

DECEMBER 2015

FIDO Friendly®

FIDO

Leave no dog behind.®

FRIENDLY®

DIGITAL SUPPLEMENT

14 YEARS OF
ARCHIVED EDITORIAL

Last Minute Holiday Gift Guide

What's on your list?



On the Ninth Day of Christmas
My True Love Gave to Me...



John Paul Pet
tested on humans first

Now Available at

PetFlow.com

 Pet Food Delivery

[ISSUE 67.1]

Publisher
Susan Sims

Editor-in-Chief
Nicholas Sveslosky

Social Media Director
Ali Kochie
Ali@FIDOFriendly.com

President
Greg Sims
(800) 896-0976
Greg@FIDOFriendly.com

Account Executive
Elise P. Margulis
(973) 535-1010
Elise@FIDOFriendly.com

Editorial

Editor-at-Large
Arden Moore

Production
Production@FIDOFriendly.com

FF Headquarters
PO Box 160
Marsing, ID 83639
(800) 896-0976
Inquiries@FIDOFriendly.com

Subscriptions

FIDO Friendly is quarterly.

United States Rate	\$19.95/1 year; \$29.95/2 years
Canadian Rate	\$29.95/1 year; \$39.95/2 years
International Rate	\$39.95/1 year
Online/Mobile Rate	\$12.99/1 year
Print and Online (combo)	\$26.99/1 year; \$36.99/2 years

Orders, change of address & inquiries
FIDO Friendly Subscriptions
PO Box 92498, Long Beach, CA 90809
(888) 881-5861
FIDOSubs@pfsmag.com

Credit card orders
Please call (888) 881-5861
or fax (714) 226-9789

**To carry FIDO Friendly®
in your business**
Please call
(800) 896-0976

**Canadian Post
Publications**
Mail Agreement No
40065056

Canadian Return Address
DP Global Mail, 4960-2
Walker Road,
Windsor, ON N9A 6J3

Join us

FIDOFriendly.com



The Dog Peed Where?!

**Having trouble with dog accidents?
Extract stains for good with 180XT
Stain, Odor & Pheromone Extractor.**

It's a concentrated, enzyme-free,
non-toxic formula that completely
extracts stains, odors and pheromones,
helping to stop urine-marking behavior.

**Works on multiple
surfaces in 3 easy steps.
1. Soak 2. Scrub 3. Blot**

Besides pet accidents,
180XT also eradicates
difficult stains such as:

- Old Cat Urine Stains
- Coffee, Tea and Wine
- Oils, Inks and Grease

**Available at Petco and
select online stores.**



EARTH'S  BALANCE™

www.earthsbalance.com
1-800-292-3424



*What the Pampered Pet
is Wearing This Year.*



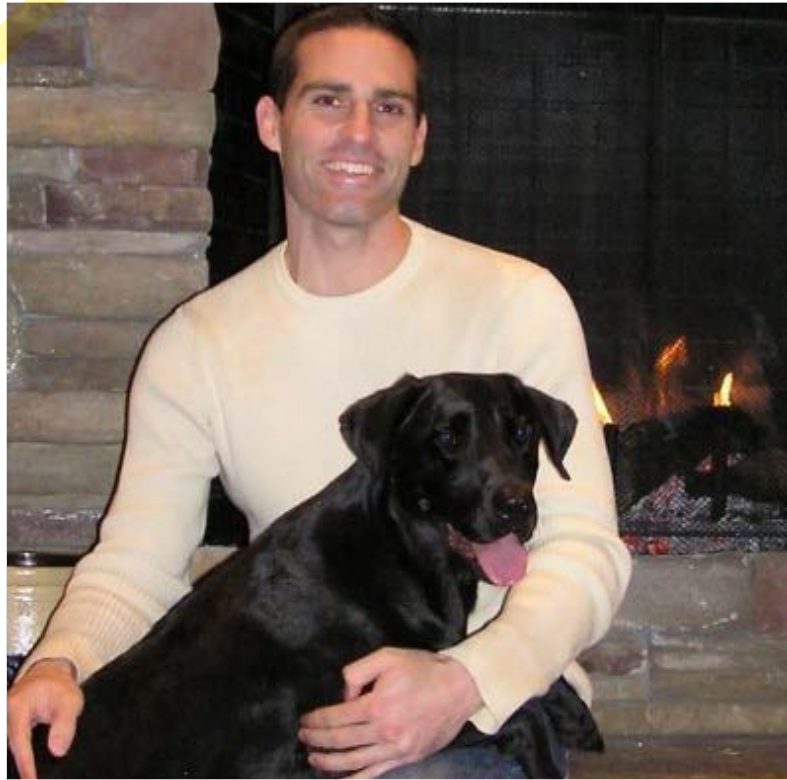
The Viva Boutique Shelf Display

VIVA LA DOG SPA.

