



How the GREENIES™ Brand Got Its Start



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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.

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Dogs like to lick: themselves, you, surfaces, objects and other dogs. It's a common behavior across the animal kingdom, but we take particular notice of our dogs because they live with us. Intermittent licking is perfectly normal, but excessive licking has a wide range of potential causes that are worth checking about.

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Dog dental cleanings can help your pup feel their best. Learn what to expect from these vet visits and what you can do at home to keep their teeth healthy.

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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.

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Sometimes dogs will look at a lawn or a dog park and see a big, tasty buffet: dirt, grass, poop and who knows what else? Dogs eating odd nonfood items is a relatively common behavior; the condition even has a name: pica. But you keep your pooch well-fed with plenty of tasty, nutritional food, so why would they choose t

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