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**New Brand Bringing Colorful Humor to the Lives of Pets**

**Houston, Texas—**

Heads Up for Tails, which creates fun, premium accessories for pets, is ready to take on the world—or at least the United States market.

The company, which was founded in 2008 in India and launched a U.S. presence in January 2016, will exhibit at the 2016 SuperZoo August 2-4 at the Mandalay Bay Convention Center in Las Vegas.

With 46 products already available in the United States and plans for more moving quickly, the brand is seeking to duplicate the success it's already seen in India, where it's attracted dozens of positive press stories and raised \$1 million from angel investors. Founded by Rashi Sanon Narang, the brand is run by a team of passionate pet owners and dog-lovers who take pride in understanding the ever-evolving needs of style conscious pet-owners and curating a line of innovative products to help owners pamper their dogs. Dhara Dusija, a longtime friend of Narang, is spearheading the brand's move into the U.S. market.

Heads Up for Tails is offering a wide range of high-class pet accessories, including, dog beds, bandannas, dog charms, collars, leashes, harnesses and even bow ties. “The entire line”, Narang said, is designed to be striking, attention-grabbing and bold. Many of the products, especially the collars and bandanas, feature funny, whimsical or sentimental messages designed to evoke a pet’s personality.

“SuperZoo is the ideal platform for our launch. Our products make sure that your dog looks absolutely dapper for every occasion,” she said, “and that he or she attracts loads of love and attention from everyone.”

Heads Up for Tails’ mission is to offer pet owners and lovers premium quality accessories that will make their and their dogs’ lives better, more colorful and more fun. Some of its product offerings include collars, harnesses and leashes with colorful, eye-catching designs; doggie bandanas emblazoned with slogans like “Talk to the Paw” or “WTF Where’s The Food;” snazzy doggie bow ties; and vibrant, durable pet beds and mats.

Plans are in the works to greatly expand the company’s product offerings in the United States, with a focus on meeting the needs of both dogs and style-conscious pet parents. “I think one thing that makes us special is the way we listen to and care about customers,” founder Narang said. “Also we know dogs, understand them and love them! We try to provide options not available elsewhere, and to ensure shopping with us is a delightful experience.”

The product line at Heads Up for Tails was inspired by a love for dogs and a deep understanding of their likes and dislikes. Heads Up for Tails aims to be a premium brand offering a comprehensive product line of dog accessories, apparel, grooming products, toys, bedding solutions and more, like the original, India-based operation.

More information about the company is available at <http://headsuptails.us>

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### **About Heads Up For Tails**

Heads Up for Tails, a premium brand providing accessories for dogs, offers a wide range of high-class accessories, including bandannas, bow ties, collars, harnesses, leashes and dog beds. The product line is continuously expanding and likely future offerings include toys, grooming products, water bowls and more.

The company was founded in Delhi, India in 2008 by Rashi Sanon Narang. She started the business in her home office, and has expanded it to the national level. Heads Up for Tails products are available online and in trade shows and pop up booths across the subcontinent. In January 2016 the company launched its U.S. venture, which is run by Narang’s longtime friend Dhara Dusija.

Heads Up for Tails has gone from just Narang to 25 employees, has garnered \$1 million in funding from angel investors and has seen 150 percent customer growth year over year. The company has launched more than 500 products in India and more than 40 so far in the United States.

### About SuperZoo

SuperZoo is the most popular trade show for the pet retail industry in North America and provides independent pet store owners with the knowledge and resources they need to be successful. For the sixth consecutive year, SuperZoo has grown in exhibitor space and square footage and was listed a Trade Show Executive's Gold 100 trade event in 2014. Produced by the World Pet Association (WPA), the show attracts thousands of retailers, product suppliers and service providers at each annual event. WPA is the oldest industry organization promoting the responsible growth and development of the companion pet and related products and services industry, and works to educate the general public in order to ensure safe and healthy lifestyles for all our animal friends. In addition to producing SuperZoo, WPA is the host of America's Family Pet Expo, the world's largest consumer pet and pet products expo, held annually in Costa Mesa, California, the Atlanta Pet Fair & Conference, held in Atlanta, and the Aquatic Experience, held in Chicago. For more information: [www.superzoo.org](http://www.superzoo.org).

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