







Shedding some light on Shedding.

We know the story. You love your cats and dogs, but you hate the shedding. And we all have better things to do than vacuum every day.

That's why we've partnered with our friends at Pet360 and PetMD to create the **Shed Solutions Guide**. It contains helpful tips to reduce the amount of pet hair you have to contend with every day. And after you've done all you can with brushing, bathing and nutrition, the Neato robot vacuum will take care of the rest for you. So you can have your furry friend—and keep your floors fur-free too.



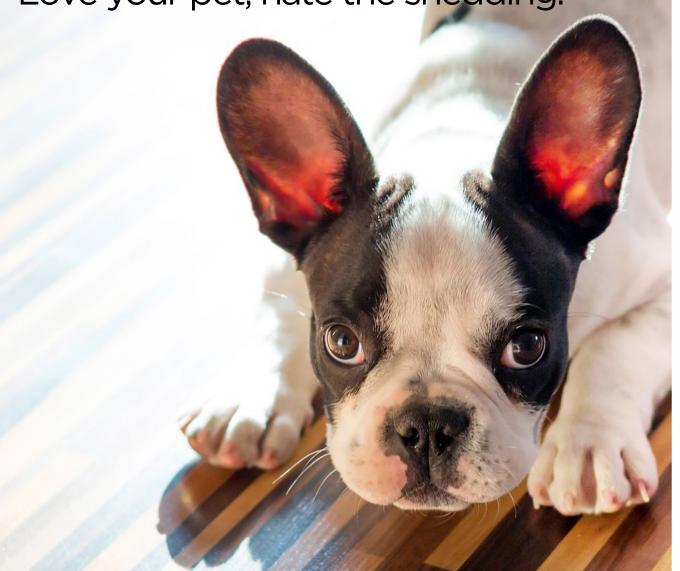
FEATURING CONTENT FROM:





Shed Solutions Guide

Love your pet, hate the shedding.



What's Inside:

Shedding: The Basics

Brushing and Coat Care

Food and Nutrition for Dogs and Cats

Bathing

Fun Facts about Dogs and Cats

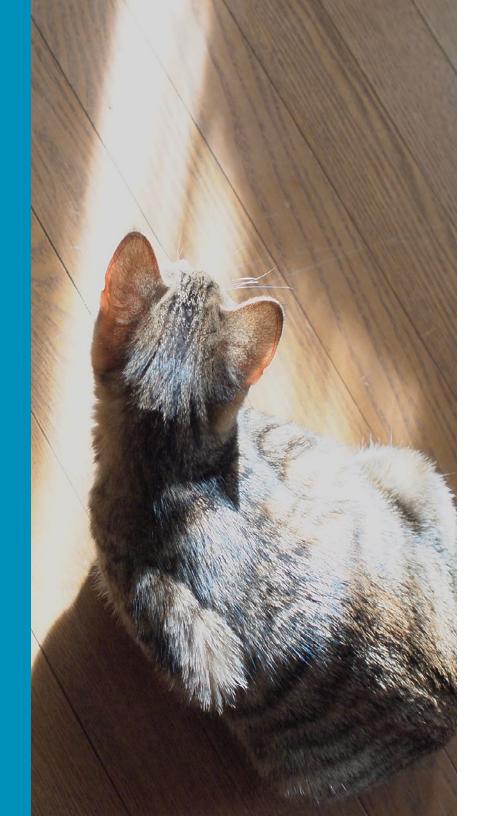
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Shedding: The Basics

It's a fact of life. Nearly all dogs and cats shed. Some year round. Some seasonally. Some more noticeably than others. Even shed-resistant breeds lose some fur. We've compiled a list of some of the most popular shedding cats and dogs. See who else is in the doghouse when it comes to shedding. Join the conversation at our <u>Shedders Support Group</u> and connect with others who understand.

NOTORIOUS SHEDDERS



POPULAR SHEDDING DOGS



- Golden Retriever
- Corgi
- Newfoundland
- Pug
- Husky
- German Shepherd
- Chow Chow
- Dalmatian
- Labrador Retriever
- Collie

- Himalayan
- Persian
- Ragdoll Cats
- Siberian
- Nebelung

Did your pet make the cut?

Share your thoughts on our shedders community page.

