

DOG WHISPERER™

WITH *Cesar Millan*



CESAR MILLAN REVEALS NEW “PACK TESTED” PRODUCT LINE at GLOBAL PET EXPO / Orlando, Florida, March 8, 2011

World-renowned dog behavior expert Cesar Millan, star of the popular and iconic TV series Dog Whisperer with Cesar Millan™, will unveil a new line of dog products at Global Pet Expo in Orlando, Florida on March 16th.

The Dog Whisperer with Cesar Millan™ range was designed to translate Cesar’s knowledge of dog psychology and behavior into a line of functional and healthy products. The range features products targeted to enhance every aspect of a dog’s life including: Feeding, Walking, Playtime, Grooming and Bedtime.

The products are inspired and tested by Cesar’s own pack at his Dog Psychology Center in Santa Clarita, California. Set in 43 acres of rolling hills, the center has become the home for behavior research and rehabilitation for dogs of all breeds and behavioral problems.

Co-designed with Cesar’s brother, architect and designer, Erick Millan, the natural new range is designed to evoke an understanding of the simplicity of dogs’ lives, with clean lines, functional design and respect for the earth coinciding in the modern yet classic designs.

“The Dog Whisperer with Cesar Millan™ products were designed using Cesar’s philosophy of working with Mother Nature to appeal to the senses of both owner and dog,” explains designer Erick Millan “With that in mind we created a range that is intuitive in function and naturally ergonomic in form.”

“When I first launched The Dog Whisperer with Cesar Millan™ line, it was my mission to make products that were more instinctual and healthier for a dog’s needs to achieve balance and fulfillment,” said Cesar Millan, “I believe this newest range further fulfills that goal.”

Cesar will be signing autographs and presenting the new range, from sustainable bamboo grooming tools to all-natural, USA-sourced treats and bones for the first time at a press conference at Global Pet Expo:



GLOBAL PET EXPO

March 16–18, 2011
Orange County Convention Center
Orlando, Florida

CESAR’S PRESS CONFERENCE

Wednesday, March 16
9:30 am
Booth #1367

The new Dog Whisperer with Cesar Millan™ range will be available through Petco, select Bed, Bath & Beyond locations, and AAFES stores in the United States, and at PetValu stores in Canada.

Media Inquiries & Product Images

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