

# HEALTHY, HAPPY PETS ARE DOG GONE HOLISTIC CUSTOMERS

By Laurie Zaversnik



DOG GONE HOLISTIC OWNERS CHRIS AND KIM TOM WELCOME CUSTOMERS TO THEIR PET-FRIENDLY STORE.

When shopping for pet food and supplies, you probably think about the health and happiness of your precious, furry family members. At Dog Gone Holistic, a natural pet market for dogs and cats, owners Kim and Chris Tom want your pets to have the healthiest foods, treats and supplements available, as well as fun pet toys, apparel, beds, bowls, collars, leashes and other necessary accessories. "The companies we buy from have strict standards for their products," says Kim. "Then, [the products] have to meet our standards to make it in our store."

To celebrate Dog Gone Holistic's first anniversary, community members and their pet companions are invited to an exciting store event on Saturday, May 2. Pet food and treat vendors will be outside in the parking lot under 12

tents from 10 a.m. – 2 p.m. There will also be storewide sales inside from 10 a.m. – 6 p.m. The occasion will include pet treat tasting, free samples of dog and cat foods, a raffle for a large Dog Gone dog/cat gift basket, a pooper scooper challenge and one-day only coupons available on the store's Website.

The husband and wife team both agree they had a good first year as owners of Dog Gone Holistic. Kim says it's always very rewarding when customers come back and mention how great their pets are doing after trying healthy foods. "I get a lot of enjoyment out of hearing about coats being shinier and pets being healthier," says Kim. "People in the area are very open-minded and super friendly. They really want to do what's best for their pets."

"We have seen an increase in customers month after month," says Chris. "It's been nice."

With more than 20 different brands of dog and cat foods on Dog Gone Holistic's shelves, the knowledgeable and patient store owners are always ready to educate customers about the dos and don'ts of purchasing pet food, with reading the ingredient labels on packages being a top priority. "The trend is toward natural, healthy ingredients," says Kim. "When you get rid of chemicals and by-products, health issues can be reversed with a good diet."

"With this type of store, we want to spend time with people and help them find things that will work for their pets,"

adds Chris.

Dogs and cats are welcome to shop with their owners, and there are items for every budget. Kim says Dog Gone Holistic has a Frequent Feeder program, which allows customers to receive a free bag of pet food after purchasing a certain number of bags. On Tuesdays or Fridays, shoppers who spend a set amount of money get to play a Dog Got Mail? Mystery Mailbox Goodies Game and choose a key to a doggie mailbox full of mystery pet goodies.

Dog Gone Holistic is located at 5620 FishHawk Crossing Blvd. in Lithia's FishHawk Ranch Publix Shopping Center. For more information, call 651-0842 or visit [www.doggoneholistic.biz](http://www.doggoneholistic.biz).

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