For people devoted to pampering their pet:
DEVOTION, a designer fragrance
for our devoted pets.

CARDINAL PET CARE | THE SOLAR POWERED COMPANY
DEVOTED TO PETS, PEOPLE & THE PLANET | 1-800-433-PETS
WWW.CARDINALPET.COM | WWW.VIVALADOGSPA.COM

THE FF VAULT!



We have a great bunch of last minute gift ideas for both you and Fido. So sit back, relax with your furry best friend and I am sure you will find something in these pages worth barking about!

From our doghouse to yours,
Happy Howl-days!

NICHOLAS SVESLOSKY

Editor-in-Chief



On the Cover

Last Minute Gift Guide



Women's Renata Snow Boots READY TO PLAY IN THE SNOW?!

By Lands End

Fully functional snow boots with pretty details, like quilted nylon and a faux fur collar. Crisscross laces threaded through metal eyelets let you adjust the fit. And we engineered a new outsole with better grip to keep your feet under you in snow, slush, and ice. Cute, warm, and secure.

FEATURES

- New quilted nylon design and faux fur collar
 - Weather friendly suede stays looking great
 - Full side zip entry and laces provide fully personalized fit - wear any weight of socks
 - Soft, cozy brushed fleece lining
 - Rubber, lugged outsole engineered by Lands' End for better traction
 - 400 grams of insulation
 - Gusseted tongue helps keep the elements out
- Imported \$119

landsend.com/products/womens-renata-snow-boots/id_291230?sku_0=:BLA

GET DOWN, DOGGIE!

By Lands End

Want your best friend to stay as warm as possible on those late night winter walks? Here's the answer. This vest is warmed by down fill inside a nylon shell that repels snow, slush and sleet. It fastens around the body and secures with adjustable straps to keep your pup warm on every long winter night's stroll. Machine wash. Imported. (Sized more generously than Dog Squall Jacket.)

FEATURES

- Water-repellent nylon shell
- Fill: 71% down, 29% feathers
- Adjustable chest straps
- \$44.50

landsend.com/products/dog-puffer-vest/id_293370?cm_mmc=139971612&source=GS&003=56492216&010=4371535

