

INTRODUCING OUR BEST FRIENDS!



Purrrfect Pet - Features white floral Jasmine and sheer Musk notes paired with creamy Vanilla.

Paw Prints - Subtle hints of Musk earthy Patchouli and Amber.

SELL THE PETS STORY

Baby Boomers were the first to humanize their pets, but now, most everyone considers them part of the family! With that comes the odor issue. Eliminating pet odors shouldn't be an inconvenience and what's more welcoming than the smell of earthy and floral fragrances? With our new BEST FRIENDS Pet-friendly incense sticks, it's easy to get a handle on irritating smells so "guest's never know you have a pet!"

Did you know that there are some fragrances and essential oils that are irritants to dogs and especially cats? We worked closely and carefully with our perfumer to create awesome smelling fragrances to bring peace of mind to pet parents.

Perfect for front line/impulse placement, these eye catching graphics are sure to catch attention!

There's a real growth prospect here. Mass merchants, grocery, and even dollar stores are adding premium pet products so they are available at more points of distribution than ever before and appealing to pet shoppers is good business.

Consider that 68% of U.S. households shop the pet category, and that the two largest generations, Millennials and Baby Boomers, are the two largest age groups for pet ownership. That bodes particularly well for the future, now that millennials are entering their prime spending years.

Our new paw print holder brings your Best Friends incense to life. Eye-catching and perfect for any room and decor, it has plenty of space for ashes to fall.

