

# CHRISTIE & CO

FROM DREAM TO MAINSTREAM

## Press Release

### FOR IMMEDIATE RELEASE

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### Product Photos Available

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## What Makes Dr. Dalton's Premium Treats Different?

*Discover the difference between high and low quality dog treats and what they do for your dog.*

**Santa Barbara, CA (November 20, 2017)** - While accessing quality protein in dog treats, it's important to remember not all protein is created equal. Dog treats can be divided into high, medium and low grades. Each grade is determined by: the protein source, the percentage of protein of the total treat composition, and the presence of other ingredients in the treat. When choosing a dog treat, keep in mind that high grade treats, composed of premium quality protein, are the better choice for dogs and will aid in keeping them healthy.

High grade treats are composed of around 80% protein, sourced from real animal muscle, and contains few or no other ingredients. Treats made from 100% quality meat are the best option for dogs. Medium grade treats contain about 40% protein this protein is from both meat and plant sources. These medium grade treats may contain fillers such as corn or flour, and often add: sugars, salts, preservatives, food stabilizers, artificial flavorings and colorings. Low grade treats are usually grain based with little to no protein and have similar undesirable additives as medium grade treats.

The best dog treats are created with meat and protein content in mind. It is worth mentioning that quality meat is the most expensive component of treat composition. Because treats are sold by weight, a lot of pressure is placed on treat manufacturers to reduce the quality and quantity of meat in the treat and replace it with a lower cost filler. Unfortunately, the overall quality of the treat frequently reflects dog owner's price preference rather than their health wishes for their dog. Dog treat manufacturers often choose poor quality meat products with fillers such as wheat, corn, or even water to increase the weight of the treats. This may not sound too bad, however, retaining water and adding fillers means that preservatives and binders must also then be added to the treat.

Dr. Dalton has chosen to diverge from pack and create a high grade dog treat that only contains a single ingredient of premium quality meat. In contrast to her competitors, Dr. Dalton gets rid of the excess water, therefore bypassing the need to add preservatives, binders, fillers, salt, sugars, flavoring and colorings. The simple taste and quality of an all-meat treat is enough to keep dogs hooked and their owners happy.

By switching from the typical dog treat to Dr. Dalton's Premium Treats your dog's diet will see a decrease in high caloric fillers and a boost of top quality meat protein. Along with proper exercise, the simple change in diet can produce positive results in dog health and overall wellness. With many diseases, such as diabetes, so closely tied to diet- particularly to high fat and low protein intake, dog owners are becoming more observant of the ingredients in the treats they purchase for their dogs.



Dr. Dalton's Premium Treats offer a health promoting and delicious way for dog owners to treat their dogs high grade food. In addition to being great for dogs, Dr. Dalton's Premium Treats are created through a unique process that makes them non-greasy, non-crumbly, and easy to snap to whatever size is best for your dog.

### **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](http://www.DrDaltons.com), and are available both as a single purchase and on a monthly subscription basis. 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](mailto:bryn@christieand.co) or call 805-969-3744. Visit [www.DrDaltons.com](http://www.DrDaltons.com).

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