



**FOR IMMEDIATE RELEASE**

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**Brightkins Unleashes Kanoodle Dog Edition: The Ultimate Brain-Boosting Puzzle Toy for Pets**

*Inspired by the TikTok-famous brainteaser, the puzzle provides the ultimate mental enrichment for dogs (and even cats!)*



**Vernon Hills, IL (February 25, 2025)** – [Brightkins](https://www.brightkins.com/), the leading innovator in interactive pet toys, is thrilled to announce the launch of **Kanoodle Dog Edition**, a brainteasing challenge that's bringing the viral Kanoodle puzzle craze to furry friends. Inspired by the TikTok sensation that has captivated millions, this pet-friendly adaptation transforms snack time into a playful, interactive adventure for dogs of all ages, sizes, and breeds - even the pickiest cats can join in on the treat-filled fun!

Designed to engage curious minds and eager paws, **Kanoodle Dog Edition** is an interactive puzzle toy that provides a brain-boosting adventure. This colorful, twist-and-nudge puzzle features multiple compartments where parents can hide treats or kibble, encouraging pets to sniff, nudge, and paw their way to a tasty reward. With pieces that can be rotated, concealed, or even wrapped in a towel for an added challenge, **Kanoodle Dog Edition** keeps pets entertained while sharpening their senses and problem-solving skills. Just 20 minutes of sniff work with Brightkins' latest innovation provides the same mental stimulation as a one-hour walk, making this puzzle a must-have for curious canines and felines.



- **Small Kanoodle Dog Edition** (SRP \$14.99): Offers a moderate level of mental stimulation with 9 hidden treat compartments, including 6 rotating pieces, keeping dogs engaged for approximately five minutes of sniff work.
- **Large Kanoodle Dog Edition** (SRP \$21.99): Provides a high level of mental engagement with 14 hidden treat compartments, including 9 rotating pieces and 3 removable pieces, ensuring dogs remain engaged for 10 minutes of sniff work.

“Pet enrichment toys like our treat puzzles challenge cognitive abilities, providing essential mental stimulation through fun and tasty playtime,” said Rachel Markowitz, Brand Manager of **Brightkins**. “At Brightkins, our mission is to keep tails wagging, minds sharp, and get pets bonding with their owners. Now families can get their pets in on the Kanoodle trend and maybe even face off to see who can complete the brainteasing puzzle the quickest!”

**Brightkins** continues to lead the way in pet enrichment with innovative, boredom-busting puzzles and treat dispensers that bring joy and mental exercise to furry friends everywhere. **Kanoodle Dog Edition** is available now at [Amazon](#), [Walmart.com](#) and [Kohl's](#). For more information, be sure to check out <https://www.brightkins.com/>.

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#### **About Brightkins**

Brightkins is dedicated to helping pets and their owners build stronger bonds through interactive play and mental enrichment. With a range of thoughtfully designed treat puzzles and training tools, Brightkins transforms learning into an adventure for pets of all ages and breeds. Learn more at <https://www.brightkins.com/>