Curb the Fur with Simple Steps







Written by <u>Dr. Patty Khuly</u> Published by PetMD

Got a feisty fur-ball of a problem? Here are simple steps to get the fuzz-balls and dust-bunnies under control:

1. Treat any skin disease

In my dog Slumdog's case (yes, that's what he's called), the yeast and bacterial infections were secondary to another problem: an overgrowth of demodectic mange and a flea allergy. Treating all four critters reduced his shedding by about 75%.

2. Cut it off

Many pet owners select (or adopt) pets with shed-prone fur then realize their households are not ideally suited to dust bunnies aplenty. (Allergies, aesthetics, hygiene, whatever.) That's when they take out the Flowbie or the #10 clipper blade and go to work. The lion cut is most attractive, IMO. This is especially helpful for long-haired cats with heavy hairball issues. Groomers are well schooled in this process (so you don't have to go it alone if your skill set doesn't include a way with a set of professional clippers).

3. Brushing

It is the mainstay of fur collection. And collecting the fur before it has a chance to hit your



floors, furniture or clothing is always best. Doing it outside is my approach. And the Furminator is by far the most effective tool I've ever found for serious shedding. Dogs who don't shed much? You won't get the most out of a Furminator. But it's magic for some (including Slumdog). Keep a garbage bag handy if you've got an arctic-breed dog or a Persian cat. Some pets need it done daily. But they usually love it. For me, it's so satisfying that it's really hard to think of it as a chore.

4. Bathing

Though not strictly necessary for most pets beyond the dirt-loosing, every-couple-of-weeks sort of process, bathing more frequently will help tremendously with heavy shedders. Too bad Though it may mean you need one of those plastic hair-catchers to keep your pipes clear of

hairy debris, I promise this approach will help get loose hairs off any coat. Sure, your cat might protest, but consider that bathing is what gets those bigger clumps of undercoat better than most anything else (OK, except maybe the Furminator).

5. Prevent skin disease

Keep those fleas off. Address skin allergies head on. Keep skin healthy with a great diet and some fatty acid supplements (ask your veterinarian about these).

6. Don't believe the hype

Finally, you should know that there's no miracle cure for shedding. All these products that promise you'll curb the fur in one simple step (with none of the hard work I've detailed)? Too good to be true. But then, bathing and brushing is a great way to get in touch with your pets. I'm not sure I'd want a perfect product...or a perfect pet, for that matter.;-)

This article is an excerpt of the original article published on petMD.com
The original article can be found here.

What Dog Owners Need to Know About Shedding



Pet36ö'

Written by Pet360 Staff
Published by Pet360



Hair Growth In Dogs

Your dog's hair grows in stages. Each hair follicle has a rapid growth period, the anagen phase, followed by a slower growth period, and then the resting phase, the catagen phase. While in the resting phase, the mature hair remains in the follicles, and at some point detaches from the base. When your dog starts to shed, this is the telogen phase; the new hair pushes out the old hair and the cycle stars all over. Normally it takes most breeds about four months to grow their coats.

Dog Shedding

Dogs shed their coat year round, although they typically shed more as the hair coat thickens or thins during the seasonal changes of fall and spring. The amount of shedding is more of a response to the length of daylight than to the temperature. Longer periods of daylight in the spring activates the shedding process, usually lasting four to six weeks, and in the fall as the days grow shorter, this can cause another round of shedding. The appearance of shedding is always more noticeable on dogs that have double coats, as they will appear to have large patches of hair missing and you can see the undercoat exposed. At no point should you see bare skin exposed during the shedding process, as this is usually a sign of an underlying disease process.

