



Our Purpose and Vision

We like to start off each New Year by reminding everyone why we are here!

Our Business Purpose: We exist to better the lives of our local pet community and strengthen the human – animal bond.

Our Vision: To educate the community and promote biologically appropriate nutrition. To improve quality of life through training, grooming, massage therapy, and holistic healing methods.

We actively invite feedback or suggestions on how we can continue to improve. We exist for one reason: healthy & happy pets!

Private Label Products

Did you know that Paws Gourmet Bakery is our own private label company that makes a variety of baked treats right here in Silverdale? Our mission is to be the healthiest pet bakery in the entire U.S. In addition to the whimsical, decorated treats you can find in our bakery case, we make a variety of flavors in bulk options (Pumpkin Oat, Cinnamon Carob, and Grr-Nola). New recipes coming in 2021 include Pizza Bites, Liver Biscuits, Peanut Butter Banana, and 5 Cheese! In addition to baked treats, look for new, hand-made, locally sourced jerky and bone broths under the Paws Gourmet Bakery label.

Canidae Discontinued

After careful deliberations, Naturally 4 Paws has made the decision to discontinue the Canidae product line. While their ingredients continue to meet our high standards, issues of unsealed packages and inconsistencies in their packaging processes have led to this decision.

If you currently feed Canidae products, please speak with any of our retail team to get a copy of our Canidae transition guide. It provides a list of alternate brands and products similar to Canidae. We can also provide a list of brands that will allow transfers of frequent buyer credits.

Disaster Preparedness

A new calendar year means it's time to create or update your disaster preparedness plan and be certain to include details for your furry friends. Remember that what is best for you is usually best for them as well. Be sure not to wait until the last minute, as then you are very likely to forget some important aspect of your pet's safety or security.

The key to being prepared is the creation of a comprehensive checklist before the disaster hits. The Internet can be a reliable source of information on how to create and customize a kit for your specific needs. We sell basic first aid kits, but a comprehensive disaster kit involves some customization in order to meet your unique requirements. We recommend the following websites as a good place to start:

ASPCA

<http://www.aspc.org/pet-care/disaster-preparedness>

Department of Homeland Security

<https://www.ready.gov/pets>

FEMA has partnered with the American Kennel Club, the ASPCA, the American Veterinary Medical Associate, and The Humane Society of the United States to create a very information and compact brochure on how to prepare for emergencies with your pet(s). To download this resource as a PDF file, simply visit the DHS website listed above, scroll to the bottom of the page, and click the "**Preparing Makes Sense for Pet Owners**" link. There is also a video available using the same reference title.

Create your "Getaway Plan".

If you must evacuate, take your animal friends with you. Plan to assemble your companions and anticipate where to go. Plan highlights should include a Pet Emergency Kit, a picture of you and your pet(s) to prove ownership, a list of pet friendly hotels, and don't forget your vet's contact information.

Big Dog / Cool Cat Discounts

Our 4th Quarter Loyal Friends list has been computed. Congrats to these individuals who will receive award discounts on all merchandise purchased through 03/31/21!

Big Dogs - 10%

Connie W. – Silverdale
Tina F. – Seabeck
Caitie & Ross M. - Suquamish
David & Christian E. - Silverdale
Katha M. - Bremerton
Frederick & Kathie I. - Silverdale
Meredith D. - Bremerton
Janae G. - Undisclosed
Angela S. - Silverdale
Dede C. - Seabeck

Cool Cats - 8%

Kirsten & Joseph K. – Port Orchard
Nita W. - Silverdale
Cherie B. - Silverdale
Jaclynn P. - Poulsbo
Arnel M. - Poulsbo
Alessandra W. - Bremerton
Kerri F. - Kingston
Samantha A. - Bremerton
Naomi P. – Port Orchard
Ameec C. - Silverdale

Training Center

Are you and your canine friend feeling trapped indoors? If so, consider our new Nosework classes. Nosework connects with a dog's natural instincts of hunting and problem solving and turns them into fun activities. Noel offers two class levels for beginners and those with experience.

Friday / Saturday classes will begin January 8th / 9th while Monday / Tuesday / Wednesday / Thursday classes will begin the week of January 11th. Registration is currently open for all new classes. The next rounds will begin in March with registration opening in late February.

For complete details on schedules, pricing, class descriptions, and trainer biographies, please speak with any team member or refer to our dedicated Training Brochure or Training Center web page.



January 2021



Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Noel Josette				1 Happy New Year Stores Closed	2	3
4	5	6	7	8 Classes Start 4p Basic Obed wk 1 5p Basic Obed wk 1 6p Puppy wk 1 7p Skill Building wk 1	9 Classes Start 10a Puppy wk 1 11a Skill Building wk 1 12p Basic Obed wk 1 1p Puppy wk 1 2p Pre-Agility wk 1	10
11 Classes Start 10a Basic Obed wk 1 11a Skill Building wk 1 12p Puppy wk 1 4p Nosework wk 1 5p Skill Building wk 1 6p Adv / CGC wk 1 7p Basic Obed wk 1	12 Classes Start 4p Intro Nose wk 1 5p Skill Building wk 1 6p Tricks wk 1 7p Rally Adv wk 1	13 Classes Start 10a Basic Obed wk 1 11a Skill Building wk 1 4p Intro Nose wk 1 5p Golden Ears wk 1 6p Rally wk 1 7p Rally wk 1	14 Classes Start 5p Puppy wk 1 6p CGC wk 1 7p Basic Obed wk 1	15 4p Basic Obed wk 2 5p Basic Obed wk 2 6p Puppy wk 2 7p Skill Building wk 2	16 10a Puppy wk 2 11a Skill Building wk 2 12p Basic Obed wk 2 1p Puppy wk 2 2p Pre-Agility wk 2	17
18 10a Basic Obed wk 2 11a Skill Building wk 2 12p Puppy wk 2 4p Nosework wk 2 5p Skill Building wk 2 6p Adv / CGC wk 2 7p Basic Obed wk 2	19 4p Intro Nose wk 2 5p Skill Building wk 2 6p Tricks wk 2 7p Rally Adv wk 2	20 10a Basic Obed wk 2 11a Skill Building wk 2 4p Intro Nose wk 2 5p Golden Ears wk 2 6p Rally wk 2 7p Rally wk 2	21 5p Puppy wk 2 6p CGC wk 2 7p Basic Obed wk 2	22 4p Basic Obed wk 3 5p Basic Obed wk 3 6p Puppy wk 3 7p Skill Building wk 3	23 10a Puppy wk 3 11a Skill Building wk 3 12p Basic Obed wk 3 1p Puppy wk 3 2p Pre-Agility wk 3	24
25 10a Basic Obed wk 3 11a Skill Building wk 3 12p Puppy wk 3 4p Nosework wk 3 5p Skill Building wk 3 6p Adv / CGC wk 3 7p Basic Obed wk 3	26 4p Intro Nose wk 3 5p Skill Building wk 3 6p Tricks wk 3 7p Rally Adv wk 3	27 10a Basic Obed wk 3 11a Skill Building wk 3 4p Intro Nose wk 3 5p Golden Ears wk 3 6p Rally wk 3 7p Rally wk 3	28 5p Puppy wk 3 6p CGC wk 3 7p Basic Obed wk 3	29 4p Basic Obed wk 4 5p Basic Obed wk 4 6p Puppy wk 4 7p Skill Building wk 4	30 10a Puppy wk 4 11a Skill Building wk 4 12p Basic Obed wk 4 1p Puppy wk 4 2p Pre-Agility wk 4	31