



Healers Pet Care and Goodyear Rubber Launch Adventure Paws, the High-Performance, All-Season Dog Boot at Outdoor Retailer Expo

Vancouver, Wash., August 13, 2026 – Healers Pet Care and Goodyear Rubber will debut their highly anticipated co-branded performance dog boot, Adventure Paws at this year's Outdoor Retailer show, a central hub for the entire outdoor industry. Designed for active dogs and everyday adventures, the innovative all-terrain, all-season Adventure Paws dog boot with flexible grip and memory foam interior are now available at HealersPetCare.com for \$39.99.

"Together with Goodyear, we're redefining what a dog boot can be — not just protecting paws, but enhancing mobility, confidence and year-round adventures. The patent-pending design with a memory foam insole that molds to each dog's paw combined with the Goodyear Rubber sole is a game changer," said Terri Entler, President of Healers Pet Care. "Finally pet owners have one washable dog boot that truly performs in every environment from mountain trails to city streets."

"The Goodyear name has long stood for dependability," said George Kahaleh, Global Director, Goodyear Licensed Products. "That trust has been built on the road for generations, and bringing it into the pet space gives dog owners added confidence in protecting their dogs in everyday conditions."

While dogs are naturally equipped to navigate most environments barefoot, boots provide essential protection when conditions become more challenging. The Adventure Paws boot delivers exceptional traction, comfort, and durability without compromising your dog's natural movement.

Benefits of Adventure Paws include:

- **The advanced, memory-foam comfort system** uses body heat to deliver cushioning, improved weight distribution and pressure relief.
- **Goodyear Rubber soles** - The flexible Goodyear-engineered outsole provides superior grip on wet, rocky, snowy, and slick surfaces while standing up to year-round wear. Trusted traction on any surface can provide reassurance and stability, helping dogs move with greater confidence.
- **One dependable solution, year-round** - The versatile design with a secure fit eliminates the need for multiple styles of seasonal dog footwear for every adventure. It offers **protection** from burns, cuts, abrasions, and harsh or unfamiliar terrain
- **Washable and breathable** - Built to last, washable and breathable, paws stay cool in the summer and protected from ice and snow in the winter.

Developed through an extensive design and testing process, the Adventure Paws Performance Dog Boot combines Goodyear's legendary rubber technology with Healers Pet Care's expertise in canine fit and paw protection.

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Dogs adapt more quickly to wearing Adventure Paws boots, due to the extra memory foam support and flexible grip, enabling extended walks, hikes, and outdoor activities. As with any new piece of gear, dogs benefit from a short adjustment period before wearing boots on longer adventures. Introducing the boots at home before heading out and tackling scorching summer pavement or rocky hiking trails helps dogs become comfortable and confident while wearing them.

The Healers Pet Care Adventure Paws Goodyear high performance dog boots are available direct-to-consumer and wholesale through select pet specialty retailers and online.

About Healers PetCare

Healers PetCare, a women-owned pet wellness and performance dog boot company is on a mission to build products that fulfill essential health and paw protection needs. Since 2011, Healers has combined advanced engineering, quality materials, and comfort to design medical and all-season dog boots. Our first aid products address common concerns quickly and effectively. The vet-recommended products are available on HealersPetCare.com and through leading retailers across North America, including Walmart, Petco, Amazon, Chewy, and hundreds of local pet stores.

About The Goodyear Tire & Rubber Company

Goodyear is one of the world's largest tire companies. It employs about 64,000 people and manufactures its products in 51 facilities in 19 countries around the world. Its two Innovation Centers in Akron, Ohio, and Colmar-Berg, Luxembourg, strive to develop state-of-the-art products and services that set the technology and performance standard for the industry. For more information about Goodyear and its products, go to www.goodyear.com/corporate.

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