

Darla

Dishes...



Bonjour!

As we go to press, we have just added le bebe numero deux to our maison. His name is Owen, and I must admit I rather like him! He allows us to lick his head as often as we like, which I find most agreeable. (I only hope I shall be able to continue to get my much needed beauty sleep, as he does tend to weep openly, and loudly from

time to time). Please think good thoughts that Monsieur Owen will be as pleasant and easygoing to live with as Mademoiselle Ella has been...

In this issue, I have an interview with the proprietor of an all-natural pet products company, a profile of a tres talented Frenchie that was on a TV show, and many, many french bulldog sightings to share with you all. Let's begin!

As I reside in Minnesota, when I saw advertisements for an all-natural mosquito repellent for chiens, I was intrigued. When I discovered the Chairman of the Board of the company was a handsome French Bulldog named **Pugsley**, I was enchanted! I sat down with **Monsieur Pugsley** and learned all about his establishment.

Darla: Hello, darling! It is so good to meet the man behind the company. I am curious, what is it like to have a business named after you?

Pugsley: How cool do I feel when everyone recognizes me,



and better yet, is taking long overdue notice of us Frenchies? It is the bomb of Dogdom!

D: I would find it tres flattering! How did this happen?

P: My mom, (Christine Heathman-Villar), is the CEO of a skin care company for humans (www.glymed-plus.com). She developed products for me because she wasn't satisfied with what was available for dogs. She was concerned about the chemicals used in pet products & how they can also make humans sick through contact. When she came up with the dog products, she tried everything out on me first! Because of that, it made sense to name the company after me, hence... *Pugsley's Choice!*

D: You must be so honored! Please tell our readers a little bit about yourself, your family, your raison d'être...

P: Before me, Christine had never even heard of a French Bulldog! Can you imagine? But once she saw me, she was hooked on the Frenchie breed. She had been searching for the perfect dog for companionship, as her husband was on assignment out of the country. I live with my Frenchie "sisters", "Penelope PottyPants" and "Paddy Cakes". (You know what they say, once

you have a Frenchie, you can't stop at just one!)

Potty Pants is such a girl! She loves pretty things, is feisty, sassy, and loves to be

the center of attention. Paddy Cakes is the opposite of Potty Pants. She is laid back, relaxed and goes with the flow. I have other canine family members, a female German Shepherd named Shadow, 2 female Labrador Retrievers named Baily and Cindy, and Timber, a male Alaskan Husky. Because we have a ranch outside Spanish Fork that houses over 35 horses, I get to chase the chickens, goats and barn cats who live there. Speaking of cats, one of my best pals is a 14 year old Abyssinian named Stanley who also lives with me. I have quite the extended family!

D: With all of those animals, can you believe it took a Frenchie to provide your maman with the companionship she was looking for? (But of course!) Tell me about your daily life.

P: I go everywhere with my mom (along with my Frenchie sisters), including the office. I don't like it when she leaves me in the car to run errands, so I show her by jumping into the drivers seat and blasting the horn! Once when we went to the grocery store, I drew a crowd. They could not believe a dog was honking the horn!

This February, Christine's husband, Carlos, came home. This has been a big adjustment for me, as not only am I "Chairman of the Board" of *Pugsley's Choice*, but I have been the "man of the house" for



almost three years. Carlos and I are still establishing who is boss, but he is slowly learning that Frenchies rule! One of my best friends is Carlos' daughter, Serena. I love her, and when she visits I get to stay in her room, along with Paddy Cakes and Potty Pants. I am very protective of Serena, and miss her a lot when she goes home!

D: It sounds like you have a fabulous life! It must be tres busy at your house. As to your name, Darling, how is it that you are named after a pug, when you are clearly a superior frenchman?

P: My aunt Kim came up with it, as my face reminded her of "Pugsley" from the Addams Family TV show. He had a similar facial expression, and is as stout and round as I am. Has it made any difference in my French attitude? Absolutely not. I am still a fun-loving, spirited, and proud Frenchie!

D: Are your Frenchie siblings jealous of your company? Do they have any part in running the business? Any plans to name a future product after them?

P: In no way are my sisters jealous of my company! This a family business, and both Potty Pants and Paddy Cakes are involved in product development and testing. We take our positions seriously. Each day we have to inspect the warehouse, greet people, and hold meetings, paws-ing intermittently to nap. Most days we try to get our duties done early, so when we nap we won't feel guilty!

We currently have several products in development, and you will be excited to hear I will be naming some after Potty Pants and Paddy Cakes! I think they deserve it; after all, both have made contributions to the success of *Pugsley's Choice*, not to mention they inspired the new products.

D: That is wonderful darling, I am sure your sisters are thrilled! Well done! I must say, you are very handsome, and I love the illustrations done of you for your logo! Did you have to "sit" to have them done?

P: As far as "sitting" goes, you could say that is accurate. I had my picture taken as I sat at my desk, and it was from those images the artist drew my likeness. I think they captured my personality very well!

D: Certainment! Tell me about your products sweetie - living in mosquito-ridden Minnesota I am espe-

cially interested in your "Bug Off" repellent. Can you use it on human babes as well as chiens?

P: *Pugsley's Choice* products use the most pet-friendly ingredients available in the world! All of our products smell clean and fresh, are totally non-toxic, and can be used on all animals and humans. I say, if it cannot be safely used on a human, it should not be used on a pet!

Besides the "Bug Off" flea and tick repellent, we make a natural pet shampoo called "*Fur-esh*", a conditioner called "*Furee*" which protects from the effects of the sun, and an odor remover called "*Sniff It*". You can read all about them on our website (www.pugsleys-choice.com).

D: They sound fabulous! Did you develop the products yourself? And, how did one find a lab coat to fit one's Frenchie physique?