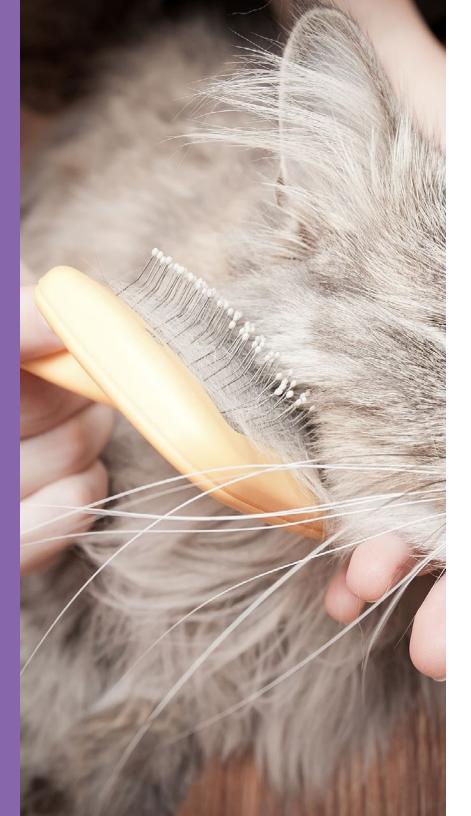
Shedding Problems

Shedding can cause some problems for dogs with long thick hair. Shedding is much more noticeable in dogs with long, thick hair than in those with short hair. Hair mats frequently develop around the ears, in the long hair on the legs, and on the belly, but they can form anywhere on the body. Matted hair can lead to skin conditions such as hot spots. Mats are best removed with electric trimmers; and it is always much safer to take your dog to the groomer to have them removed; using scissors can accidentally cut the skin.

Shedding 101

Normal shedding is a gradual process and should produce no noticeable bare spots, which can be a sign of a skin condition or a generalized illness such as a hormonal disorder. If you see any bare, itchy, or raw areas you need to make an appointment with your veterinarian. The best way to deal with normal shedding is to keep your dog groomed on a regular basis. During the shedding process it is advised to perform a daily brushing to remove dead hair, which will decrease mat formation and will cut down on hair within the home. It is also advised to make monthly grooming appointments for your dog.

This article is an excerpt of the original article published on Pet360.com
The original article can be found here.



Brushing and Coat Care

It's the first line of defense for shedding and is recommended daily by many vets to enhance overall health. For much-loved pets and their parents alike, brushing can be a pleasure. A moment for bonding and fun time—especially when coupled with praise and rewards.

So let's talk brushes! Some are designed to help with shedding more than others. Here's the scoop on six popular models.



Bristle Brush

Great for short-haired dogs

Bristle brushes can be used on all coat types, but are great for short hair, small dogs and dogs with sensitive skin.



Combo Brush

Claims to do it all

The combo brush helps in removing loose hairs. It's the perfect comb to detangle and give a shiny and silky finish.



Slicker Brush

Perfect for double-textured and long hair

Slicker brushes have fine wire bristles for removing mats and tangles.



De-shedding Tool

Thins a thick coat

De-shedding tools like the FURminator® are designed to loosen and detach a pet's undercoat, mats and tangles.



Pin Brush

Perfect for double-textured and long hair

Wire-pin brushes with rounded heads are great for medium to long hair, silky, curly, or woolly coats.



Rake

Cats love brushing too

The undercoat rake is especially suited for breeds with thick heavy coats and those with an undercoat.

Brushing and Coat Care: A How-to Guide for Puppies (and Dogs)







Hair Growth In Dogs

Different breeds of dogs have different needs when it comes to coat care. It is best that you ask your breeder's advice, or talk with a professional groomer on what the best ways are to groom your puppy. Dog breeds with long hair or those with bristly hair, for instance, have more specific needs when it comes to grooming.

In fact, it is probably best if you do not try to clip your dog's hair unless you are familiar with how to do it correctly. Professional groomers have ways of keeping dogs still for haircuts, and unless you are familiar with the techniques, you could end up accidentally injuring your dog. Best to leave it to a professional if you have any concerns.

Generally, your mission (if you choose to accept it) is to brush your puppy's coat. There are grooming brushes that are specifically developed for your dog's particular hair type, as well metal combs that divide the hair and gets out the smaller bits of dirt and any bugs that may become embedded into the hair.

Short-haired dogs, such as the Beagle, Doberman, Great Dane and Boxer require the use of a bristle brush. A slicker brush and a pin brush must be used on dogs with double-textured fur, such as the husky and Chow Chow. Long-haired dogs like the Shih Tzu, Maltese,

Yorkshire terrier and Afghan need to be brushed with slicker and pin brushes, as well as a comb for the final feathering.

Getting Started

- A puppy should be brushed daily
- Each session must be a short and pleasant experience
- Brush the hair in the opposite direction of hair growth at first, and then follow by brushing it in the direction of hair growth
- Speak to your puppy softly as you brush her fur and praise her when you are done
- Never (ever!) leave your puppy unattended during a grooming session, especially if she is on top of a grooming table.

Use these techniques and with a little luck you will have a puppy worthy of a Best in Show award.

This article is an excerpt of the original article published on PetMD.com
The original article can be found here.



