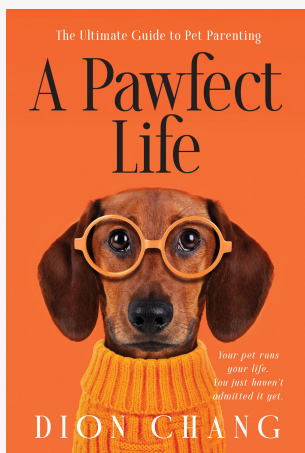




A Pawfect Life

AUTHOR **Dion Chang**

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Your pet runs your life. You just haven't admitted it yet.

From booking a seat on Bark Air to planning a pet-friendly holiday, *A Pawfect Life* book is packed with practical advice for modern pet parents – along with a hilarious deep dive into just how far we've gone to pamper our furry overlords. Dion Chang unpacks the latest trends, from CBD treats for anxious dachshunds to birthday pawties as well as pawternity leave for new pet owners, while also tackling the trickier side of pet parenting.

Speaking to animal behaviour expert Leigh Schenker, Chang explores why we spend small fortunes on our pets – and whether treating them like tiny humans is actually a good idea. As a trained pet doula, he also delves into the complexities of pet loss, grief and saying goodbye.

Equal parts insightful and absurd, this book will make you laugh, rethink your pet's power over you, and finally figure out how to navigate an airport pet relief zone like a pro.

AUTHOR DETAILS

DION CHANG is a trend analyst, futurist and founder of Flux Trends. His media industry background as an editor, columnist and spokesperson enables him to provide strategic insights for major brands to navigate change. He has authored four trend-focused books, including *The Future: More than 80 Key Trends for South Africa* (2024). Beyond trends, he is trained as an end-of-life companion doula, specialising in pet bereavement. He is a loyal and dedicated cat butler.



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