

Pampering Our Pets

George: Pets are constantly giving their owners unconditional love. Now it's time to give back: Ten-fold.

George: I'm joined by Kari and Charlie, the founders of Doga. Now, what is "Doga"?

Kari: Doga is a partnered yoga class that dogs do with their people.

George: Now, is Doga good for the dog?

Kari: Doga is great for the dogs!

George: Alright, perfect. Well, let's get started.

Kari: Ready? OK!

Kari: Start at the crown of their head, and just run down their spine all the way to their tail. Straighten the arms, straighten the legs. Good job Boomer!

George: Nice boomer!

George: Boomer, now that we've freed our mind, body and soul, it's time to get you some spiffy new threads. This way.

George: I'm here with Lisa Gilford, the owner of Le Chien at the Trump Plaza. Now, what does "Le Chien" mean?

Ms. Gilford: It means "the dog."

George: What a appropriately named shop.

Ms. Gilford: Yeah!

George: Now, "pampering," is that a new trend, or have people been pampering their pets forever?

Ms. Gilford: Forever.

George: Well, Boomer has a big day ahead of him, and now we're going to get him "gussied-up" for a photo shoot, so I'm going to pick-out some outfits.

George: Boomer, this is your day. What do you think about this, Boomer? Seriously, you look

awesome!

George: Boomer, all this pampering and we're not even done yet. Are you ready for your close up? I know I am.

George: I'm here with Jim Dratfield, the owner of Petography, and I'm assuming "Petography" is a pet photography company.

Mr. Dratfield: Absolutely, George. I photograph pets. I go all over the country; I go to Mongolia to do your horse; or I'll go do your Skink lizard in the Samoan Islands; or dogs, cats and horsed here.

George: Jim, why should people pamper their dog and get photos of it?

Mr. Dratfield: I think people really, really, really have this close, close connection with their animal and they want to celebrate the relationship, they want to celebrate that animal and you just want to capture their essence. And it's a really important part of the family.

George: Let's go take some pictures.

Mr. Dratfield: Why don't we go inside and we'll shoot some other stuff.

George: Alright, perfect!

Mr. Dratfield: Alright, let's do it.

Mr. Dratfield: That's great! I love that you're both heads tilting, that's great. Excellent.

George: Rubbing their bellies isn't always going to be enough. Sometimes you have to go over the top to show your four-legged friends you love them.