Canine Food and Nutrition

One of the best ways to reduce excessive shedding is a good healthy diet. Diet and nutrition are essential elements in our pets overall well being and influence how much hair actually falls out. The healthier their coat, the less shedding. Is your cat or dog getting the nutrients it needs for an optimal coat? PetMD vet Jennifer Coates weighs in with some thoughts on the topic.

Nutrients and Ingredients That Promote Healthy Skin and a Glossy Coat





Written by <u>Dr. Jennifer Coates</u>, <u>DVM</u> Published by PetMD

You may have heard about the role that essential fatty acids (EFAs) play in skin and coat health for dogs. A diet that contains adequate amounts of and the correct balance between omega 3 and omega 6 fatty acids can go a long way to promoting healthy skin and a glossy coat. EFAs essentially moisturize the skin from the inside out and improve the skin's ability to act as a barrier to potential allergic triggers and irritants. EFAs also play a role in nervous system functioning (including brain development), heart health, and the inflammatory response.

Most veterinarians are now sold on the benefits of essential fatty acids. Many vets, myself included, will recommend modifying a dog's EFA intake

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Nutrients and Ingredients that Promote Healthy Skin and a Glossy Coat



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if they have chronically itchy or flaky skin, excess shedding, or a poor quality coat, and we've ruled out common diseases that can cause similar symptoms. Chronic inflammatory conditions (e.g., osteoarthritis) can also benefit from EFA supplementation.

Pet food companies are also beginning to see the benefits of EFAs, but unfortunately, it can be difficult for an owner to determine whether or not a particular product contains these nutrients in adequate amounts. Omega 3 and omega 6 fatty acid levels do not have to be included in a dog food's guaranteed analysis, but some manufacturers are starting to report this information on the label.

The MyBowl Tool (shown right) can help here as well. EFAs come primarily from fats and oils. You can use the food's guaranteed analysis to determine whether or not it contains the recommended amount (about 15%) of this nutrient category. Next, look at the ingredient list for items such as flaxseed, flaxseed oil, soybeans, soybean oil, olive oil, or some types of fish and fish oil (e.g., salmon) that provide high levels of EFAs. If you see at least one and preferably two of these ingredients, there is a good chance that EFA levels will be sufficient.

After a few weeks of eating a food that meets these criteria, your dog should have noticeably healthier skin and the glossy coat that is a sign of overall well-being.

This article is an excerpt of the original article published in Nutrition Nuggets on PetMD in October 2011. The original article can be found here.



FATS AND OILS

Fats and oils have many important functions in your pet's healthy body. They provide energy, help with vitamin absorption, keep the nervous system working normally and make food taste better.

Certain essential fatty acids cannot be produced by the body and mus come from the fats in the diet. The right balance of omega-6 and omega-3 fatty acids help promote heart health, healthier skin and coat, and optimal brain function.

Watch out: Fat sources such as been tallow and lard are low-quality ingredients and should be avoided. High-quality fat sources include animal sources (like chicken or pork fat) and plant sources (like soybean oil or sunflower oil)

Look for: Normally there is at least one source of fats or oils included in the ingredient list. Quality sources of fats and oils include soybean oil, pork fat and olive oil.



Additional images and information can be viewed online with the interactive Pet.MD MyBowl tool



Feline Food and Nutrition

If Cat is Shedding a Lot, Try a Different Food



Written by <u>Dr. Jennifer Coates</u>, <u>DVM</u>
Published by PetMD



There's no way to stop the natural shedding process of course, but changing a cat's diet can go a long way towards reducing the amount of hair that ends up on your couch, in your bed, on your floor, in your food...

The first step should always be to eliminate the possibility that disease is causing a cat to shed more than is normal. If you are observing patchy hair loss, an increase in scratching and chewing, skin lesions, or signs of generalized illness, stop reading and make an appointment with your veterinarian.

If, on the other hand, you are convinced that your cat is perfectly healthy, a change in diet is certainly worth a try. A mediocre food will not supply all the nutrients your cat needs to grow and maintain the best coat possible (in other words, the one that will shed the least). When picking out a food with an eye towards reducing shedding, I recommend looking at two nutrients:

Protein

Cats are obligate carnivores. They need more protein in their diets in comparison to many other species, and much of that protein needs to come from animal rather than plant-based sources. If cats do not get enough protein in their diet, or the protein they do take in is of poor quality, their coat will suffer. After all, hair is made from keratin, a protein.

