



Monday - Friday 10 to 6
Saturday 9 to 4
Sunday Closed

April 2011

The Polls are Now Open...

We are very pleased to have been nominated for the KCRG A-list as one of Eastern Iowa's best pet stores. Our two and four legged customers are very important to us. If you haven't voted you can go on-line and vote for us. While we will appreciate your vote, what we truly appreciate is you and your pet companions. You can vote for many of our favorite Iowa City businesses until May 15th at <http://kcrg.cityvoter.com/>. To make it easy here is the direct link to the Leash on Life voting page <http://kcrg.cityvoter.com/leash-on-life/biz/74051>



April Showers Bring More Than May Flowers...



Here is something to help your dog and you get a good night's sleep during the new season of thunderstorms we are bound to have. Yes, it will help your panting, pacing, anxious dog feel a whole lot better too. Thundershirts™ provide a gentle, constant pressure which has a dramatic calming effect for most dogs. Eighty-five percent of dogs show significant improvement with their anxiety symptoms when wearing their Thundershirt™. Thundershirt™ can help with many dog anxiety and fear issues and can be used as part of a behavior modification program.

Why does Thundershirt's™ gentle pressure work to calm a dog? Experts such as Dr. Temple Grandin believe that pressure has a calming effect on the nervous system. Using pressure to relieve anxiety has been a common practice for years. We added Thundershirts in the store last summer with great success for the dogs that tried them.

Save The Date...

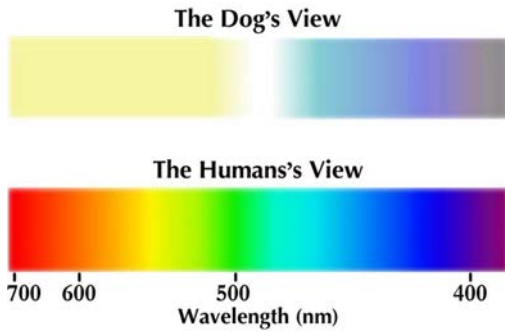
Hold Saturday May 7th open. We will be celebrating five years in business. Our friends from Spot and Company will be here to help us celebrate. Stop by the store, watch Facebook and our May newsletter for details to come.

Spring Clean-Up...

Spritzers, wipes or a full bath, Earthbath® has what you need for the dirty spring time dog. Earthbath® is easy on your dog's skin because it is soap-free and pH balanced for dog and cat skin.

Natural essential oils are what gets your dog clean, no harsh ingredients to irritate the skin, no parabens, phosphates, artificial dyes or fragrances. If you happen to have a stinky cat they may prefer the waterless foam or one of the wipes over getting in the tub. You may prefer this as well. Earthbath® is a made in the USA product.





In Living Color...

Do dogs and cats see in color? The answer is yes, but not the same as we do. The retina of the eye is lined with both rods and cones. The rods work best in low light and are used for motion detection, the cones detect color. Dogs and cats both have more rods than cones compared to humans. This makes their vision in dim light superior to ours, but not the ability to distinguish all the colors of the spectrum. We know they can see in color, we just don't know exactly how, but these pictures

illustrate our best guess. So if you take your dog or cat to the movies they may not appreciate the advances of Technicolor, but since we can't match their sense of smell they may be distracted from the main feature by the hot buttered popcorn.

Cats and dogs also have a mirror like membrane on the back of their eyes called a *Tapetum*. This reflects the light passing through the rods... back through the rods

a second time, this time in the opposite direction. This increases their ability to see in very low light and is responsible for the bright eyes you see in your headlights at night.



Go Orange...



Watch for Orange supporters during the month of April. The 'Go Orange for Animals' campaign is the ASPCA's prevention of animal cruelty campaign. Why April? It is to honor the anniversary of the ASPCA's founding in 1866. <http://www.asPCA.org/about-us/aspca-april/> During April, Leash on Life will be marking orange items and donating part of the sale of these to the Friends of the Animal Center Foundation (FACF). If you would like to lend local support to the Go Orange effort you can donate on line at www.facf.org.

Adoptable Cats of the Month, Jimbo and Timmy...

Speaking of orange...Jimbo, what a great looking big orange tabby cat. He is about a year old and loves to play. He is friendly and outgoing and can get very excited about playing cat games. If you prefer a good lookin' longhair



Timmy

orange tabby then Timmy may be your fellow. He is about 10 months old with pretty white markings.

Jimbo and Timmy are available at the Iowa City Adoption Center, call (319) 356-5295 or visit www.icanimalcenter.org to learn more about any of

the dogs and cats at the Center. Tailgate is another great orange cat. He was at the store for an on-site adoption. He is a real love!



Jimbo