

## **From saunas to lasagna: The latest products for our precious pets**

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We do more than pamper our pets. We spoil them rotten.

If animals aren't accompanying us on vacation, they're put up in pet resorts and spas, where they get individual attention and, for a few dollars more, a relaxing massage.

Doggy- and kitty-doors have given way to pet portals with decorative facades.  
advertisement

Basic pet treats are so 1960s, as today's savvy owners toss their dogs rawhide bones wrapped in chicken and make sure the catnip is USDA certified.

Last year, Americans spent \$39.1 billion on their animal companions, according to the American Pet Products Association. From food to toys, fashions to vaccinations, Americans spare little expense in keeping their dogs, cats, birds, fish and reptiles healthy and happy.

That was no more evident than at the recent International Pet Expo in San Diego, where thousands of square feet were devoted to the latest innovations from manufacturers and distributors. The February expo, sponsored by the American Pet Products Manufacturers Association and Pet Industry Distributors Association, is the country's largest trade show devoted to the furred and feathered.

Here were a few of the trends that emerged from the show:

### **Pets as people**

Pet owners - excuse us, pet companions - love to see human-based products adapted for pets, including clothes, furniture and collars.

**Outerwear:** Clothing designs included stylish hoodies (Puppia World, [puppiaworld.com](http://puppiaworld.com)), Lycra Dazzle Tees from Windhorse Inc. ([theuniversalhorse.com](http://theuniversalhorse.com)) and printed skirts from Animal Wrappers ([animalwrap.pers.com](http://animalwrap.pers.com))...

### **...Take pets in style**

No need to leave your dog, cat or even birds at home. Stylish, functional carriers and strollers are abundant.

- Smaller pets will feel comfy and smart in **Pet Teek** pet carriers, cotton wraps that allow you to carry your dog or cat (up to 25 pounds) snugly across your chest ([petteek.com](http://petteek.com)).