



# More Pet Owners Realizing That "Christmas And New Years Are Going To The Dogs ..."

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*Dog owners are positioning themselves as "health advocates" in the care of their pets. Dog owners are fueling the demand for self help information to benefit their dogs health.*

PR9.NET December 13, 2005 - If health trends for dogs are similar to those for humans, pet owners are looking to keep their dogs healthier while spending less.

The humanization of pet health is here to stay because owners consider their pets to be part of the family. As a result many people are choosing to adopt and care for pets from shelters and other organizations. The past year has seen a proliferation of natural and organic products specifically designed for pet health.

Dog owners are positioning themselves as "health advocates" in the care of their own pets. As explained in the new e-book, 'How To Keep Your Dog Healthy,' When owner ask questions such as "what vitamins and supplements should I give my dog?" there are actually several answers. This depends on the owner's ability to recognize deficiencies and monitor their dogs health.

Pet health books that use the "How To" approach work well because people go online to find information they can use – fast. If you can talk and explain things in simple step by step terms – you provide a much needed service. Any resource that can help dog owners improve their dogs health and keep track of all their pets medical and treatment information will prove beneficial .

"How To Keep Your Dog Healthy" is intended to serve the average pet owner as a practical guide to dog health. The average dog owner wants information they can use quickly and easily. They usually want specific answers to a specific questions. For them, a book on the general care of dogs is a reference manual to which they turn whenever the need arises.

For additional information on the news that is the subject of this release (or for a downloadable sample), contact Winfred Jennings or visit <http://www.advancesinhealth.com/DG/index.html>. "How To Keep Your Dog Healthy" has been released in Ebook Format for immediate download.

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