



Dog Whisperer Unveils Dog Products, Licensees

Cesar Millan's Dog Whisperer-branded products will include food, treats, and other dog supplies.

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Celebrity dog trainer Cesar Millan, star of National Geographic Channel's "Dog Whisperer with Cesar Millan," unveiled a line of Dog Whisperer-branded products from a variety of licensees during Global Pet Expo in February in San Diego.

Petco Animal Supplies received the exclusive product launch for the line, with items hitting Petco shelves in late spring.

A portion of the proceeds from sales of all merchandise will go to the Cesar & Ilusion Millan Foundation for distribution to animal shelters across the United States. To commemorate the launch, the foundation donated \$2,500 to the Rancho Coastal Humane Society in Encinitas, Calif.

The initial products and their licensees are: Dog Whisperer adult, puppy, and weight-management foods and treats (Castor & Pollux); Cesar Millan Pet Bed Collection (JLA Pets); shampoos, stain and odor sprays, housebreaking pads (The Brampton Co.); dog toys (Planet Pets); fortified dog water (Cott Beverages); liquid supplements (Langers Juice Co.); stainless steel bowls, storage containers, mats (Alfay Designs); and T-shirts (Mad Engine).

The program emphasizes organic, environmentally-friendly products, each of which was approved by Millan himself and include "Cesar's Tips" on the benefits and proper use of each item.

Millan's agency, IMG, is handling the licensing program and plans to expand the program.