



How the GREENIES™ Brand Got Its Start



How the GREENIES™ Brand Got Its Start

Published February 10, 2026

The GREENIES™ Brand was created by pet parents, for pet parents. Joe and Judy Roetheli wanted to help improve the world-class bad breath of their family dog, Ivan. After searching for a solution and coming up short, it was clear that what they needed didn't exist in the market.

Frustrated that nothing on the market worked on Ivan's horrible breath, Joe developed a mixture of wheat, chlorophyll, vegetable oil and other edible foods that he served dry to Ivan. Within days, Ivan's teeth were clean and the bad breath odor was gone. Joe later molded it into the bone with a toothbrush at one end that GREENIES™ Treats customers know today.

Joe decided to quit his day job, and he and Judy went full speed ahead with bringing their dog breath freshener to market.

The Roethelis decided to pass the torch to Mars Petcare in 2006 and their story inspires us every day to bring the best products to pet parents worldwide.

More Articles Like This



[2 Steps on How to Fix Bad Dog Breath](#)

Dog parents are no strangers to bad breath. From waking up to smelly puppy kisses to being held captive in a car with your dog's stinky breath, you've had your fair share of not-so-fresh breath encounters. But, there's a simple routine you can follow to help get rid of your dogs bad breath.

[READ MORE](#)



[Brain Food: Supporting Your Growing Kitten](#)

We all need brain food to live healthy lives, especially growing kittens as they develop into the cats we love. GREENIES Healthy Kitten Smartbites are here to do just that. Formulated to support developing cats up to one year old, these are the perfect treats to feed your kitten daily.

[READ MORE](#)



[How To Understand Your Cat's Body Language and Sounds](#)

Cats are mysterious creatures. One day they sit in your lap every time you sit down and the next day you need to schedule an appointment to see them. But, those human-like traits are what we love about our refined felines. And just like the people in our lives, we can tune into cats' moods simply by observing their bod

[READ MORE](#)



[Why Your Cat's Dental Health Matters](#)

It's important to pay attention to your cat's teeth and gums. With the new year in full swing, it's the perfect time to establish a new dental care routine for your cat. A Daily Dental Routine Oral health issues are common in adult cats. That's why it's important stay on top of your cat's dental health by starting a da

[READ MORE](#)

Source URL:

[*https://www.greenies.com/blogs/what-were-barking-about-greenies/how-the-greenies™-brand-got-its-start*](https://www.greenies.com/blogs/what-were-barking-about-greenies/how-the-greenies™-brand-got-its-start)