

Genki Pet – Press Kit

Our story

Genki (“G” as in Great!) means healthy in Japanese.

Founder and Director, Rachel Carroll is a qualified Aromatherapist and Kinesiologist and she lived in Japan for two years, enhancing her appreciation of nature and all things Zen. Japan is also where Rachel met the friend whose pet troubles inspired the creation of her first Genki Pet blend in 2015.

Her dear friend Carla had just introduced another stray cat to her feline family of two and things were not going so well in that cosy, one bedroom apartment in Sydney. Apart from the stress of all the hissing and bullying going on between the cats, Carla had become very frustrated and stressed about the only natural cat calming and socialisation products on the market being American. This was costing her a small fortune, between the exchange rates and the freight. Not to mention how long the products took to get here!

So Rachel offered to help calm this kitty collective and their cash conscious commander and our blend for confident socialisation; relieving anxiety and reactivity, Friendship & Acceptance, was born.

Folks are always very interested when hearing Genki Pet was born out of a need for an Aromatherapy formulation for cats, when many people wrongly assume cats cannot enjoy the benefits of Aromatherapy because their livers do not process phenols. We here at Genki Pet know this. So it’s easy! For our dog and cat-friendly blends, we just choose Essential Oils that are phenol free. Our cats LOVE us for our amazing, healthy blends AND for our knowledge and expertise!

So there was finally peace in Carla’s three cat abode and it smelled amazing AND Australian, cost her less than the American stuff and landed on her doorstep 5 days after Rachel made it. AND it worked! Yes it worked!

“I wonder what other pet problems I can solve with amazing smelling and totally natural Aromatherapy?” Rachel pondered.

Fast forward to 2019 and add one move from Brisbane to Melbourne, two more blends on the market, three in the pipeline (including a much requested and magic solution for storms and fireworks!), Genki Pet being used as a behaviour changing tool in doggy daycare facilities, award winning groomers, top end dog-friendly wine and truffle tours and the lovely Mia Freedman declaring on her Instagram account that “my dog needs this!” and here we are.

Over a five hundred blends sold or donated to charities, so many happier campers brightening the pages of our testimonials. Great relationships forged with other pet industry professionals who LOVE our products. Lots of smiles, lots of grateful owners and pets, now feeling less stressed and better able to enjoy this amazing life, together!

Genki Pet is a cutting edge concept: truly holistic in its application for pets AND their people. Addressing the behavioural issues of the dog or cat is only one part of the solution. We must also recognise that our pets feed off our energy and emotional state and so unless we are feeling calm, relaxed, grounded, confident – they will struggle to do so. This means regular pet products are only addressing half of the problem.

Genki Pet is an holistic solution to problems that do truly effect the whole family.

And that's the difference.

Oh...and the fact Genki Pet is totally natural and totally transparent about our ingredients. Unlike many pet products on the market who say they are "natural" – we actually mean it, stand by it and believe in it.

Nature is perfect.

Why mess with perfection?

How do we know Genki Pet is a cutting edge concept?

Well because no other pet products are hand blended by an Allied Health Professional of 20+ years experience whose other gig is providing Life Changing Coaching to people online and by phone (www.generativechange.com.au). This extensive background in human behaviour and the philosophy of change, informs Rachel's professional hand blended Aromatherapy recipes and Genki Pet's holistic application to the stress-related issues of the whole family; pets and people.

Because of her expertise and experience with behaviour and change, Rachel knows that both problems and their solutions are often "a little of column A and a little of column B" and if we effect change in one area, say at doggy daycare but the dog still goes home to an anxious owner, we have only addressed part of the problem. So she has carefully formulated behaviour changing Aromatherapy blends for pets that are people-friendly too! Using Genki Pet changes the vibe for everybody and in that calmer, quieter state, we all function better and make better decisions right?

And this is the point!

Of both of Rachel's healthy businesses: to reduce the sense of stress out there right now and help everybody lead happier lives.

Bam!

Our Values

- Good Health
- Animal Welfare
- Natural Therapies
- Clean Stress Free Living
- Simplicity
- Honouring Our Natural Environment
- Native Australian Essential Oils
- Making the World a Better Place by Sharing Our Gifts

Our Mission

Helping people and their pets lead healthier, happier lives – naturally.

Company Facts

- Founder & Director: Rachel Carroll
- Business located: Melbourne, Australia
- Products: Hand blended in Melbourne, Australia
- Incorporation: October 2017
- Products on the market Three spritzes (currently)
- Online Store
- Free Shipping
- Money Back Guarantee

Handy taglines

- For cats, dogs and their people
- Small batch
- 100% natural
- Behaviour changing - the amazing scent is a pure bonus!
- Professionally hand blended by a qualified Aromatherapist using Kinesiology Australian owned & made
- Made in Melbourne
- For pets and their people
- Aromatherapy for pets
- Aromatherapy for healthier, happier pets and their people.
- Utilising the healing power of Natural Therapies, Genki Pet helps cats, dogs and their people in feeling healthier, happier and calmer together.
- Our spritzes work and smell amazing!

Some brand particulars

- Genki is pronounced with a hard “G” as in “Great!”
- We always use a capital letter for “Aromatherapy”.
- We always use “&” between the two words of our blend names; Moving “&” Grooving never Moving “and” Grooving.
- We are “spritizes” never “sprays”; we “spritz” never “spray”.
- We are “Aromatherapy blends” that “smell” amazing or have amazing “scents” never, ever “fragrance/s” or “deodorizer/s”, because Aromatherapy is so much more than that AND the Essential Oils we use are totally natural, unlike fragrances and deodorisers, which are largely fake and synthetic.
- We give our blends to people to “play with” never to “test”, due to the obvious negative connotations regarding animals and testing.

Canned quotes

I honestly don't know how people live without Aromatherapy!

~ Rachel Carroll, Founder & Director

Rachel just wanted to say a big thank you.

The Stillness & Calm is making such a difference to our boy.

It really does seem to have lifted a weight off his shoulders.

~ Bart the Greyhound's Mum

I groom dogs for a living and this product is great! It's so good when something natural can help. Especially with our pets, because we love them so much and would rather not medicate.

~ Caitlin, Head Groomer Murphy's Paw

Contact Details

- Rachel Carroll ~ Founder and Director, Genki Pet Pty Ltd
- Ph: 0435 826 096
- E: rachel@genkipet.com.au
- W: www.genkipet.com.au
- IG: @genkipetau
- FB: @genkipetau

Our Select Stockists

- Luther & Co, Newrybar, NSW
- The Pup Spa Grooming, Cronulla NSW
- Countrywide Cottages, Bambra VIC
- Gourmet Pawprints, VIC
- Pet Pantry and Co, Elwood VIC
- Rhuarc's Pet Supplies, Newport VIC
- Paws Connect, Port Melbourne VIC

Giving

We donate \$1 per bottle of Friendship & Acceptance sold, to the Australian Wildlife Conservancy because they are helping protect the Woylie.

The Woylie is a little mammal helping to protect the supply of amazing and precious West Australian Sandalwood that makes Friendship & Acceptance so special and effective.