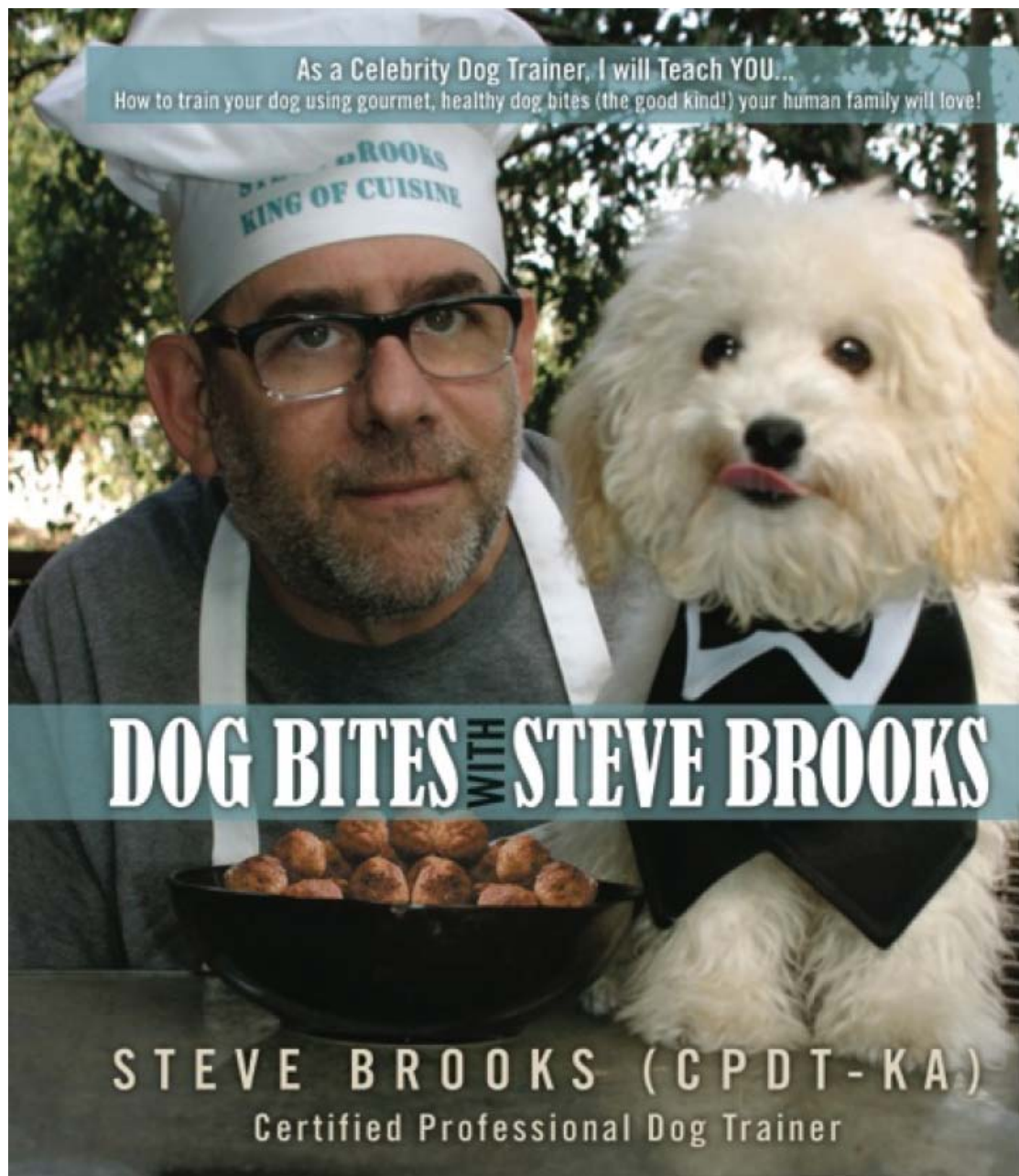


The Renaissance Pet

Portraits for the pet who has it all



www.therenaissancepet.com



Makes a great holiday gift for dogs & food lovers!

Teach K9 behavior with Steve's Positive Training Tactics!
Use food correctly to train with dog bites (the good kind!)
Modify favorite human meals to safely share with your pup

"Certified Professional Dog Trainer Steve Brooks has crafted an intriguing mix of behavior, training, recipes (both human and canine), celebrity dog owners and Chinese medicine in an informative, light-hearted package with a serious, educational message. Advocating the rationale behind positive reinforcement training from the get-go, Brooks neatly segues into a lengthy list of "dog bites," i.e. tasty treats designed to make a dog even more motivated during training."

Dog Bites With Steve Brooks
Available at Amazon & Barnes & Noble
www.stevebrooksk9u.com



Power Paws™

Indoors. Outdoors. Heat. Snow. Allergies.

Cute, fun and fashionable
Provides traction, too!

- Keeps paws warm
- Indoor and outdoor uses
- Sock-based traction solution for all dogs
- Many designs to choose from!

Easy to Order
woodrowwear.com

877-737-3545 (Toll Free US/Canada)
669-235-5029
info@woodrowwear.com

Follow Us



FINALLY! A 100% whole-food pill delivery option for dogs!



Doggables scoops, the world's 1st "VERSA-TREAT"!

A new & uniquely-designed line of premium, human-grade & versatile treats! Use several ways; to reward good behavior, enforce training, scoop dog food, hold pills in soft food to hand-feed your dog medication, or feed aggressive dogs safely - increasing trust, enhancing bonding and alleviating stress.



ONLY high-quality & whole food ingredients.
NO sugar, fillers, or artificial anything!



Coconut Oil



Flax Seed



Salmon Oil



Cinnamon



Pumpkin



Peanut Butter



Vitamin E



Barley & Oat Flour



Made in the USA



Dogs love them, get yours today - visit www.doggablestreats.com

Contact us for more information at info@doggablestreats.com • 973-750-4144

Follow Doggables! Treats on:





The Best Gifts for Dog Lovers

BUY \$30 GET \$30

FREE Tote Bag (\$30 Value) with any \$30 purchase

Choose from 6 Different Tote Designs



dogisgood.com/fido

use code: FIDO15

Valid thru December 25, 2016



An uncanny way to CELEBRATE the holidays.



