

At Chasing Our Tails, a well-fed pet is a healthy pet

By DONNA MARTIN Progress Writer

When you feel unwell, you call your doctor. When your dog or cat feels unwell, it is up to you to determine the cause. Has he eaten something dangerous? Has she developed an allergy? Is your pet truly ill, or just having an "off" day?

Your veterinarian is always your first line of defense, but the Nashua area is home to another wonderful resource where pet nutrition experts are always ready to listen and help.

Chasing Our Tails, located at 35 Lowell Road, Hudson, has been helping dog and cat owners since 2008, providing 100% original, all natural, high quality dog and cat treats pets... and their owners... love! Owner Karen Trachtenberg is an expert in pet nutrition and the products she has chosen proves your pet's good health is her number one concern.

Chasing Our Tails, Inc. began with wheat-based treats, expanding to include food and treats for every dog and cat breed, from gluten-free

and vegan treats to grain-free dog food and treats, including gourmet grain-free cookies. Today, Chasing Our Tails' product line also include smoked marrow bones for dogs, organic cat nip toys for cats, their own brand of dehydrated products and raw diet, as well as antler chews for aggressive chewers.

Unlike mass-produced pet treats, which are often more filler and by-product than meat, all treat products offered at Chasing Our Tails are handmade at the company's commercial bakery in Hudson. A visit to the store is an experience you won't find at the big pet chains, but busy pet owners can also purchase the Chasing Our Tails brand of products at www.chasingourtails.com, or in numerous retail stores across the US.

Stephen and Karen are animal lovers who combine their talents to produce custom, holistic, superior quality dog and cat food recipes that smell great and taste even better.

Bakeries for humans have

been in the family since the depression, and Stephen attended a French culinary school, intent on carrying on the family tradition. However, in 2009, they decided to integrate his training with their mutual love of animals, and Chasing Our Tails was born.

Stephen said, "Our primary goal is to help our customers purchase the best, affordable pet food without sacrificing quality. When we say "the best", we don't necessarily mean cost. While higher priced pet foods are generally better quality, Chasing Our Tails goes several steps further, making our own raw diet and different types of treats for cats, small animals & birds. In addition to quality foods, we stock supplies, grooming products, supplements, toys and accessories."

Karen added, "Since the store opened last year, we have continually expanded our inventory, partially based on customer requests. If we don't have the product a customer requests, we can get it, with no hassle to the customer."

Excellent nutrition is, of course, key to a long, healthy life for your pet. However, feeding a pet improperly can trigger digestive issues, from allergies, colitis, and peritonitis to kidney problems, bladder stones, and skin and coat problems. Sometimes, the pet owner is simply not aware of their pet's nutritional needs, or the inferior nutrition of inexpensive foods.

The FDA requires pet food manufacturers to use ingredients that are "generally recognized as safe" (GRAS) and insists on truth in labeling. Despite these regulations, labeling alone does not reveal the whole story.

Stephen explains, "The label must list all ingredients in descending order, by weight. But ingredient weight includes moisture so, for example, chicken may appear in the list of ingredients before rice, even when the final pet food contains more rice than chicken.



Another example is when the meat is listed first, followed by lower quality ingredients. It may appear the food is mostly meat, but the lower quality products combined may weigh more, meaning your pet isn't getting all the meat you may think."

All treats made at Chasing Our Tails contain ingredients that are locally grown, all natural, and made on-site daily. All meats are locally raised, processed in-house, and always in stock. The company can also provide organic raw diet products upon request. Instead of purchasing a bag of pet food whose label is unclear, Chasing Our Tails treat products provide the optimal nutrition your pet needs to stay healthy. As well, Chasing Our Tails is a USDA Organic Certified Processor.

And what about your dog's dental health? Dogs love to chew, and pet owners want to provide safe products that will satisfy this need. One healthy alternative is moose, deer or elk antlers, a favorite treat of their English Springer Spaniels, Charlie and Bella. They explained why antlers are a healthier alternative, "Antlers are healthier than rawhide because they do not contain any carcinogenic chemicals and don't smell like cow hooves can." Best of all, for environmentally conscious pet owners, antlers shed naturally



every year, meaning other animals don't have to die to feed your pet."

Chasing Our Tails recommends choosing antler chews sourced in the United States from naturally shed sources, not from farms, and cautions dog owners to remove any chew from the dog's environment when it becomes small enough to become a swallowing hazard.

From humble beginnings, Chasing Our Tails has evolved into a consultative nutrition center. Veterinarians across New England and as far away as Rhode Island refer pets to Chasing to help in solving dietary issues. Veterinarians know Chasing Our Tails takes a holistic approach, treating the whole animal with nutrition, rather than simply medicating with pills and shots.

"We want to help educate

consumers about the fact that feeding premium foods to their pets is not "too expensive" in the grand scheme of things. In fact, we offer a bag program, a rewards program, and monthly coupon specials via our website to help customers save money on every purchase. We'll beat any competitor's price, but our real goal is to ensure your pet is fed well and stays well."

Chasing Our Tails is open 7 days a week and after 6 pm every evening for your shopping convenience. Come on in and meet Charlie and Bella, also known as Inspector 12 and Inspector 13!

For more information, please call 603-718-8330 or visit www.chasingourtails.com.