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If Cat is Shedding a Lot, Try a Different Food

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Look for a food that contains at least 45% protein on a dry matter basis. This information is available on the label's guaranteed analysis. Use the following formula to convert nutrient percentages from an "as fed" to "dry matter" basis: Find the percent moisture that is reported on the label's guaranteed analysis and subtract that number from 100. This is the percent dry matter for the food. Next divide the nutrient percentage on the label that you are interested in by the percent dry matter for the food and multiply by 100. The resulting number is the nutrient percentage on a dry matter basis. Also, make sure that the first item or two on the ingredient list are animal-based sources of protein.

Fat

Dietary fat also plays an important role in decreasing shedding, particularly essential omega-3 and omega-6 fatty acids. In the right combination, fatty acids promote the development of a healthy coat and skin. Look on the food label for wording that indicates the presence of omega-3 and omega-6 fatty acids and/or the presence of cold water fish oils (e.g., salmon oil) in the ingredient list. Flax seed oil is a less valuable source of essential fatty acids for dogs but is better than nothing.

The total fat content of a food to reduce shedding in cats should be between 25-35% on a dry matter basis. If weight gain is a concern for your cat, aim for the lower end of this range and closely monitor the amount he or she eats.

The benefits of the new diet should be evident in about a month.

This article is an excerpt of the original article published in Nutrition Nuggets on PetMD in October 2011. The original article can be found <a href="https://www.nere.com/he



PROTEIN

Cats use animal and plant-based sources of protein to provide them with essential amino acids they cannot make themselves. These proteins provide the building blocks for strong muscles and are essential for your feline's growth, maintenance and energy.

A balanced mixture of animal and plant protein sources such as chicken, eggs, peas, soy, meat meals or fish contain essential amino acids that cats cannot make on their own

Watch out: If a cat has kidney disease, too much protein can worsen the condition.

Look for: Animal and plant-based protein sources should be present in the cat's food ingredients list.



FATS AND OILS

Fats and oils provide the most concentrated source of energy in a cat's diet and make foods taste good. An appropriate balance between omega-3 and omega-6 fatty acids also helps support the immune system, and promotes healthy skin and a lustrous coat.

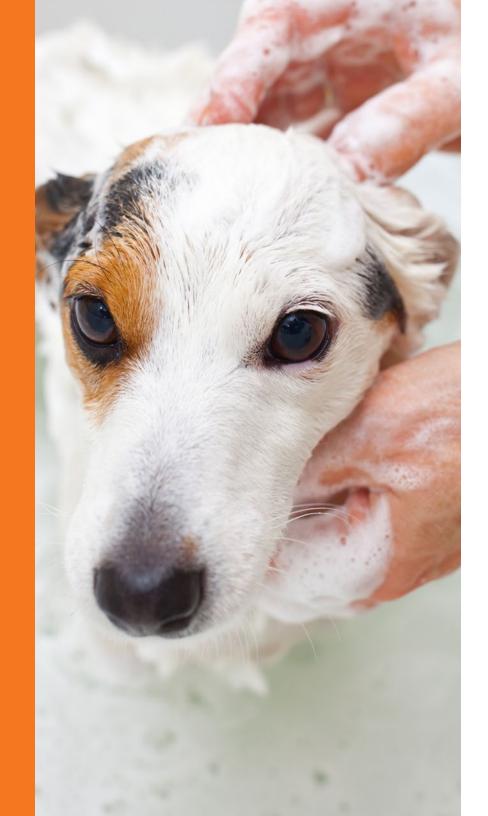
Flaxseed and fish oils contain high levels of omega-3 fatty acids, which can help reduce skin inflammation and itching.

Watch out: Unlike dogs, cats cannot make their own arachidonic acid, a type of fatty acid. It must be provided in their diets and usually comes from meat, fat and eggs.

Look for: Several sources of fats and oils in a cat's food can ensure that you are providing all the nutrients that are vital to good health, when they are part of a complete and balanced diet (that includes protein and minerals and vitamins.)



Additional images and information can be viewed online with the interactive Pet.MD MyBowl tool



Bathing

Does your dog like to take baths? No? Didn't think so. Most dogs would rather skip bath time, but giving your dog regular baths can help reduce shedding—and keep that pup smelling clean.

Cats clean themselves all the time, so baths aren't really necessary...unless they've gotten themselves into something really dirty or smelly. If so...into the bath she goes.

Fur Facts



A dog has about

60,000 hairs per square inch.

