

DR. STACY, VMD - THE FENG SHUI PET DOCTOR

WHO IS DR. STACY?



- A renowned veterinarian who treats the “total” pet - to heal the mind, body and spirit.
- Traditional Western medicine is mixed with thousands of years of Eastern wisdom with the use of Feng Shui, acupuncture, acupressure, Chinese herbs and whole food remedies.
- Uses the Five Elements of Feng Shui (fire, water, earth, wood and metal) to help promote the pet’s wellness and to establish each individual pet’s “personality make-up.”
- Received his veterinarian degree from University of Pennsylvania and studied at the American Feng Shui Institute (www.amfengshui.com) and the Chi Institute for Animals (www.tcvn.com).
- Over twelve years at his own practice, The Palos Verdes Pet Hospital (www.pvpet.com).

Dr. Stacy has appeared on numerous television shows, including TBS’s *Animal ER* and A & E’s *American’s Top Dog* and counts among his clients numerous celebrity pet owners: Rachel Hunter, Sheila E., Shannon Elizabeth, David Hasselhoff, Rod Stewart and Mari Morrisey, the famous Westminster Kennel Club Dog Show breeder.

A book on Dr. Stacy’s unique practice coming out in 2010.

DR. STACY MERCHANDISE PROGRAM

Through a series of simple questions directed to the pet owner, a “profile” of their individual’s pet’s personality is determined according to Feng Shui. These profile types are based on characteristics that are associated with the five elements: Fire, Water, Earth, Wood and Metal. The quiz can be taken at an in-store merchandise kiosk, online or determined most simply in a displayed product chart. This profile will then point to the appropriate product line and also give suggestions for complimentary or balancing products to combine with.

Core product concepts include items such as collars, leashes, feeding stands/bowls, pet beds, mats, crates, toys, apparel. Growth product items include a patent-pending neutraceutical, other health and beauty aids, travel carriers and music.

THE OPPORTUNITY

With wellness and pro-active health practices being commonplace now among people, the extension into the pet world is the next logical step. The opportunity is to develop such a program with a practicing acclaimed veterinarian, DR. STACY, FENG SHUI PET DOCTOR.