

CHRISTIE & CO

FROM DREAM TO MAINSTREAM

Press Release

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Healthy Snacking: The Right Choice for Pet Diabetes Month

Dr. Dalton's Premium Treats Have the Optimal Nutrition for Diabetic Dogs

SANTA BARBARA, CA (October, 2016) – November is Pet Diabetes Month. It is estimated that as many as 1 in 160 dogs have diabetes,¹ and in recent years that number seems to be on the rise. According to a study by the University of Illinois College of Veterinary Medicine, there was a 32% rise in canine cases from 2007 to 2012². For dog owners, November is the perfect opportunity to become aware of this condition and how it can be treated, namely, by understanding what food and lifestyle changes are appropriate. Unlike any other dog treat available, **Dr. Dalton's Premium Treats™** are the ideal snack that dogs love and owners can rely upon.

Canine Diabetes affects a dog's energy levels – making a game of fetch a rather short-lived experience. They might also be excessively thirsty and hungry but will not gain weight³. Consulting a veterinarian is the best thing to do if a dog displays such symptoms.

A great diet is essential for healthy canine growth and living. For diabetic dogs, however, there are a few considerations that make managing the condition easier for owners. Most veterinarians suggest that the ideal diabetic doggie-diet is low-fat, high in quality protein, and contains complex carbohydrates and fiber. In fact, WebMD highlights dehydrated meats as the optimal snack because they are high in protein and low in carbs and sugar.⁴ Dr. Dalton's Premium Treats fit that description perfectly and are therefore the ideal treat that is both doggie-delicious and nutritious.

Dr. Dalton's Premium Treats are made from one simple ingredient: meat. Using only fresh meats like chicken, beef, and pork, they are an excellent source of high-quality protein that all dogs, especially diabetic dogs need. High protein treats are particularly important because they can actually help an overweight and at-risk dog lose weight since excess protein cannot be stored in the dog's body as fat⁵. Additionally, with three different varieties available owners can diversify the types of protein that their dogs receive keeping them excited and responsive to treat time.

¹ http://www.whole-dog-journal.com/issues/15_5/features/Canine-Diabetes-Diagnosis-and-Treatment_20521-1.html

² <http://www.caninejournal.com/diabetes-in-dogs/>

³ <http://www.caninediabetes.org/cdfaq.html>

⁴ <http://pets.webmd.com/dogs/diabetes-dog-diet>

⁵ <http://www.dognotebook.com/10-signs-you-need-to-include-more-protein-into-your-dogs-diet/>



People are demanding better quality food that is free of added chemicals⁶. The demand for quality and transparency is similarly being applied for animal products. Dr. Dalton's Premium Treats are made with human-grade meat and contain zero artificial preservatives, fillers, or other additives. With such care and quality in every individual bite, there is no question that Dr. Sue Dalton's Premium Treats are the optimal choice for any dog.

Regular exercise is a key component to a healthy lifestyle for any dog but for diabetic dogs, too much exercise can have the reverse effect. Veterinarians recommend that mild but routine exercise be part of a dog and owner's lifestyle. Not only is it good for the dog, but it will also keep the owner healthy! On occasions where the activity is longer than usual, such as on a hike, it is important that owners keep a good supply of healthy snacks to maintain their pooch's energy levels. What better snack than Dr. Dalton's all-natural, healthy dog treats made with only fresh meat and a whole lot of care. Be sure not to confuse Fido's treats for the beef jerky, although they are fit for human consumption too.

A certified dog trainer, Dr. Susan Dalton created her quality treats to complement her unique training philosophy. Centered around the values of trust, love, and understanding, Dr. Dalton's **Em-Pet-Thetic™** training methodology was designed to strengthen the relationship between dog and owner. Dr. Dalton's Premium Treats were designed as a high-value reward to motivate good behavior during training, which according to her "is the perfect opportunity for your dog to get the regular exercise it needs to stay healthy and prevent and treat diabetes." Dr. Dalton suggests that quality treats like Dr. Dalton's Premium Treats are the ideal snack for all dogs because they can help improve the training experience as well as adhere to any dietary guidelines a dog may have.

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*.

⁶ <http://www.ers.usda.gov/topics/natural-resources-environment/organic-agriculture/organic-market-overview.aspx>



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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