P: My mom and I developed the products together. As for my lab coat, (which is a little big), I proudly put it on, roll up my sleeves, and get to work overseeing production of my Frenchie-friendly formulas!

D: How divine! Tell us, how did you become interested in developing all-natural products? Do you feel that you were ahead of the trend?

P: It was a "natural" progression to incorporate healthy pet products with the human ones! Do I think *Pugsley's Choice* was ahead of the trend? Well, how many pet companies do you know of that make sun protection to help prevent skin cancer in pets? *Pugsley's Choice* is more than beautification, it is also for the health and longevity of us dogs!

Finally! Pet Care Products that are Good for Your Pet!

All Pugsley's Choice products are pet friendly, natural and created for people who want their pets to have the best, safest pet care products available. Our products smell great, are totally non-toxic and are skin-friendly to all pets and people!

- FUR-ESH** Super Conditioning Pet Shampoo
Provides lasting shine, great condition and a fresh scent!
- FUR-EE** Detangler and Glosser for Dogs
Conditions, detangles and repels dirt.
- BUG-OFF!** Flea and Tick Repellent
Repels pests safely and keeps them off.
- SNIFF-IT** Pet Odor Eradicator
Eliminates pet odors enzymatically.

Research & Development Team

- Pugsley**
Chairman of the Board
- Penelope, aka Potty Pants**
Director of Marketing
- Paddy Cakes**
Secretary

I have been involved with "Bully" breeds since the early '70s...and English Bulldogs, then Bullterriers, and now French Bulldogs. I have tried numerous coat care products through the years from pet stores or online, but Pugsley's Choice is truly in a class by itself! The FUR-ESH shampoo lathers quickly, smells fantastic, and "dries" off all "mud" out easily, leaving no heavy residue. The FUR-EE Glosser not only makes my Frenchies' coats soft and shiny, but helps repel dirt and allows them to go longer between baths. Instead of just bathing my dogs, I feel like I am pampering them with a royal spa treatment! The shampoo and glosser completely eliminate any "doggy smell"! A huge added bonus is that the products are NATURAL, so I don't have to worry about any harsh chemicals or toxins. I am recommending the Pugsley's Choice line to my friends and to ALL of my new puppy owners.

Cheryl Potty
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PUGSLEY'S CHOICE
THE NATURAL PET CARE PRODUCTS



D: I'm sold! Are you looking for a female spokesmodel? My agent is always willing to talk.

P: I am always looking to have a gorgeous Frenchie spokesmodel give a testimonial! After all, I am a true Frenchie and you know what they say about the French and love! We can talk over lunch. What's your number?

D: Why Pugsley! I will have my agent call your agent, and we will set up a tete-a-tete! And again, interested parties should check out your products at:

www.pugsleys-choice.com



feed me
scratch me
love me
always



On to the paparazzi fest— I have been

absolutely deluged with Frenchie sightings from my wonderful readers! A grande Merci to all of you!

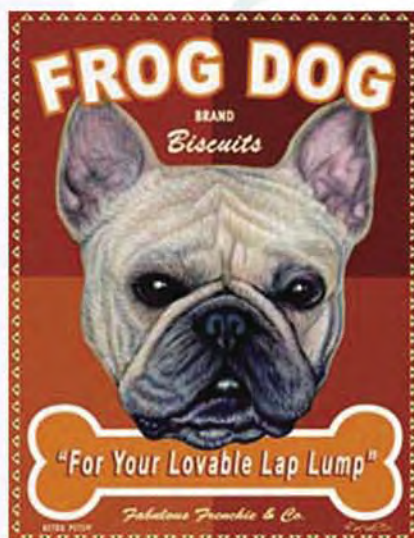
First, I must share with you all that my friend Buggy (whom I met volunteering for the **French Bulldog Rescue Network**) was recently tapped to appear in an in-house commercial for **Microsoft**. It was a spoof on the TV show **Fear Factor**, and Monsieur Buggy was one of the chiens that had to "attack" a contestant that was in a cage, with a steak tied around his neck! The talent agency loved him, and will be hiring his handsome mug to work for them again. Buggy even has his own business card! I am including his head shot so you can all see the young actor on his rise to the top! Tres cool, Buggy! (And tres cute as well!)

Another friend (again from **FBRN!**) Miss Stella McClure from sunny California, is modeling on a website advertising tres chic dog bowls! C'est fabulous, Stella! We will be seeing more of her in the next issue...

Frenchies have been on the covers of several magazines recently, including **New York**, **Space**, and **New Jersey Life**. One can only imagine how many extra copies were sold due to the stunning cover models! Inside



magazines, beaucoup de frenchies were seen in ads, or merely dressing the pages. Actress Rhona Mitra of **Boston Legal** was in **In Touch** magazine with her French bulldog, Oscar, as her favorite fashion accessory—but of course! (Thank you Sandy, and Melanie for sending moi that one!) JF proofer Carol sent me a page from **Maximum PC** magazine, featuring a Frenchie named Opal. In **Upholstery Journal** (yes, there is such a periodical!) an ad for **High Point Collection** used un bouledogue francais (merci, Anita!). **Self** magazine (thank you, Karol!) had a



lovely pied Frenchie in a fashion spread as well. **Budget Living** (thanks, Ali!) featured Ruby, (who I interviewed many issues ago) showing how to have a festive dog party! A Frenchie graced the pages of the venerable **Town and Country** magazine as well (and thank you, Rebecca!) **Life** magazine did a fun piece on people who look like their dogs (thanks to Ruthie and Allison for sending that one!)

Once again, **Westminster Kennel Club** used a lovely Frenchie in a print ad to advertise their show. **Petsmart** has been using many Frenchies to sell their

