



**Om Dawg™**  
The Stress-Reduction System for Dogs & their People

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**Ruff Dawg launches the new OM DAWG™  
Stress-Reduction System for Dogs**

Worcester MA – Ruff Dawg announces the release of Om Dawg, a safe, effective & drug-free Stress Reduction System for dogs and their people. “Om Dawg represents a whole new category for Ruff Dawg, pairing two of the foundations of happy, healthy and stress-free dogs: playful activity, followed by deep relaxation.”– Dave Pentland, owner of Ruff Dawg.

The Om Dawg system consists of a Solid Rubber Ball that’s been formulated for a softer texture than the original Ruff Dawg Balls, paired with a CD of an original recording of a Crystal Alchemy Singing Bowls Sound Bath by Sue Pentland.



The Rubber Ball is designed for durable play—whether you go for an active outdoor romp, or just roll the ball around on the floor for your dog to chase. When play is done, the Ball is perfect for dogs to chomp & chew on; the soft & springy texture of the rubber entices chewing, and gently massages teeth & gums, calming your dog, as they settle down and move into a more relaxed state, ready to listen to the Sound Bath.

Listening to the Sound Bath CD helps pets who are anxious or stressed enter into a state of deep relaxation through specifically tuned resonant vibrations. Studies have shown that these vibrational sound frequencies entrain brainwaves to alpha, theta and delta frequencies— which are associated with states of deep relaxation, meditation and sleep.

The Sound Bath CD can be used on it’s own, for dogs, as well as for humans, and for other pets like cats and horses. It’s perfect for calming pets during stressful times, such as bathing & grooming, veterinary visits, or during alternative therapies like acupuncture or holistic treatments. It also helps ease separation anxiety. This Sound Bath CD has been used successfully by veterinarians and professional groomers, for dogs, horses and cats. Ruff Dawg is excited to bring this product to the general consumer marketplace.

The Om Dawg System comes with Balls in two sizes, Regular and XL, and like all Ruff Dawg toys, is 100% Made safe in the USA of FDA approved, recyclable materials, free of phthalates, Latex and BPA’s.

**About Ruff Dawg**

Since 1998 Ruff Dawg has been designing and manufacturing premium quality dog toys at it’s factory in Worcester Massachusetts. Designed to be fun, attractive and durable, they’ve become favorites of dogs & their people everywhere! See the new Om Dawg System & the complete line of retrieving and chew toys, by visiting us at Superzoo 2017 at booth 4428.

Visit: [www.ruffdawg.com](http://www.ruffdawg.com) for more. For information about SuperZoo 2017: [www.superzoo.org](http://www.superzoo.org).