



## NEWS RELEASE

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

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### **Breakthrough DogPause® Dog Bowl Debuts as the Must-have Healthy Way to Feed Your Dog**

*Newly engineered dog food bowl proven to slow the pace of a fast-eating dog*

EVERGREEN, Colo. — May 14, 2008 – Long Tail Pet Products, LLC, of Evergreen, Colo., is now selling DogPause – The Healthy Dog Bowl – online and at select pet boutiques and national retailers\*. The [DogPause dog bowl](#) is a simple yet critical tool to ensure pets properly digest their food.

“While advances have been made in *what* dogs are being fed — from organic to raw diets — little attention has been given to *how dogs eat*,” said John Funk, president of [Long Tail Pet Products](#). “Our bowl redefines what it means for a dog to ‘eat healthy’.”

Recommended by vets and proven in [clinical trials](#), the bowl’s design [slows eating](#) to reduce effects of fast-eating such as choking, vomiting, gas, and even [life-threatening bloat](#)\*. The [dog bowl](#)’s four feeding zones serve as SlowZones™ that [reduce the dog's ability to gulp down](#) food quickly, and also provide an integrated means of portion control as each SlowZone is half a cup in size.

“As a vet, I like to see products that are natural, safe and extremely effective in promoting canine health. DogPause can decrease canine anxiety, and reduce the negative effects of fast eating.” said Doug Hill, DMV, a Colorado veterinarian at Golden Animal Hospital.

“A hidden benefit of the [DogPause dog bowl](#) is helping dog owners realize just how much food their dog is receiving. Obesity is a huge problem in the pet population. The divided bowl helps dog owners better recognize and manage the amount of food they are giving their dog.” said Brad Middlebrooks, DVM, at Woodman Drive Animal Hospital in Dayton, Ohio.

In independent clinical trials, DogPause slowed down dogs by an average of 50 percent compared to a typical bowl. Popular breeds notorious for fast eating such as Labrador retrievers and Rottweilers were slowed down an average of 70 percent. “Many dog owners are concerned with how fast their dog eats and there’s definitely a need for this type of product,” said Debbie

Dempsey, owner of [Mouthfuls](#) in Denver, Colorado. “The design and quality of this bowl is first-rate and we’re excited to be one of the first retailers carrying the bowl.”

**\*Availability**

The DogPause bowl is online at [www.dogpausebowl.com](http://www.dogpausebowl.com) for an introductory price of \$17.95. The bowls also can be purchased at leading independent pet stores in Colorado, including [Mouthfuls](#), [Dog Savvy](#), [Wagz of Colorado](#) and the [Boulder Humane Society](#).

Retailers or industry buyers can find the DogPause dog bowl at Booth #3812 of the [H.H. Baker 20<sup>th</sup> annual pet industry trade show and educational conference May 16 – 18](#) in Baltimore, Md., at the Baltimore Convention Center.

| 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 a life-threatening condition linked to fast-eating that occurs when a dog's stomach twists and blocks the digestive process.