DoggyMan Makes Pet Wellness A Daily Habit

From dental care to soft treats, DoggyMan develops everyday rituals that support pets' health and deepen their bonds with owners.

BY DANIEL DE BOMFORD, KYANN EDOUARD AND QUENTIN LANGE



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https://www.doggyman.com/english/

When a person gives their dog a treat, it isn't just for nourishment. It's an act that strengthens the bond between a person and their pet. DoggyMan wants to help make these small acts of care part of daily routines.

DoggyMan COO Yuichi Hayashi points to dental care, a habit already accepted as normal for humans, as an example. In Japan, about 40 percent of dogs and 20 percent of cats receive dental care, which Hayashi said can extend a pet's life by two years. "That is why we have developed toys and other products that can make oral and dental care part of a pet's normal routine," he said.



"We want owners to be able to integrate these activities naturally into the way they interact with their animals rather than viewing them as something exceptional." DoggyMan hopes to build these habits and moments of bonding with Kinu Saya, its premium soft dog-treat range. Made with proprietary processes for a silky, cake-like texture, it avoids preservatives, synthetic colorings, color-fixing agents and antioxidants and offers variants for health-conscious owners, small dogs and senior dogs.

Habits like exercise can be hard to maintain with busy lives and hotter evenings, so DoggyMan positions toys and treats as a way to encourage healthier lifestyles and stronger bonds. Hayashi aims to create a model in Japan where daily interactions become habits that enrich the relationships between pets and their owners and export it worldwide. "Our objective is to create products that introduce new habits into pet care," he said.

"The relationship between the owner and the pet should always be at the center."

Yuichi Hayashi,
President, COO, DoggyMan.



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