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PRESS RELEASE

UNLOCKING CANINE HAPPINESS: THE IMPORTANCE OF ENRICHMENT TOYS FOR YOUR FURRY COMPANION

NOVEMBER: PetSafe® ANZ, a leader in pet products, has added more fun to its lineup of enrichment toys, highlighting how these specially designed toys are essential for improving your furry friend's life.

"Enrichment toys are far more than mere playthings," says PetSafe ANZ Marketing Manager Sarah Ambler. "They're like magical tools that can unleash joy and improve the well-being of your pet."

But why are enrichment toys crucial for your dog's health and happiness?

"Enrichment toys bridge between a boring routine and an adventurous, stimulating life for your canine companion," Sarah continues. "These toys bring many benefits essential for your dog's overall happiness and well-being."

These benefits can include:

- **Mental Stimulation:** Dogs are intelligent creatures that thrive on mental challenges. Enrichment toys engage their minds, encourage problem-solving, and reduce cognitive decline in senior dogs.
- **Physical Exercise:** Interactive toys promote physical activity, helping dogs maintain a healthy weight and prevent obesity. They encourage your pet to stay agile and active.
- **Emotional Well-Being:** Enrichment toys provide a sense of accomplishment and fulfillment for your furry friend. They can alleviate stress, anxiety, and destructive behaviours, leading to a happier and more content pet.
- **Preventing Boredom:** These toys keep your dog engaged and prevent boredom, which can lead to destructive behaviour. They offer a productive way for your pet to spend time, whether you're at home or away.

When considering enrichment toys for your dog, choosing the right one is crucial. PetSafe® ANZ offers a variety of options, including the following four busy buddy toys:

1. [Busy Buddy® Chompin' Chicken](#): A delightful toy that combines treat dispensing and play, ensuring mental and physical stimulation hours.
2. [Busy Buddy® Bouncy Bone™](#): Designed for active dogs, this toy bounces unpredictably, making it an excellent choice for a game of fetch or solo play.
3. [Busy Buddy® Bristle Bone®](#): With durable nylon bristles and textured rubber ends, it helps clean your dog's teeth while providing a satisfying chewing experience.
4. [Busy Buddy® Cravin' Corncob](#): This toy challenges your dog's problem-solving skills and helps clean their teeth as they work to release the delicious treat hidden inside.



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"Choosing the right enrichment toy for your dog is essential," advises Sarah. "Consider factors such as durability, skill level, and variety to ensure your furry friend stays engaged and happy."

Enrichment toys also serve a crucial role in animal shelters by alleviating stress and boredom, thereby enhancing the overall well-being of dogs during their stay as they await their forever homes.

"At PetSafe®ANZ, we are committed to educating pet owners about the importance of enrichment toys in promoting happy and healthy relationships with their dogs," concludes Sarah. "Our mission is to enhance the lives of pets and their owners by providing innovative solutions that cater to their well-being."

For more information about the benefits of enrichment toys and how they can contribute to your dog's happiness, visit [PetSafe® Brand Official Website - PetSafe® Australia](#)

PetSafe®ANZ currently has an offer across their Enrichment Toy Range. Purchase any 2 PetSafe®ANZ Busy Buddy Toys and get 10% off. Use the code **BUSYBUDDY10** at checkout. Head to www.petsafe.net/au now!

**Offer only applicable to PetSafe® Busy Buddy range. Discount valid until 31st December 2023.*

High Res Images of the products can be found [HERE](#).

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For media inquiries or product reviews, please contact Amanda Kuhn, PR and Media, at amanda@missymischief.com, 0410 570 993.

About PetSafe®

PetSafe® is a global pet product expert with its Australian headquarters on the Gold Coast, Queensland. Wide-ranging innovative products are available across the PetSafe® product portfolio, including training, containment, and lifestyle and wellbeing product solutions. Visit au.petsafe.net for further details or connect on Facebook or Instagram.