Source: www.pbs.org



A cat has about

130,000 hairs per square inch.

Source: www.mnn.com

How to Give Your Pet a Bath









- Brush your pet before the bath, as matted hair holds water and makes it harder for the shampoo to penetrate.
- Put a cotton ball in each ear to keep the water out.
- Use lukewarm water, the same temperature you'd use when washing a baby. Keep it even cooler for larger dogs, as they can overheat easily.
- Use a specially formulated de-shedding cat or dog shampoo. Look for those that contain omega-3 or omega-6 fatty acids, as these ingredients are known to reduce excess shedding and promote healthy skins. It's not a good idea to use human shampoo, as these tend to dry out a pet's skin and potentially lead to dandruff, irritation or even infections.
- Rinse well, and then rinse again as leftover soap in the fur can irritate your pet's skin.
- Towel dry and then use a blow dryer if necessary. Always use the blow dryer on the very coolest setting, or purchase one specially designed for pets. Blow the hair in the opposite direction of growth. You can also put your pet in front of a fan if he'll stand still. Cool airflow will also help blow out loose hair from the coat.
- Reward your pet. Follow bath time with treat or play time – even a game of tug-ofwar with the bath towel! Associate baths with treats and fun.

How often should you bathe your dog?

Give your dog a good sniff. Pleasant? Not so much? Bath time! That said, only bathe when really necessary, as too much tub time can strip your dog's coat of its natural oils.

Here are some general guidelines:

- Bathing once a month is plenty for most dogs
- Dogs with an oily coat may need a bath every week
- Short haired dogs with smooth coats can do with less frequent baths
- Breeds with water-repellent coats should be bathed less often to preserve their natural oils
- Dogs with thick double coats need fewer baths but much more extra brushing

Fun Facts about Cats and Dogs

Least Shedding Dogs

In case all this talk of shedding is a little hairy for you, here are some of the dog breeds that shed the least.



Bichon Frise

Daschund

Poodle

Portugese Water Dog

Standard Schnauzer

Border Terrier

Maltese

Yorkshire Terrier

For a more comprehensive list, check out the full Pet360 article



Asleep and happy

On average, a cat will sleep for 16 hours a day.

A house cat will spend approximately 10,950 hours purring in its lifetime.

Source: catclaws.com



Source: American Kennel Club



In one year, a Labrador sheds

70 pounds of hair.

Source: webmd.com

Opening Our Wallets

\$55 billion

According to the American Pet Products Association, Americans spent more than \$55 billion on their beloved cats, dogs and other animal companions in 2013.

Source: American Pet Products









Dog and Cat Nation

According to the Humane Society, there are 164 million owned pets in US households, with 62% of American households having at least one pet.



32%



27%

There are 83.3 million pet dogs in the US. Dogs are pets in 32% of US households.

The average number of owned dogs per household:

1.47

There are 95.6 million pet cats in the US. Cats are pets in 27% of US households.

The average number of owned cats per household:

2.11

Source: The Humane Society



So if you love one of these...



you'll really love one of these!

Even with the best shed control efforts your floors can always use a little pick-me-up. Neato™ robot vacuums are uniquely designed to be **Best for Pets**. With a push of a button, Neato automatically vacuums for you. Schedule Neato to vacuum every day, or whenever hair and fur are left behind.



Neato XV-21[™]



Neato Signature Pro[™]



Neato Botvac[™] 80



Neato Botvac[™] 85

Visit us at www.neatorobotics.com/best-for-pets-vacuums



A true purebred.

Neato[™] is a real vacuum—not a sweeper. Its super suction and brush system pick up pet hair from every type of floor surface.

House-trained.

Neato's versatile brush system features a combo brush that is uniquely designed to pick up more pet hair. It's 50% larger to get closer to the wall where pet hair clings.

Nothing to sneeze at.

Neato has a larger, high-performance filter to trap more of the things that can make you go achoo. And the extra-large dirt bin holds more and is easy to empty—added convenience if you have a pet that sheds its undercoat.

Under the furniture. Into corners. Along walls. Wherever hair goes, Neato follows.

