

CHRISTIE & CO

FROM DREAM TO MAINSTREAM

Press Release

FOR IMMEDIATE RELEASE

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More Dog Owners Seek Nutrient-Dense Foods for Their Pets

Dr. Dalton's Premium Treats pack in the high protein content.

SANTA BARBARA, CA (May 30, 2017) – In 2016, pet owners spent a record \$66.75 billion on their pets; the highest spending category in those expenditures was pet food at a \$28.23 billion¹. Those numbers show pet owners' increased willingness to spend extra for high-end, premium pet food and treats and their desire to select treats that offer health benefits. To ensure that they are meeting the optimum nutritional needs of their beloved pets, owners want to buy from trustworthy sources. That's why so many are turning to Dr. Dalton's Premium Treats for their canine family members.

Dr. Susan Dalton developed her tasty premium treats for dogs in 2012, when she could not find a healthy enough treat to use as positive reinforcement for her dog-training program. Treats provide a high-value reward for dogs and are the cornerstone of Dr. Dalton's training methods. She started handcrafting treats in her home and sold them to her clients upon request. She used only one ingredient—high-quality meat.

Today, Dr. Dalton's Premium Treats continue to be made using only high-quality meat with no additives, fillers, or preservatives, and with the same care and attention in their handling and processing. Dr. Dalton's Premium Treats remain an outstanding choice for owners who want to provide their pets with a healthy and nutritious treat.

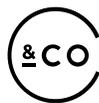
Protein requirements for dogs vary according to their age and activity level, but all of them need high-quality protein². Protein is an essential building block for muscles, organs, bones and connective tissue, and dogs need adequate amounts to remain healthy at every age. Puppies need high levels of protein for growing. Active dogs require protein in their daily diet to build muscles and repair injuries. Older dogs need sufficient protein to maintain muscles. For dogs with special dietary recommendations, protein plays a key part of healthy weight, balanced nutrition, and lifestyle.

Studies have shown that dogs will reject food which does not contain the complete set of the 10 essential amino acids they need.³ That's never a problem with Dr. Dalton's Premium Treats because they are made

¹ (2017, April 3). Pet industry spending topped US\$66 billion in 2016. *Pet Food Industry*. Retrieved from <http://www.petfoodindustry.com/articles/6370-pet-industry-spending-topped-us66-billion-in-2016>

² Cline, Jill. (2011, February 1). Protein Requirements of Dogs and Cats. Retrieved from <http://shelterblog.adoptapet.com/2011/02/protein-requirements-of-dogs-and-cats-2/>

³ Committee on Nutrient Requirements of Dogs and Cats. (2006). Your Dog's Nutritional Needs: A Science-Based Guide for Pet Owners. Retrieved from http://dels.nas.edu/resources/static-assets/banr/miscellaneous/dog_nutrition_final_fix.pdf



from high-quality protein that contains all those essential amino acids. In fact, the high-quality, nutrient-packed meat protein in Dr. Dalton's Premium Treats helps owners reach the ideal percentage of protein intake that dogs need to meet their daily nutritional requirements.

Most pet owners choose a pet treat to reward or show their love to their dogs. Selecting a high-protein dog treat helps keep dogs healthy and happy throughout the day while providing an extra source of protein as part of their diet. The best news is that dogs love Dr. Dalton Premium Treats, which can be read in numerous testimonials on Dr. Susan Dalton's website www.drdaltons.com and Facebook page.

About Dr. Susan Dalton and Dr. Dalton's 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 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 Amazon.com and at www.DrDaltons.com, and are available as a monthly subscription. These wonderful treats 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 Bryn Crutchfield at bryn@christieand.co or call 805-969-3744. Visit www.DrDaltons.com.

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