



## NEWS RELEASE

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[www.dogpausebowl.com](http://www.dogpausebowl.com)

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### **Dogs Pause While Eating From Denver's Newest Invention, A Radically Simple and Healthy Way to Feed Your Pet**

*A thoughtfully engineered food bowl improves the health of dogs and  
is the newest "must have" among conscientious pet owners*

DENVER – April 18, 2008 – Debuting at the Colorado Family Pet Expo, the [DogPause](http://www.dogpause.com)® slow-feeding dog bowl is a simple yet critically important tool to ensure your pet properly digests its food. The new DogPause bowl essentially turns fast food into a sit-down meal. While advances have been made in *what* pets are being fed — from organic to raw diets — little attention has been given to *how* pets eat.

Long Tail Pet Products, LLC, of Evergreen, Colo., today launched the DogPause dog bowl that is designed to slow down the pace at which canines eat. Dogs that eat too fast run the risk of health concerns ranging from vomiting to gas to life-threatening issues such as bloat. In addition to health risks, a slower pace of eating ensures your dog gets all the nutrients and benefits of proper digestion.

In a clinical trial, conducted at an independent research facility, the DogPause dog bowl slowed down dogs by an average of 50 percent versus a typical "open feeding bowl." Popular breeds notorious for fast eating like Labrador Retrievers and Rottweilers were slowed down an average of 70 percent in the trial. Early users of the bowl report reductions in vomiting episodes, as well as a reduction in eating anxiety or food competition when multiple dogs are in the home.

"Healthy eating not only means being aware what we feed our dogs, but how we feed them," said John Funk, President of Long Tail Pet Products. "We're passionate

about what we've created and the simplicity of how it works. The DogPause dog bowl redefines what it means for a dog to have a 'healthy appetite'."

This unique bowl, recommended by vets, is the first of its kind – an attractive and fun style and a proven design based on years of research and testing. The bowl's four chambers serve as separate feeding zones that ensure a dog takes deliberate bites and chews his food. As a result, the bowl improves a dog's ability to properly digest a nutritious meal.

"As a vet, I like to see products that are harmless, natural and extremely effective in promoting canine health. DogPause is a natural and cost effective way to prevent inhalation eating and promotes positive eating behavior," said Doug Hill, DMV, a veterinarian at Golden Animal Hospital. "DogPause can decrease canine anxiety, reduce indigestion, and can be an important part of an overall strategy to reduce the risk of obesity."

Brad Middlebrooks, DVM, at Woodman Drive Animal Hospital in Dayton, Ohio agrees. "A hidden benefit of the DogPause bowl is helping owners realize just how much food their pet is receiving. Obesity is a huge problem in the pet population with statistics indicating 40-50 percent of our pets are overweight," Middlebrooks said. "Too many owners just heap food in their pet's bowl and have no real idea how much food their pet consumes a day. The divided bowl helps people better recognize the amount of food they are giving their pet."

### **Availability**

The DogPause dog bowl is available today and can be found at leading independent pet stores in Colorado, including Mouthfuls, Dog Savvy and the Boulder Humane Society or online at [www.dogpausebowl.com](http://www.dogpausebowl.com) for an introductory price of \$17.95. Or for a limited time, purchase two for the price of \$29.95 with free shipping and handling.

The DogPause healthy eating dog bowl is a product of Long Tail Pet Products, LLC, which is committed to bringing products to market that improve the health and well being of pets and the people who love them.

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\*Bloat is the build up of excess gas, fluid or foam. Gastric dilatation-volvulus (GDV) can occur when the stomach becomes enlarged and then twists somewhere between a quarter and a full turn, blocking all materials from entering or leaving the stomach. As the digestive process continues, the stomach swells — eventually causing circulation, breathing problems and sometimes death.

Dog breeds commonly affected by bloat include Akitas, German shepherds, Great Danes, Irish Wolfhounds, Saint Bernards, Irish setters, Doberman Pinschers, Bloodhounds, Greater Swiss Mountain Dogs, Bernese Mountain Dogs, Weimaraners and similar breeds. Check with your breed group to ensure you know any breed-specific risks for bloat.