Paws and Whiskers – Banners and Bundle Copy

# Homepage Hero Banner

Headline: Vet-Formulated Wellness for Dogs, Backed by Nature

Subtext: Targeted supplements for joints, allergies, skin, anxiety, and more — made with clean, active ingredients.

CTA: Shop All Supplements

# Category Banner Copy

## Joint & Mobility

Headline: Support Strong Joints and an Active Life

Subtext: Advanced soft chews with Glucosamine, MSM, and Collagen to help your dog move better, longer.

CTA: Explore Joint Support

## Allergy & Immune

Headline: Stop the Itch, Naturally

Subtext: Soothe skin and boost immunity with Quercetin, Nettle, and digestive enzymes.

CTA: Shop Allergy Relief

## Skin & Coat

Headline: Shine Starts From Within

Subtext: Omega-3s, Biotin, and Salmon Oil to nourish skin and reduce shedding.

CTA: Shop Skin & Coat

## Yeast & Gut Health

Headline: Clear Paws, Fresh Ears, Happy Dog

Subtext: Probiotic and antifungal support to stop yeast at the source.

CTA: Find Yeast Relief

## Calming & Behavior

Headline: Calm the Storm Inside

Subtext: Natural support for anxiety, separation stress, and overactivity — without sedation.

CTA: Shop Calming Chews

# Product Bundles

## Mobility & Recovery Bundle

Includes: Joint Health Soft Chews + Salmon Oil

Keep joints moving smoothly with this daily duo. Our advanced chews relieve stiffness and inflammation, while Omega-3-rich salmon oil lubricates joints and supports heart and brain health.

CTA: Add Bundle to Cart – Save 10%

## Allergy Relief Stack

Includes: Allergy Relief Soft Chews + Yeast Reduction Powder

Target allergy triggers from every angle — inside and out. This bundle calms immune overreactions and restores healthy gut flora to fight itching and inflammation.

CTA: Get Allergy Relief – Bundle & Save

## Skin & Shine Pack

Includes: Skin & Coat Chews + Salmon Oil

Nourish your dog’s coat and soothe dry, itchy skin with a one-two punch of biotin, Omega-3s, and antioxidants. Shine starts from within!

CTA: Shop Skin & Shine Kit

## Calm & Comfort Kit

Includes: Calming Chews + Joint Health Chews

Perfect for senior dogs or high-stress pups. Combines joint support and natural calming botanicals to ease both body and mind.

CTA: Bundle Now – Comfort Inside & Out