

New Product Profiles

Instant Ear Thermometer

Companion animals cannot tell you when they are sick. The traditional method of feeling an animal's nose is not reliable. Early identification of changes in the body temperature will allow for quicker medical treatment resulting in a more favorable outcome.

In many respects, humans and animals are physiologically and anatomically similar, suffering from the same types of diseases and susceptible to bacteria and viral illnesses. The typical body response to infection is an



increase in body temperature. A fever can also be an indication of trauma or something as severe as a brain tumor. A low temperature may be caused by a serious physiological problem such as ingesting a poison or lapsing into a coma. The normal ear temperature of a resting cat is typically between 100.4 and 102.5 degrees Fahrenheit.

The Pet-Temp® Instant Ear Thermometer measures infrared heat waves emanating from an animal's eardrum region to provide an accurate reading of core body temperature in one second. A microprocessor calculates and displays the temperature.

The thermometer works accurately on cats, dogs, kittens, puppies, rabbits, guinea pigs, ferrets, and chinchillas. It is available through pet product catalogs, major pet stores, and www.advancemonitors.com. Advanced Monitors Corp., 6215 Ferris Square, No. 125, San Diego, CA 92121; (877) 738-8367, (858) 677-3880; fax (858) 677-3881.



"Worlds Smartest Pet Tag"

Working along with your pet's current tag, petFinder™ pet tag offers innovative emergency protection for lost pets. The message on the tag says the pet is lost and to speak with its owner, dial the toll-free number and enter the ID number shown on the tag. The caller hears a message recorded by the owner containing vital information about the pet. The simple instructions prompt the caller to push one button to be directly connected to any of three contact phone numbers already programmed into the system by the owner. This is accomplished quickly in a secure environment where the connection is automatic and the owner's numbers and information are never revealed. Pet owners can make unlimited changes and updates to their information for the life of their pet. **Secure Connections LLC, 8115 Old Dominion Drive, McLean, VA 22102; (866) 455-6500 or (703) 752-1510; Web: www.finderproducts.com and www.kid-callalert.com.**

Litter Box System

An effective and convenient litter box maintenance solution is the LitterMaid™ Litter Center™ Litter Box Organizer, an all-in-one system that addresses litter box organization and

Petmate

The Purrforma™ Self-Cleaning Litter Appliance Makes Litter Maintenance Hassle Free!

Purrforma™ automatically sifts litter after each use.

1 *You remove odor-proof, easy-tie bag when full.*

2 *Drop in the trash!*

Purrforma
SELF-CLEANING LITTER APPLIANCE

petmate.com
1-877-PETMATE