



Holistic Select® Natural Pet Food Launches Online Health Tool

### Interactive Quiz Helps People Rate Pets' Health and Offers Expert Advice

TEWKSBURY, Mass., May 3, 2011 /PRNewswire/ -- *Holistic Select*® pet food recently launched the Holistic Select Health Scale ([www.petwiseparent.com/healthscale](http://www.petwiseparent.com/healthscale)), a tool designed to help pet parents evaluate and improve the holistic health of their cats and dogs. The new tool focuses on five main areas of holistic health: nutrition, education, socialization, physical health and environment. Participants rank their pets on a scale of one to five based on the accuracy of a set of statements pertaining to each area. The fun and interactive online tool is a great way for pet parents to discover how they're doing with respect to their pet's whole-body health and gain valuable insight with our experts' tips for improvement or just as a refresher. And, for a limited time only, each pet parent that completes the Holistic Select Health Scale will receive an exclusive savings offer for Holistic Select pet food.



Holistic Select enlisted a panel of experts to develop the health scale and provide tips and guidance, including:

- **Environment:** Elena Gretch is a well-known and respected Pet Expert, and business owner in New York City. She frequently appears on TV and in the news with topics ranging from animal care and dog training to pet lifestyle, and entrepreneurship. She is the founder and CEO of It's a Dog's Life NY ([itsadogslifeny.com](http://itsadogslifeny.com)) which was nominated for the NAPPS Business of the Year Award 2010. Her team of dog trainers, dog walkers and pet sitters utilize her Urban Dog Development™ philosophy to provide the finest in-home pet care available. Her clients include many well-known celebrities and professionals. Elena is certified by the Certification Counsel of Professional Dog Trainers (CCPDT), a Professional Member of the Association of Pet Dog Trainers, an AKC Canine Good Citizen Evaluator, and a graduate of New York University's Stern School of Business. She is a proponent of animal rescue, working directly with charities such as the ASPCA and NYC's Mayor's Alliance to educate pet owners about animal behavior and training.
- **Nutrition:** Dr. Al Townshend, staff veterinarian for Holistic Select, graduated from the University of Georgia School of Veterinary Medicine. He then honed his skills in two large metropolitan small animal practices, before establishing the Eastern Shore Animal Hospital in his hometown of Chestertown, MD. He is a contributing author of *Canine Sports Medicine*.
- **Education and Training:** Dr. Jake Tedaldi is the founder and primary veterinarian at Vetcall, providing mobile veterinary services throughout the greater Boston, MA area. He is a regular contributor to the Kiss 108 "Matty in the Morning" radio show, has been a featured expert on "The Pet Hour" on Sirius XM Radio and is a weekly contributor to NECN's morning show.
- **Socialization:** Lisa Hartman is author of *Dial A Dynamite Dog: The Ultimate Field Guide to Training Your Pet*. She is a recognized pet expert and dog trainer in Long Island, NY as well as South Florida. Ms. Hartman believes in a "whole dog" approach to pet ownership: dog friendly training and socialization; exercise and environmental enrichment; proper nutrition and healthcare; and, of course, plenty of love.
- **Physical health:** Dr. Shawn Messonnier created the Acupuncture and Holistic Animal Health Care Center, in Plano, TX, which offers both conventional and alternative therapies for dogs and cats. He reaches over half a million pet owners each month as the holistic columnist for several publications, including *Dog Fancy*, *Animal Wellness*, *Whole Living*, and *Dog World* magazines. Currently Dr. Messonnier hosts his own award-winning radio show, "Dr. Shawn-The Natural Vet", for Martha Stewart Living Radio on Sirius/XM.

"At Holistic Select, we believe proper nutrition is just the start to giving your pet a happy, healthy life," said Emily Saunderson, Brand Manager, Holistic Select. "The health scale and experts' tips are great resources to help guide those who are looking to pursue a more holistic approach to their pets' well-being."

To take the Holistic Select Health Scale quiz, visit [www.petwiseparent.com/healthscale](http://www.petwiseparent.com/healthscale).