



HOLISTIC HOUND
NOURISH TO FLOURISH

**HEIDI HILL, FOUNDER
HOLISTIC HOUND**

Heidi Hill founded Holistic Hound as a retail pet store in 2003 in Berkeley, California, blending her two passions: animals and holistic healthcare, and fulfilling a lifelong dream to help improve the health, wellness and longevity of dogs and cats. Ten years later, after seeing the dramatic benefits of using CBD and beneficial mushrooms on pets, she set out to create a line of special and distinct products. The Holistic Hound line of phytocannabinoid-rich (PCR) hemp oil and beneficial mushroom supplements for dogs and cats is now available at retailers nationwide, and Heidi has become an industry leader and evangelist, helping dispel stigmas and sharing her knowledge through outreach and education.

A lifelong animal lover, Heidi earned a degree in business administration from Southern Methodist University, embarking on a successful career in corporate finance, human resources and sales. Years later she became intrigued about the health benefits of homeopathy and completed a rigorous program at San Francisco's Pacific Academy of Homeopathy, embracing the holistic approach to health and illness -- specifically how it relates to the wellness and longevity of dogs and cats.

Heidi combined her skills, knowledge and experience to found Holistic Hound during a time when organic and holistic products for pets were not commonly available, creating and maintaining a thriving business and providing a one-stop resource for not only local clients, but for many pet owners from surrounding areas, who flock to the shop for its educational guidance and unrivaled selection of curated holistic and organic pet products.

Since its founding, Holistic Hound has experienced exponential growth and become an "influencer store," with other retailers looking to Heidi as a knowledgeable and progressive thought leader, offering the best products and information available. Heidi also prides herself with employing people in a sustainable way and providing benefits to her devoted and knowledgeable staff, and has created a strong sense of community among her employees, customers, neighborhood businesses and industry contacts alike.

An early adopter, Heidi began carrying CBD products in her retail store four years ago, before the positive effects were widely known or accepted. She immediately began seeing the dramatic benefits her customers were experiencing with their pets, and gave CBD supplements to her beloved Husky (and Holistic Hound mascot), Pearl, every day for most of her final year, convinced that they reduced her discomfort and allowed her to enjoy a higher quality of life.

Drawing from her existing knowledge of animals and the pet industry, and her ongoing holistic training and passion for the healing power of PCR hemp oil and fungi, Heidi formulated the idea for a supplement with the potential to help a large number of people and their animals. She worked with veterinarians and experts in the field to create her line of high-quality products that reflect Holistic Hound's values and philosophy while also providing a positive, functional contribution to the health of animals and people.

Heidi lives with her husband, dog, cat and six chickens in Marin County, California. Her time off is spent hiking with her dog, River, and enjoying movies, reading and entertaining friends and family.

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