CHEWS HAPPINESS™
for you, your dog and the planet

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Upcoming Show/Market Booths: SUPERZOO BOOTH 1277 | NY NOW BOOTH 507 | P3 CHICAGO BOOTH 330H

Chews Happiness® Enters Boutique Petpreneur Market
with Happiness Hugs™ Handcrafted Yak Down Apparel

BOULDER, CO – **Chews Happiness** is a new <u>artisanal dog-products social enterprise</u> that believes that investing in happiness yields a very high return of happiness. Chews Happiness currently provides sustainable income sources to indigenous peoples in Bhutan, the Land of Happiness, and to local artisans in the United States, enabling them to maintain their traditional crafts and lifestyles.

The company is launching with its Happiness Hugs™ Drukpa Line, stunning, environmentally conscious fashion from yak down that's luxuriously soft, silky, and warmer than alpaca and cashmere. Yak down is naturally shed and is one of the warmest natural fibers. Unlike cashmere, which is causing massive desertification due to overgrazing of huge herds of cashmere goats, yak down is a sustainable fiber.

These one-of-a-kind garments are consciously handcrafted by women artisans from Bhutan to Boulder, Colorado and celebrate the connection between dogs and their people. The cruelty-free, fairly-traded apparel for dogs and their moms are uniquely designed to spread Happiness vibes from Bhutan, the Land of Happiness. Each features traditional and spiritually meaningful Bhutanese motifs and colors representing ideals such as long life, stability, wisdom and the interconnectedness of all beings. Co-owner Meeta Gawande explained, "*when we felt how exquisite the yak-down was, we just had to make matching apparel for women!*"

For more information please visit our website - www.chewshappiness.com, email us at:
info@chewshappiness.com, or visit us at our booth at one of the upcoming tradeshows/markets:
SUPERZOO BOOTH 1277 | NY NOW BOOTH 507 | P3 CHICAGO BOOTH 330H
Wholesale inquiries are welcome.
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