



PET BOUTIQUE'S GRAND OPENING

# DRESSED TO THE CANINES



JAMES CLARK/SENTINEL PHOTOS

ABOVE: **Puppy Breath Boutique** owner Emily Kay, 24, gets a smooch from Henry, a 2-year-old Weimaraner, at her store Wednesday.  
TOP: Golden retriever Max finds his way to Puppy Breath Boutique on smell and sound alone Wednesday.

Puppy Breath Boutique offers collars and clothing as well as treats, grooming products

By LUKE BARNES

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SANTA CRUZ — Dog lovers have a new place to pamper their pooches now that Puppy Breath Boutique has opened its doors.

The business will hold its grand opening Friday.

Owner Emily Kay previously worked as a dog trainer as well as a veterinarian technician at a pet hospital before she decided to open the business.

"I only started planning this in April," Kay said. "I thought do it now or don't do it at all." Her own dog Ishi, part English mastiff, part Kangal, will keep her company at the store.

"Now that dogs are allowed on Pacific Avenue it definitely opened up an opportunity," Kay said. "We're eco-friendly and organic, continuing in Santa Cruz tradition." Previously, dogs were not allowed on Pacific Avenue, but a change in city ordinance now permits them as long as they stay on a leash.

SEE BOUTIQUE ON C3



Assorted dog treats and snacks are displayed at Puppy Breath Boutique on Wednesday.

## BOUTIQUE

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The store stocks a variety of dog treats and accessories, ranging from grooming products to leashes.

"All the treats are hand-made with natural ingredients, such as rice, pumpkin and flaxseed," Kay said. "We provide the tools to create a healthy, happy lifestyle for the dog."

The store also offers a variety of services, such as in-home and behavioral training.

Although the grand opening is Friday, the store has been open for three weeks and has already received favorable comments from customers.

"I went in there on a whim; I didn't know about the boutique at all," said Shantya Martinez, of Boulder Creek. "It's pretty cute and affordable, and a good location because there are a lot of dogs that walk around here."

## IF YOU GO

PUPPY BREATH BOUTIQUE

**WHAT:** Ribbon-cutting and grand opening celebration

**WHEN:** 3-6 p.m. Friday

**WHERE:** 1537 Pacific Ave.,

Suite 101, Santa Cruz

**DETAILS:** www.

puppybreathboutique.com

or 831-295-6623

The Santa Cruz Chamber of Commerce has been supportive of Kay's efforts to establish the store.

"A key feature of our downtown is specialty shops and retailers that look for a niche idea that captures people attention," said Bill Tyseling, executive director of the Santa Cruz Chamber of Commerce. "This is a great one. This is somebody who really understand animals, and for dogs owners it's just a really fun and interesting store."

Tyseling said that the businesses in downtown



JAMES CLARK/SENTINEL

Emily Kay, owner of Puppy Breath Boutique on Pacific Avenue, sits behind the front desk of the recently opened business Wednesday.

Santa Cruz needed to form a mix of local stores and national chains.

"We need both some

chains, national retailers and people who spend money on ads that small stores can't as well as niche retail-

ers," he said.

Follow Sentinel reporter Luke Barnes at Twitter.com/LukeBarnes1292