

A PROGRAM OF PET AGE

WOMEN *of* INFLUENCE



Amanda Malone Bennie

Co-founder and CEO
Clear Conscience Pet
Cape Coral, Florida

Job responsibility: Manufacturing, customer service and social media

Company description: Clear Conscience Pet creates CleanLabel treats and SuperGravy pet food toppers. Our motto is "purity, clarity and joy." We have been honored with 17 awards.

What inspired you to get into the pet industry?

Growing up in the country as the youngest with older siblings, I needed playmates who would always be there for me, and I was lucky that our family always had dogs and cats. I loved and cared for them, and they loved me back, unconditionally.

What do you feel is your biggest contribution to the pet business and/or pet owners?

To put it simply, it is telling the truth. No matter what fads or marketing trends come around, I have always been 100 percent dedicated to only selling, recommending and now manufacturing the very best for animals.

What issues need more attention from the pet industry and why?

We need to re-embrace innovation in both product development and retailing! The natural niche in our industry has grown into a huge business. Manufacturers need to be creative and strive for innovation. Retailers must seek out what's new to stay strong. Having been there in the '90s as a retail manager, I know that independent retailers created the natural niche.

