

FROM CHAPTER 5:

EMBEDDED WITH HUMANS—ANIMALS IN THE HUMAN WORLD

“GIVING ANIMALS THE BUSINESS”

More pet products than toys or candy are sold in America, and not by small margins. In 2004, 60 percent more pet products were sold than candy. That year people spent \$34.4 billion on pet products, but only \$24 billion on candy.

Some companies, known for their people products, are adding pet products to their offerings. OPI, a manufacturer of premier nail products, has a line of nail polish for dogs. Habro, an international leader in the design and manufacture of games and toys for the pleasure and recreation of people, is now making toys for dogs. Harley-Davidson, synonymous for motorcycles, offers a “little leather jacket” for dogs, and John Paul Mitchell Systems, one of the fastest growing privately owned hair care firms in the country, has launched a line of pet grooming products.

Dogs are getting everything from organic food to frequent-flyer miles. Things that once seemed foolish are becoming commonplace. Okay, some things really are foolish, but that is beside the point, which is: Saying that someone is being treated like a dog no longer has a pejorative connotation.