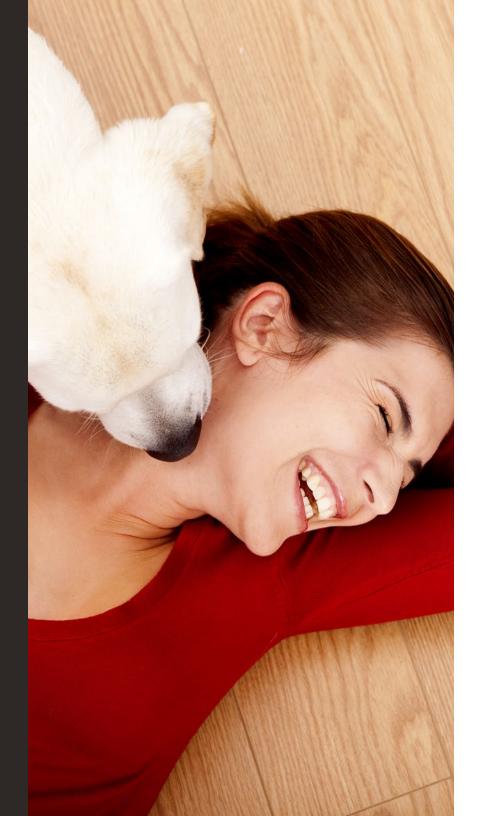
"A pet hair eating machine!" -Daily Tekk



"It does an outstanding job of picking up all sorts of household debris and is particularly tough on pet hair and backyard soil."

—PC Magazine





Resources used to create this guide

The experts at Pet360 and PetMD generously provided helpful, relevant material for this guide. Learn more from them at:



www.petMD.com

Additional resources used to create this guide:

American Animal Hospital Association www.aaha.org/pet owner/

American Lung Association

www.lung.org/healthy-air/home/resources/pet-dander-1.html

Cattime.com

http://cattime.com/

Dogtime.com

http://dogtime.com/

FURminator

http://www.furminator.com

The Daily Puppy

http://www.dailypuppy.com

The Daily Wag

www.marthastewart.com/1067431/looking-daily-wag

Wahl Home Products

http://pets.wahl.com/care-for-my-dog/



www.pet360.com

Helpful resources for dog and cat owners:

American Society for the Prevention of Cruelty to Animals (ASPCA)

www.aspca.org/

Animal Planet

www.animalplanet.com/

Caesar's Way

www.cesarsway.com/

Catster.com

www.catster.com/

Dogster.com

www.dogster.com/the-scoop/

Eukanuba (dog resources)

www.eukanuba.com/dog-articles

Eukanuba (cat resources)

www.eukanuba.com/cat-articles

The Humane Society

www.humanesociety.org/

Petfinder

www.petfinder.com/

WebMD Pets

http://pets.webmd.com/

Shed Solutions Guide | Sponsored by Neato

About this Shed Solutions Guide



It's a comment we never get tired of hearing:
Neato works great on pet hair! We hear it
constantly from Neato customers who have a
houseful of shedders. And we hear it again and
again from bloggers and journalists at publications
like CNET, PC Magazine, The Financial Times,
Daily Tekk and many others who undertake
thorough product reviews for their publications
and websites—and rate Neato as best for pets,
paws down.

So we know we're solving the problem of getting rid of pet hair once it lands on floors. But as pet owners ourselves, we thought it would be useful to compile some tips and tricks to help pet owners cut down on pet hair in the first place.

We teamed up with two experts on pets— **PetMD** and **Pet360**—to create this **Shed Solutions Guide** to help you deal with pet shedding. We chose these partners for their own (ahem) pedigree when it comes to pets. We hope you'll find the articles and resources useful in keeping shedding at bay. And for everything else that falls on the floor, there's Neato.

The Pet Parents at Neato

<u>www.neatorobotics.com</u> www.neatorobotics.com/best-for-pets-vacuums

Check out our partners:



petMD.com is the world's largest digital resource for pet health and wellness information. Founded in 2008 to provide pet owners support beyond the vet office, petMD has quickly become the go-to resource for millions of pet parents across the globe. The website maintains a comprehensive library of more than 10,000 pet health articles, all written and approved by petMD's network of trusted veterinarians.

www.petmd.com



Pet360.com is the most comprehensive online resource for pet parents. Launched in 2012 to support pet parents at every stage of their pets' lives, the site offers expert tips and sage advice, a savvy community of pet parents and the convenience of home shopping all in one place.

www.pet360.com



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Love your pet, hate the shedding.

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Best for Pets

Visit us at www.neatorobotics.com/best-for-pets-vacuums Share this guide with your furry friends.









