

PAWLIDAY GIFT GUIDE

DR. FOSSUM'S PET CARE

By SEAN-PATRICK M. HILLMAN

When it comes to your pet, there is nothing more important than their health. Part of that is maintaining their schedule, ensuring a well-balanced diet and an exercise routine that keeps them both mentally and physically stimulated. And often their health, just like in humans, affects their behavior. If your dog starts acting out, or begins to shift their behavior, there may be an underlying health issue you need to look out for. But fear not as the most common explanation for these shifts is usually stress or anxiety. And there's a no-nonsense solution for these issues thanks to Dr. Terry Fossum and her Dr. Fossum's Pet Care line of products.



Dr. Fossum's Pet Care products are designed to tackle a myriad of issues including cognitive decline, stress and anxiety, allergies and mobility decline. The founder, Dr. Terry Fossum, has been a celebrated, respected and beloved veterinarian for over 40 years. Dr. Fossum, and her partner, Dr. Richard (Dick) Gebhart, became vets because they love animals. Dr. Fossum's husband is also a veterinarian and two of Dick's sons and a daughter-in-law are veterinarians. In other words, it's all in the family, so to speak. All of them have literally dedicated their entire lives to helping veterinarians, pets, and pet owners. According to Dr. Fossum, "As veterinarians, our mission is to provide science-based products for veterinarians, their clients, and the companion animals we all love."

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And it shows in virtually everything Dr. Fossum's Pet Care does. From the power of the products themselves to the design of the packaging to their powerful education program called Fossum's University, this is a company that doesn't just say they love animals, they show it in every way.

Fossum's University is an online repository of educational videos and information that helps veterinarians and pet parents alike to better understand the efficacy of CBD. Dr. Fossum is a board-certified veterinary surgeon that for the past 25+ years has written the textbook on Small Animal Surgery. It is literally used by veterinarians all over the world. So why did Dr. Fossum create this education path for her brand? "What I have come to know is that many veterinarians lack any knowledge of CBD. Our goal is to change that by providing quality education to both veterinarians and pet owners," said the award winning veterinarian.

So why did the doctor partners create this incredibly pawesome and powerful line of products? As is commensurate in the pet products space, it all started because of a dog. Dr. Fossum has a dog named "Dirty Dan." He is a beautiful, sweet, 10-year-old Labrador. Dan was born with an elbow issue, causing him mobility problems as he got older.



His elbow condition started making him lame as he aged. Because he likes to swim and hike (and steal ball caps and shoes), Dr. Fossum started looking for alternative therapies to the common drugs that veterinarians would normally prescribe. She did this because she knew many of them had the potential to cause serious side effects.

It was then that Doctors Fossum and Gebhart decided that they would produce the highest quality and most efficacious products possible. They wanted the line to contain products that pet owners and veterinarians could believe in. And what better way to prove that than have the original inspiration for the line continue on his regimen every day. "Dirty Dan" is given the product every day, and for the first time in years, he is no longer lame.

Before I continue, you should be aware that our Spokesdog, Brioreo, has been testing Dr. Fossum's Rejuvenator line for over six months. Why? Over the summer, we noticed that Bri started exhibiting signs of heightened anxiety and stress at night due to a series of fireworks that had been set off at various events over the course of a couple of weeks in lower Manhattan. Rather than put her on a narcotic or relaxant of some type, we wanted to approach this issue in a more natural way. So, we started to explore CBD products and what dosages she needed given her weight. And because CBD products can be hit or miss depending on the brand, the dosage and more, I knew I had to go to the expert. So, I reached out to Dr. Fossum's team to see if there was a product they recommended.

Sure enough, the Rejuvenator line tackled Bri's challenges. Over the course of a couple of months after using the products, we began noticing Bri had a much calmer disposition when being walked outside. Even when a fireworks display was launched, Bri reacted, but nowhere near as much. And when we got home, she was acting her normal self which would not have been the case had she not been on Dr. Fossum's Rejuvenator! In other words, it works and you need to check this line out for yourselves!

To celebrate PAWLiday, our packmates at Dr. Fossum's have issued a 25% discount on any product they sell for our readers!

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