



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.

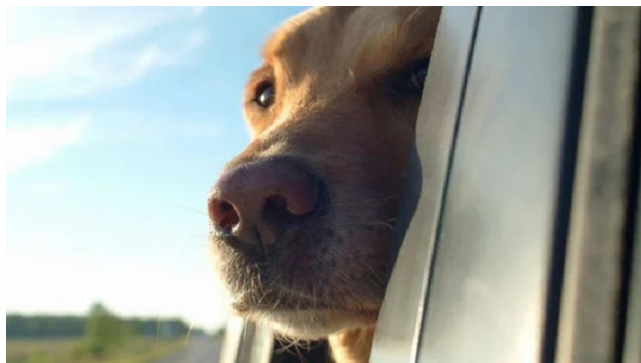
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You schedule your vet appointment yearly, but are you keeping up with your cat's dental health? Just like humans, your feline friend should also be getting a check-up on their choppers. A cat dental cleaning will help ensure that your pet's oral health is A-OK. In this article, we'll let you know what to expect during

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It's warming up outside, which means summer road trips with the family! These trips can be more enjoyable when your four-legged friends tag along, but it can be less of a vacation for everyone if your pets are uncomfortable on the road. "Taking pets out of their homes can induce stress on both the pets and the owners,

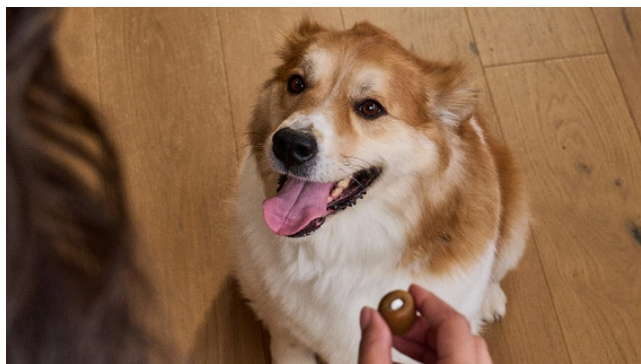
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Cat Oral Care: Three Steps to Care for Your Cats Teeth

Between meals, treats, toys and the occasional house plant or cardboard box (bad kitty!), your cat's teeth get a lot of action — making cat oral care an important part of your pet's health. Thankfully, caring for your cat's teeth and breath doesn't have to be a pain.

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Which Pill Trick Fits Your Pet? Easy Medication Solution

Whether you live at home with a Pill P.I. or a Picky Prima Donna, if there's one part of pet ownership that isn't a walk in the park, it can be administering medicine to our furry friends. Go through the chart below to find which pet you may have at home and see our tips & tricks for administering pills with ease.

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