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For immediate release

## **Dharma Dog Karma Cat® Launching Ecofriendly Line of Toys at SuperZoo**

Engaging, all-natural, handcrafted toys that pets find simply irresistible



Rhinebeck, NY – Dharma Dog Karma Cat® is launching their line of eco-friendly pet toys at SuperZoo 2016, June 2-4, in Las Vegas. “Our goal is to offer the best of all worlds to pets and their humans – irresistible toys handcrafted with all-natural materials in a socially and environmentally sustainable manner,” said Jamyang Lodoe, CEO of Distinctly Himalayan Corp.

As with their handcrafted wool caves and baskets, Dharma Dog Karma Cat® toys fuse contemporary design, eco-friendly materials and production, socially conscious business practices, and accessible pricing.

### **Thoughtful Design**

Dharma Dog Karma Cat® products are designed to be irresistible and engaging for pets, while also attractive and practical for their humans.

- Twice featured in [Modern Cat Magazine](#): “The Dharma Dog Karma Cat® Petal Bed is everything we love: beautiful, super-comfy, and environmentally and socially responsible!”
- Products are made of a blend of 100% pure New Zealand and Tibetan wool which is not super-cleansed, so it retains the natural smell and feel of lanolin. Cats and dogs alike are drawn to the scent of lanolin, and can’t get enough of the texture, softness and warmth of wool.
- All products are tested and approved by a wide variety of pets.



## Safe for Pets, Humans and the Environment

Dharma Dog Karma Cat® toys and beds are a safe choice that pet owners can feel confident about, and don't come at the cost of the environment.

- Using a technique called wet-felting, the only materials used in the making of these items are pure wool, natural soap and water.
- Safe, AZO-free, non-toxic dyes are used in an environmentally sustainable low-impact dyeing process which uses less energy and produces less waste byproduct.
- The minimum number of production steps is used and products are never softened with a chemical treatment, a common manufacturing practice even on handcrafted items.

## Socially Conscious

Dharma Dog Karma Cat® has more than just an in-depth knowledge of local cultures and businesses, and their goal is simple: to provide a growing volume of orders for these communities to flourish.

- Wool toys and beds are handcrafted by women's collectives in Nepal.
- These organizations pay higher than average wages, and preferentially employ disabled, and socially and economically disadvantaged individuals.



## Good Business

Dharma Dog Karma Cat® believes that handcrafted quality should be accessible to all pet owners.

- Toys retail starting at \$7 for a felt ball to \$19.50 for a pack of 5 felt sushi pieces; suggested retail price for caves and baskets range from \$50-85.
- Flexible business practices allow us to work with small to medium-size retailers, as well as offer beneficial terms to chains and larger retailers.

Dharma Dog Karma Cat® is designed and manufactured by Distinctly Himalayan Corp., a partnership of husband and wife Jamyang Lodoe and Jennifer Neufeld. Their diverse experiences range from handicraft production and international development, to adventure travel and photography, and advertising and public relations. Stops for these serial entrepreneurs include Moscow, Kathmandu and New York, with hundreds of points in between. Their love of travel is second only to that for their Lhasa Apso, Kai, (oh, and also their 2 children).

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