

Animal Lovers: Meet



"The Health Food Store for Pets"

~ K.C. Anrose

"You are what you eat!" also applies to our best friends, our dogs. AnimaLuvrs is **"Your pet's health and nutrition center."**

AnimaLuvrs is the passion and dream of owners Peggy Prickett and Joyce Morgenroth. They both were trained as professional pet groomers and started their own pet oriented careers years ago by opening their own grooming salon. Animal nutrition soon became a growing interest when several of their client's dogs were experiencing major skin issues. Scratching, chewing, biting, licking, etc., were common complaints and they quickly realized that the foods people feed their pets was making the difference. **"AnimaLuvrs is here today...because we saw how much nutrition really matters in the lives of our pets. Allergies are becoming so common, the skin and coat of an animal has become a major concern for most pet owners and nutrition plays a constant role in the impact of these allergies,"** explains Peggy.

What goes inside the body is visible on the outside of the body. You can see it in pets' coat, skin, eyes, ears, etc. As groomers, Peggy and Joyce saw this first hand. **"So many dogs today suffer from allergy problems with symptoms including scratching, itchy feet and ears, runny eyes, yeasty ears and more and pet owners aren't even aware that the food**



Joyce Morgenroth, Owner of **AnimaLuvrs** and Scott Traylor, Publisher of The GulfCoast DOG Mag! Their customers are family!

they feed their pets is the cause."

Proper nutrition plays a serious role in the well being of our pets. **"Every food has its purpose,"** explains Peggy. **AnimaLuvrs** carries a wide variety of healthy food choices including grain free and raw diets, organic canned and holistic foods, supplements and

so much more. Peggy and Joyce's goal is to help their customers select the best food choice for their pets and their particular needs, always keeping long-term health in mind.

Customers with pets that show signs of allergies may be interested in a food trial, (a method of identifying a food allergy by using a single source protein, carbohydrate or fat). These customers will find **AnimaLuvrs** an invaluable resource. They even have a reference library in the store for their customers to **"get the facts"** on proper nutrition.

It's important when doing a food



Peggy Prickett, Owner of **AnimaLuvrs** keeps us educated and forever laughing!

Kim Thompson helps a customer



allergy trial **"...to stay within the parameters of the particular food being used."** describes Peggy. An important feature of **AnimaLuvrs** is the many food choices offered. Canned food, dried food and treats can be coordinated with a food trial without compromising the owner's efforts.

"We have 3300 square feet of space and 50% of the space is taken up by the food we offer," says Peggy.

"Dogs with allergies sometimes chew on their feet and tails and it's especially important for these dogs to be entertained. I spend a lot of time looking for toys, special toys, interactive toys," Peggy explains.

Besides food, **AnimaLuvrs** offers a broad variety of pet supplies such as leashes, collars, crates, beds, brushes and more.

Peggy continues, **"Not only do we sell a brush but we teach you how to brush."** When selling a crate, they discuss crate training, why you should use a crate and how to properly use one. They will also eagerly talk about training methods. Peggy points out, **"They've changed training immensely and that it's important to know the current philosophies. In our experience, the positive reward approach works!"**

"Educating and helping pet owners is an important part of our customer service. If our customers have questions pertaining to proper pet care, training methods and nutrition, we usually can steer them in the right direction. If we are uncertain of the correct answer, we will further educate ourselves in order to share the knowledge on the subject."

She continues, **"We try very hard to make people's experience at AnimaLuvrs as pleasant as possible. Our main goal is to help our**



customers get the right information so their pets can start out on the right regimen and have as healthy of a life as possible"

"Punta Gorda is such a great place, it still maintains the small town feel, even though it's growing quickly. People here still care about the small business owner and do what they can to support them. We are very fortunate to have the loyal clientele we have," says Peggy.

AnimaLuvrs is more than a store, perhaps it's a place of new beginnings. What better place to start than with nutrition?

Call Joyce and Peggy - Let them help you get your pets on the right track to health!



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