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Luxurious Products to Pamper Your Pooch

High-End Products Safe Enough for Pooches and People



Cain and Able, Kiehl's, Isle of Dogs and Origins are just some of the companies making high-end products for pets.

By JAIME BEDRIN
Dec. 19, 2007



Not only do Americans love their furry friends, they love to pamper them, especially around the holidays.

From lavender-scented cologne to eco-friendly shampoos, more companies traditionally known for their people-grooming products are reaching out to dogs and cats, and their owners.

Pets mean big business in the United States.

The American Pet Products Manufacturing Association says consumers will spend more than \$40 billion on their pets this year and a whopping \$3 billion on grooming and boarding products.

Pamper Your Pooch

Hair-care giant Paul Mitchell has a whole line of grooming products for pets, including detangling spray and tooth wipes. The line also includes a tearless gentle shampoo for pups with sensitive eyes.



• **John Paul Pet Full Body and Paw Bath Wipes, \$11.99**
EntirelyPets.com

Isle of Dogs, which uses evening primrose oil in many of its canine products, has recently launched a styling line that includes mousse and hold sprays.



• **Isle of Dogs Volume Support, \$22** IODogs.com

Part of the Family

Daniel Marx is a consumer products analyst at Moody's Investors Services. He says as people become more accustomed to treating their pets like family members, they're more likely to drop more money on their pets, often lavishing them with high-quality food and nicer living arrangements.

Marx says baby boomers might be behind the pet product boom — as boomers start to retire from the work force, they have more time and money to devote to pets.



• **Origins' Doggy Dip Silky Coat Dog Shampoo, \$27.50**
Origins.com

And you can't ignore the fact that more American households have pets, with more households keeping more than one.

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