

Susan Weiss founded Ark Naturals Products for Pets in 1996 as a way to answer the call for all-natural health and wellness products for companion animals. The launch, long before it was trendy to be “green” and “holistic,” according to Susan, was inspired when their standard poodle, Jordan, succumbed to cancer at 10 years of age. Jordan was raised with supermarket pet foods, low-quality treats and multiple vaccines and flea ‘dips’ Susan said. As they were already involved in the natural product business for humans, this experience opened their eyes to the benefits of natural pet health products, she said.

We believed if natural health was better for humans it had to be healthier for pets .When we started Ark Naturals family, friends, business acquaintances thought our idea for natural pet health products was ‘nuts’.

Despite all the rejection Susan believed that caring pet guardians, those that already thought of their pets as special family members would come around and embrace our concept. Our first customers were natural food stores such as Whole Foods and other stores in that category.

It took a number of years for us to convince pet stores that natural pet products could help pets plus provide additional revenue for their businesses.

Three years ago, we launched a second brand marketed as Gray Muzzle Products for Senior Pets. Humans have embraced my philosophy and as a result pets are living longer and healthier lives.

If you want to understand what the founder things, look at the foot print of the company. My philosophy in 1996 remains true to who I am.

The business model I championed holds true to today.

- Ark and Gray Muzzle are manufactured in the USA
 - Although this idea was not popular originally (the price difference between USA products similar products manuf in China) we stuck to our guns
 - As history has proven, US manufacturing and safety standards provides healthier results for our pets
- Our first responsibility is to our actual consumers (your pets)
- Safety and education always preceded profitability.
 - We see ourselves as an education company...not a marketing company. Educating retailers, distributors and consumers is slow, difficult and most times needs to be repeated.
 - However – the ‘get-it’ moment was amazing.
- Only Introduce products that are appropriate and helpful to that specie.
- Keep an open mind. Science is evolutionary. If an idea is proven scientifically to optimize your pet’s health embrace it, even if it impacts the sales of a product (s)
- Not every dog or cat is lucky enough to find forever love. Always remember to help reduce the number of strays , abused, dumped, and physically damaged animals –
- Be honest – even if it is not beneficial to my company..

Today, Ark Naturals is the brand leader in natural, healthy, and solution centered pet health products

Very proud of what I created.

Thank you

Susan Weiss

CEO and Founder.

Celebrating our 21st Anniversary.....1996-2017

