



CHEWS HAPPINESS™
for you, your dog and the planet

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FOR IMMEDIATE RELEASE
May 26, 2016

Chews Happiness™ Enters Petpreneur Market with Happiness Hugs™ Handcrafted Yak Down Apparel

BOULDER, CO – Chews Happiness is a new artisanal dog-products social enterprise that believes that investing in happiness yields a very high return of happiness. Chews Happiness currently provides sustainable income sources to indigenous peoples in Bhutan, the Land of Happiness, and to local artisans in the United States, enabling them to maintain their traditional lifestyles.

The launching product line is Happiness Hugs™, stunning, environmentally conscious fashion from yak down that's luxuriously soft, silky, and warmer than alpaca and cashmere. Yak down is naturally shed and is one of the warmest natural fibers. Unlike cashmere, which is causing massive desertification due to overgrazing of huge herds of cashmere goats, yak down is a sustainable fiber.

These one-of-a-kind garments are consciously handcrafted by women artisans from Bhutan to Boulder, Colorado and celebrate the connection between dogs and their people. The cruelty-free, fairly-traded apparel for dogs and their moms are uniquely designed to spread Happiness vibes from Bhutan, the Land of Happiness. Each features traditional and spiritually meaningful Bhutanese motifs and represent ideals such as long life, stability, wisdom and the interconnectedness of all beings. Co-owner Meeta Gawande explained, *"when we felt how exquisite the yak-down was, we just had to make apparel for women."*



Happiness Hugs will be available at www.chewshappiness.com soon and are **available now** in our **Etsy store**: <https://www.etsy.com/shop/ChewsHappiness>. Wholesale inquiries are welcome.

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Chews Happiness™ To Launch Accessories at SuperZoo 2016 *Handwoven Yak Down Leashes and Collars*

BOULDER, CO – Chews Happiness will be launching its new line of handcrafted Leashes and Collars at SuperZoo 2016. The environmentally conscious line is handwoven from yak down that's luxuriously soft, silky, and extremely strong. Yak down is naturally shed and is an extremely robust natural fiber. It is also much kinder to the planet than cashmere, which causes land degradation due to overgrazing of cashmere goats.

Consciously handcrafted by Bhutanese master women artisans high in the Himalayas, Chews Happiness' fairly-traded Leashes and Collars are inspired by traditional Bhutanese textiles and are designed to complement its new Happiness Hugs™ dog apparel. Individually woven from luxurious, cruelty-free yak down, each piece is durable, beautiful and truly one-of-a-kind.



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Chews Happiness' Leashes and Collars will be available for order at the August 2016 SuperZoo market and after the event at: www.chewshappiness.com. For wholesale inquiries please contact us.

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