Caru Natural Stews are the best tasting dinners you can feed your dog this holiday season!

- ❄ The only ready-to-serve diets that taste just like homemade
- ❄ Made with 100% FDA verified, human grade ingredients
- ❄ Prepared in small batches and gently cooked at a low temperature
- ❄ Packed in handy Tetra Pak® cartons that protect quality and flavor without preservatives of any kind

Plus, Caru Natural Stews are made without grains, gluten, GMO ingredients or any ingredients that are China-sourced. So help your dog celebrate the holidays with the homemade taste of Caru stews.

www.carupetfood.com

CARU
nourish with love™



Chilly



Paws



Wake Me When



Santa Gets Here!



Chilly Paws creates embroidered snuggle sacks, blankets, shopping cart covers, bicycle basket liners, "dirty paws" - "soggy whiskers" towels, "pet hair" tea towels, squeaky toys, and so much more for your furry friends.

This Holiday Season, show your fur-legged kids how much you love them with a personalized gift from Chilly Paws!

www.etsy.com/shop/rendachs





Monthly themed gift boxes filled
with fun toys, treats and goodies
your dog and cat will RUV

CYBER MONTH SALE

Enter code
fidocybermonth
for **85% OFF** your 1st box! *

Join Today

click here

**85%
OFF**
1ST MO.





100% COTTON
CANVAS



100% WASHER AND
DRYER FRIENDLY



ECO-FRIENDLY
MATERIALS



EMMA | BOSTON TERRIER | F
SAN FRANCISCO, CA

P.L.A.Y. MOROCCAN LOUNGE BED

P.L.A.Y.'s Moroccan lounge beds come in 4 tasteful colorways, *Marsala*, *Ash*, *Teal* and *Navy*, and are a stylish addition to any home. Heavy weight fabric stands up to busy paw traffic and all-natural cotton canvas doesn't trap odors. Removable zippered components make cleaning a breeze. Each bed is optimally stuffed with our eco-friendly Planetfill® polyfiber, providing your pet with all-day napping comfort and support. With exceptional attention to detail and quality, these beds combine durability, flair and functionality that will leave you and your pet sleeping on Cloud 9.

AVAILABLE IN GIFT SET!

SANTA'S LITTLE SQUEAKERS

Our plushy bundles of squeaky fun are double-layered and stuffed with our trademarked eco-friendly PlanetFill® polyfiber

855.300.7529 | info@petplay.com | San Francisco, CA



[PetLifestyleAndYou](https://www.petlifestyleandyou.com) |

PetPlay.com

CHEVY CHASE JOHN PAUL RUTTAN TOM ARNOLD AND FEATURING ROB SCHNEIDER
AS THE VOICE OF SHELBY

SHELBY

A MAGICAL HOLIDAY TAIL

*May Your
Days Be
Furry
&
Bright*

NOW
AVAILABLE
ON DVD,
DIGITAL HD
AND
ON DEMAND



Distributed by Anchor Bay Entertainment. © 2014 Naked Fury Productions, Inc. All Rights Reserved.



Cozy Juniper Slipper

Holidays are the perfect time to show appreciation for those that deserve some rest and relaxation, and Vionic footwear has the perfect gift solution: cozy slippers that are not only stylish, but healthy. Vionic's slippers will make recipients look good and feel good with their advanced comfort technology.

Cozy Juniper Slipper \$89.95 (*also available in a similar boot style)

vionicshoes.com/juniper-slipper.html



sleepypod.com

first class legroom on every flight

PEDRO

3:30 PM I BUY BEER AT THE LIQUOR STORE

4:30 PM 40'S WITH BOSS THE BULLDOG IN THE PARK

7:00 PM PARTY AT BLINGY THE CHIHUAHUA'S CRIB

9:00 PM THE PARTY GETS OUT OF HAND

10:00 PM DRUNK AND IN LOVE AT MICKY D'S

11:05 PM MOM AND DAD KNOWS EVERYTHING.



Tracy tracks your dogs position and health. It launches on Indiegogo in February, but are doing a giveaway RIGHT NOW. Click the page to get to the GIVEAWAY!





