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## Juno's Garden Launches "Building The Bond"

*New company strives to contribute to the "bigger picture" of pet ownership*

Pacifica, CA – Juno's Garden, a nature-friendly company specializing in pet grooming products, announces a new campaign directed at first-time pet adopters called "Building The Bond". The project, created by Juno's Garden founder Juliann Eskite, is designed to educate pet owners in the proper care, nutrition and training of their animal companions.

Juno's Garden manufactures a line of natural grooming products under the brand name PAL DOG™ which sells in many pet and natural food stores across the country. The company's mission is to "create naturally inspired products that enrich the physical connection and emotional bond between people and their animal companions". Eskite wanted to take this mission beyond the development and sales of her popular grooming products, and address the larger goal of educating pet owners on healthy stewardship.

"Building The Bond" centers around specially designed Adoption Kits, which include products and information that familiarize new pet owners with natural food, positive training techniques, and the importance of companionship and gentle touch with a new animal. The kits are donated to selected rescue groups and adoption organizations. In the beginning of 2005, Juno's Garden plans to donate kits to the Marin County Humane Society, San Francisco Animal Care & Control and Greyhound Rescue, with other donations to occur throughout the year.

"I want my company to do more than just sell a product . . . I'd like to give people some useful ideas and tools that they can incorporate into raising their pet. As animals become cherished members of our families, we should give them the opportunity for a healthy happy life".

Working with other conscientious manufactures, such as BARK STIX (based in Point Richmond, CA), Eskite has been able to get some of the products in her kits donated. The educational materials include links to valuable websites and periodicals, such as *The Whole Dog Journal*.

“Food is a big concern. We know that animals live longer when their owners use human-grade food and treats. I really like companies such as BARK STIX because they only use quality ingredients in their products”, says Eskite. She is currently looking for more manufactures to participate in “Building The Bond”, including natural food manufactures, training aids and high-end toy companies.

Each kit also contains a sample of Juno’s Garden signature PAL DOG Shampoo & Massage Bath, a gentle shampoo with “pet-friendly” herbs, such as Calendula, Comfrey, Rosemary, Mint and Lavender. All PAL DOG products are made with natural essential oils and “pet-friendly” herbs, and are soap and DEA-free. PAL DOG products can be found in independent pet stores across the country and at [www.paldog.com](http://www.paldog.com).

