

- 1) What is your title (OF PERSON CREDITED WITH RESPONDING)? What is the complete company name? In what city/state is the company headquartered? How long has the company been in business? Please provide a brief description of what your company does, the product range, and the species you provide products for.

Debra Decker  
Director of Marketing  
Pet King Brands, Inc  
Westmont, IL

Celebrating 20 Years!

Description:

Pet King Brands is led by President and Founder, Pamela Bosco, who first introduced ZYMOX to the veterinary world in 1998. Based on years of research, she knew she had a product that was going to change the way people managed pet ear infections. Pet King Brands' patented LP3 Enzyme System is used in the most complete and complex enzymatic dermatology and oral care products available on the market for both small and large animals. Its ZYMOX Dermatology products remain a stark contrast to other products on the market, offering effective solutions that are easy to use, free of harsh chemicals and antibiotics, and made in the United States. In addition to its skin topicals, Pet King Brands' product family includes ear care products, brushless oral care products, shampoos and conditioning rinses.

- 2) What pet owner and/or lifestyle trends are positively impacting demand for products in this category? For example, do more people own multiple dogs, broadening the need for these kinds of products? Do people seem to have less time to take their dogs to the groomers? Are people taking dogs with them more, requiring that dogs be better groomed? Have grooming services become more expensive, inspiring dog owners to stretch the time between appointments? Etc. In other words, what trends are positively impacting the demand for FD products and how would you describe the demand?

There are many reasons for the increased demand for between bath products. We are seeing more pet owners, particularly millennials, treating their pets like children and engaging their pets in more physical activities such as agility events, dock jumping, hiking, camping, and swimming that requires more bathing and conditioning. This has also led to the popularity of do-it-yourself bathing shops. Providing good grooming of ears and skin not only ensures their beloved pets smell and feel clean and it is good for their overall health as well.

The demand for between bath products has also increased due to advice from many groomers and veterinarians to aid the pet with problematic skin. Shampoo therapy is one of the first steps in providing relief to an itchy pet; starting with a gentle enzymatic shampoo to calm the inflammation. Providing relief between baths becomes especially important for the allergic pet and therefore the demand for non-toxic, effective products has also increased in demand.

Weekly ear cleaning is also recommended for certain pets with large floppy ears, those who build up excess wax, those who swim, and especially those pets prone to ear infections. ZYMOX Ear Cleanser is a gentle cleanser with mild plant surfactants and features the patented LP3 Enzyme System for mild microbe control.

- 3) What kinds of products do dog owners seem to be most interested in? What kinds of needs are they trying to meet with between-bath products?

Pet owners are most interested in products that can help solve problems without the use of harsh chemicals or antibiotics. Providing relief for the pet with itchy, inflamed skin is paramount and providing relief without concern of the pet developing resistance to antibiotics is also very important. Trends in reducing the use of antibiotics for pets has also mirrored trends in human care. ZYMOX Conditioning Rinse is a multi-use product that can be used after bathing and in between baths to provide supportive relief of the itchy, allergic dog or cat. It also features a pleasant fragrance helping the pet smell fresh and clean.

- 4) What about pet specialty retailers; what do you see happening in this arena? For example, are more retailers adding these products to their inventories, thereby helping to grow consumer awareness? Are more retailers making efforts to promote these products and educate their customers about how they can benefit both dog and owner? Etc.

Retailers are providing more options for pet owners, especially in the area of remedy products. To increase awareness of remedy products, particularly for the allergic pet, many retailers have chosen to cross-sell this category by placing a display where the limited-ingredient and specialty diet pet food for dogs or cats with dietary restrictions due to allergies or skin issues, is sold.

- 5) Please tell me about one or two of your products in this category. I will need product name, how used, any ingredients you want to mention, and other features/benefits you want readers to know about.

The ZYMOX Conditioning Rinse is unlike any other between bath product. A multi-use remedy product our Conditioning Rinse benefits dogs and cats who have problematic skin due to dry skin or allergies. These pets have special skin health needs because as the pet chews, rubs or licks the area, it can become extremely inflamed, raw, bloody, or infected. Bathing with the ZYMOX Shampoo can calm the pet's inflammatory response and the Conditioning Rinse is an excellent follow up to the shampoo as it can be left on the coat to dry without concern of toxicity or oily residue. The Conditioning Rinse, as in all of the ZYMOX Dermatology products, features a patented three-point enzyme system to manage problematic skin without harsh chemicals or antibiotics. Plus, it can be applied full strength as a lotion all over the coat or to specific areas making it a great between bath product to help support the pet's inflamed, itchy skin and turn it into healthy skin.

The ZYMOX Ear Cleanser is another between bath product that is easy for the pet owner to use and free of harsh chemicals and detergents. It features mild plant surfactants and the patented LP3 Enzyme System for mild microbe control in the ear. The cleanser won't irritate sensitive ears. Leaves ears smelling fresh.

- 6) What questions should pet specialty retailers be sure to ask their customers in order to steer them to the right choices?

When counseling a customer regarding food choices for their pet on a restricted diet or who needs a specific diet due to allergies, dry skin or other conditions, in addition to the pet's dietary needs they should ask about any skin problems the dog may be experiencing too. Then the retailer can suggest some good topical products that will provide relief for itchy, inflamed skin. Most allergic pets have allergies to

multiple things, so managing the symptoms becomes the # 1 goal for the pet owners. And...when the pet experiences relief from their skin problems, then the owner feels “relief” too!

7) What are some best practices pet specialty retailers should be certain to implement in order to encourage sales of between-bath products? And, how can these products benefit pet specialty retailers and their businesses?

It's estimated that 20% of the pet population is affected by allergies and most of those will suffer with allergies for life. Sadly, allergies are a recurring condition which presents a good opportunity for retailers to understand the customer's pet's need and provide effective solutions that can manage the pet's itchy, inflamed skin and other symptoms. Another best practice is to create good signage to promote remedy products in the grooming as well as the pet food aisles.

Another best practice is for groomers at specialty retailers, boarding, and daycare facilities to make recommendations for products when they see an issue with the pet's skin or ears.