteners, gluten, grain, chemicals, or preservatives. When we say meat we mean ONLY meat.

Feeding Dr. Dalton's Premium treats can improve a dog's diet in a second way. Most dog foods rely on chicken or chicken meal as their primary source of protein. Feeding a dog one source of protein over time can become harmful. Dr. Dalton's treats come in three different varieties, Beef, Chicken and Meat Medley composed of beef, chicken and pork so that feeding them to a dog can help diversify the types of protein he or she receives. This makes them the perfect clean protein to include in a healthy, well-balanced canine diet.

Avoidance of fillers and potentially unsafe ingredients is a realistic concern of dog owners, and in this realm, Dr. Dalton's treats deliver. Dr. Dalton's treats are free of additives such as sugar, salt, coloring, flavoring,

¹ <http://www.petfoodindustry.com/blogs/7-adventures-in-pet-food/post/5508-top-10-food-trends-for-2016-have-strong-ties-to-pet-food>

² <http://thebark.com/content/organics-raw-meat-and-designer-diets-new-trends-dog-food>

³ <http://www.dognotebook.com/10-signs-you-need-to-include-more-protein-into-your-dogs-diet/>



sweeteners, gluten, grain, chemicals, or preservatives. When giving a dog supplemental treats, owners should not have to worry about what they're putting in the bodies of their furry companions.

Certified Dog Trainer, Dr. Susan Dalton, wasn't satisfied with the dog treat options available to her when selecting treats for her training program. She started making her own treats in 2012, using clean and simple ingredients like chicken, beef, and pork. Since then, Dr. Dalton has mastered the creation of a dog treat that is both healthy and doggy-delicious.

Dr. Dalton created her high-quality clean treats with the love of animals in mind. "I have always understood that love travels in both directions. Dogs show us love through tail wagging, snuggling, and play. We show our love for them by providing proper nutrition, training, and health care," says Dr. Dalton. This deep love of animals has led to Dr. Dalton's creation of the **Em-Pet-Thetic™** dog training methodology; Dr. Dalton's Em-Pet-Thetic philosophy was designed to strengthen the communication between dogs and their owners while giving them the confidence to thrive. Specially developed for the Em-Pet-Thetic method, Dr. Dalton's Premium Treats are an ideal high-value reward to use during training.

While initially created as a training supplement, Dr. Dalton's premium treats can also be utilized in the implementation of a balanced diet. Above all, they can be given to dogs simply just because. Showing love for canine companions includes giving them treats that are delicious, as well as good for their health.

About Dr. Susan Dalton and Dr. Daltons Premium Treats

Dr. Susan Dalton grew up surrounded by animals of all kinds - dogs, cats, chickens, snakes, and even salt water fish. After receiving her Ph.D., she worked with troubled adolescents and served as both a university professor and researcher.

Dr. Dalton began training dogs after adopting Cassie, a 10-week old Border Collie who had been rescued from under a car. Cassie was traumatized; fearful and aggressive. When Dr. Dalton consulted various 'experts' on how to best rehabilitate Cassie, all of the trainers she spoke with labeled the pup unworkable - a hopeless case.

Susan began reading everything she could about dog training, and personally developed a highly effective dog training program based on positive reinforcement. Using this philosophy, she founded the California School for Dogs Inc. in 2009. Since then, Dr. Dalton has trained hundreds of dogs - specializing in frightened, aggressive and traumatized animals.

With healthy treats a cornerstone of her training program, Dr. Dalton wasn't satisfied with the dog treat options available to her. She started making her own treats in 2012, using clean and simple ingredients like chicken, beef, and pork. It was her clients who convinced her to make her treats available for purchase. Since then, Dr. Dalton has mastered the creation of a dog treat that is both healthy and *doggy-delicious*.

All of Dr. Dalton's Premium Pet treats are sourced, produced, and packaged in the USA They can be purchased at www.DrDaltons.com and come in three flavors – Simply Beef, Simply Chicken and Meat Medley (made from beef, chicken, and pork).

For more information about Dr. Dalton's Premium Treats, or to interview Dr. Susan Dalton, please contact David Jay at David@Christieand.co or call 805-969-3744. Visit www.DrDaltons.com.

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