UpCountry Leader of the Pach

Your dog will be a leader in style with Up Country's Leader of the Pach Collection. 20% of proceeds of Leader of the Pach Collars are donated to support David Sheldrick Wildlife Trust conservation programs. Give style and give back!

www.upcountryinc.com/our-products/leader-of-the-pach





“Like receiving an early Christmas present...The skits are funny and lively as ever — and a reminder of why Burnett remains an inspiration for new generations of female comedians”

—The Los Angeles Times

THE LONG LOST EPISODES FROM THE FIRST FIVE SEASONS OF THE CAROL BURNETT SHOW—NOT SEEN FOR OVER 40 YEARS—ARE AVAILABLE FOR GIFT GIVING IN MULTIPLE CONFIGURATIONS!

Every legend has a beginning. And this past September, Time Life releases the very first steps of a TV icon with **THE CAROL BURNETT SHOW: THE LOST EPISODES**. Featuring original broadcast episodes from Seasons 1-5 (1967-1972) not seen since their original airing more than forty years ago and hand-picked by Carol herself, Time Life has a configuration for every fan—whether a die-hard, Tarzan-yelling, ear-tugger or a newbie, discovering the incredible talents of Burnett for the very first time.

Aside from the 6-disc retail set (\$59.95srp), which features 16 magical episodes—true treasures from the vault—and nearly 5 hours of bonus programming including a backstage tour of CBS Studio 33, 13 exclusive new interviews with Alan Alda, Julie Andrews,

Bill Hader, Queen Latifah, Don Rickles and others, bonus sketches and never-before-seen bloopers & outtakes,

Time Life has also released two exclusive configurations. **THE ULTIMATE COLLECTION**, priced at \$200, includes 22 DVDs, over 20 hours of specially-created bonus programming, a collectible guest book and more. And,

THE VIP EDITION (priced at \$400), will feature all that, plus a hand-signed, personalized greeting on the cover of the guest book from Carol. Each VIP EDITION will be numbered and arrive with a Certificate of Authenticity.

TIME Magazine named **THE CAROL BURNETT SHOW** one of the “100 Best Television Shows of all Time.” This holiday season, discover why.

THE CAROL BURNETT SHOW: THE LOST EPISODES

(\$59.95srp, 6-Disc, Retail, Available Now at Costo, Target, Wal-mart, Best Buy and FYE)

amzn.com/B011QLAYCU

THE LOST EPISODES ULTIMATE COLLECTION (\$199.90, Time Life Direct, Available Now)

THE LOST EPISODES VIP EDITION (\$399.95, Time Life Direct, Available Now)

timelife.com/products/the-carol-burnett-show-the-lost-episodes-ultimate-collection



High Performance Air Purifier

Allergens, germs and odors, beware! The Hi-Performance Air Purifier is an ideal purifier for allergy and asthma sufferers providing cleaner, fresher air to breathe and relief from allergy symptoms. A True HEPA filter relieves allergies by capturing 99.97% of dust and allergens as small as .3 microns in size. According to the American Academy of Pediatric Allergy and Immunology, doctors recommend HEPA air filtration to reduce exposure to indoor asthma triggers. A large activated granular carbon filter attacks common household odors including those caused by smoke, cooking and pets.

www.guardiantechnologies.com

Merry Christmas

From

Hand and Paw Project™

***Have you, or someone you know,
lost your Pet?***

Honor your pet by gifting yourself, or
them with a stylish H&PP Bracelet™
and by doing so you help support a
rescue.

**Receive a free Keychain with
every purchase, valued at \$24.95**

Valid until Dec. 31 2015



www.handandpawproject.com



washable
cover + pad

2 piece
rug kit

5 x 7'
area rug

use promo code
FIDO20
for 20% off your next purchase*

RUGGABLE

separate & wash

in the home washing machine



*OFFER VALID ONLY ON RUGGABLE.COM FOR ALL STYLES & SIZES. EXPIRES JANUARY 29TH 2016

INTRODUCING

OUR MINIMALIST LINE

JUST 6 INGREDIENTS



NEW!

brave™

Fish and Coconut

Grain Free | Potato Free
Puppies and Adult Dogs



NEW!

marvel™

Turkey and Parsnip

Grain Free | Potato Free
Adult Dogs



thrive®

Chicken and Quinoa
Gluten Free | Potato Free
Puppies and Adult Dogs



Learn More at:

THEHONESTKITCHEN.COM



[f /thehonestkitchen](https://www.facebook.com/thehonestkitchen)

[i @thehonestkitchen](https://www.instagram.com/thehonestkitchen) [p @thehonestkitchen](https://www.pinterest.com/thehonestkitchen) [t @thehonestkitchen](https://twitter.com/thehonestkitchen)