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DIGITAL DOG DIGEST



FLOWER POWER

The Influence of Nature's
Inspirational Energy

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BUMBLEBEES GET A REAL CHARGE OUT OF FLOWERS



Bumblebees and flowers: One of the greatest symbiotic love stories of all time. It's widely known that bumblebees collect pollen from flowers in order to create their food source (and sometimes ours!), which is honey. In return, bumblebees pollinate flowers with pollen collected from other flowers to ensure genetic diversity is spread among the local population allowing for the species to thrive over time.

As it turns out, this long-standing relationship is electric—and we mean literally. Scientists have discovered that flowers have an electric field surrounding them that bumblebees are subsequently attracted to or repelled by. When bumblebees fly, they end up gathering a positive charge due to factors such as air friction and stray molecules floating around. Conversely, flowers, (specifically flower petals) tend to have a negative charge due to their close proximity to the ground and the atmosphere surrounding them. This true force of nature causes an actual physical attraction between bee and bloom.

The real question, though, was whether or not bumblebees are aware of this electric attraction. In other words, are bumblebees able to make decisions based on these electrical impulses?

Through a study conducted at the University of Bristol in the U.K., it was found that bumblebees do in fact use electrical charges emitted from flowers in order to locate pollen. A test was run using fake flowers; some had an electrical charge with a sweet nectar in them and others had no charge with a bitter liquid in them. During the experiment, the bumblebees were able to locate the flowers with sweet nectar in them (aka the charged ones) 81% of the time. However, once the charge was taken off of the sweet flowers and the test was run again, bumblebees could not find the sugary treats with any kind of consistency. Thus, scientists believe that bumblebees rely on these electrical impulses in order to navigate effectively.

However, this relationship is not as one-sided as it may seem. As evolution

shows, flower species have focused on making themselves as noticeable as possible by way of bright colors, distinct fragrances and different petal textures, all with the goal of attracting nearby bumblebees. Similarly, flowers' electrical charge can be used as a distinguishing factor as well. It's often used to communicate relevant information such as how recently another bumblebee has stopped by and if the flower has any pollen worth collecting. As an article in National Geographic aptly described, "Flowers aren't just visual spectacles and smelly beacons. They're also electric billboards."

One of the most well-known biological relationships is much more complex than we thought. But one thing seems clear: As long as there is symbiosis between bumblebees and flowers, there will always be a spark. 🐾

Source: Yong, Ed. "Bees Can Sense the Electric Fields of Flowers". National Geographic. Feb. 2013. National Geographic. Web.

10 HERBAL SUPPLEMENTS that can BOOST YOUR HEALTH NATURALLY

In addition to a nutritional diet and healthy lifestyle, herbal supplements are a great way to naturally boost your overall well-being. Bonus: These herbs can be incorporated into the food you eat every day!

Evening Primrose has skin health benefits and is often used to treat acne, eczema, and other skin conditions.

Milk Thistle promotes overall liver health by reducing inflammation and repairing damaged tissue.

Ginseng helps boost the immune system and increase energy levels.

Elderberry has cold and flu fighting abilities.

Nettle Leaf contains powerful antioxidants and several vitamins such as Vitamin A and Vitamin K.

St. John's Wort helps treat the symptoms of depression such as lack of appetite, insomnia and feelings of nervousness.

Always talk to your doctor before adding supplements of any kind to your daily health regimen. 🐾

Sources: WebMD and Healthline.



THE POWER OF NATURE'S UNIVERSALITY IN BRANDING

Brands have used nature as a source of inspiration for their logos and visual identity for years. It's no surprise why—images of nature inspire feelings of peacefulness, groundedness, and positivity. Plus, we all have a connection to nature, making its symbolism universal.

Whether it's a food delivery service that's helping making the world a more sustainable place or a cosmetics company that's dedicated to only using high-quality natural ingredients, logos communicate a brand's identity from the very beginning.

We rounded up some of our favorite brand logos that incorporate fruits or plants in a strategic way that aligns with their business. 🐾



DIGI'S CANINE CORNER



LOCAL DOG PARKS

NEW JERSEY, DIGITAL DOG DIRECT'S HOME, IS FILLED WITH BEAUTIFUL OUTDOOR PARKS AND RECREATIONAL SITES.

Here are some top-rated sites to visit with your pooch:

Timber Creek Park (Blackwood, NJ): 9-acre, fenced dog park for off leash walking inside a 60-acre wooded park with playgrounds and lake.

Brookdale Dog Park (Montclair, NJ): fully fenced with a separate small dog area, agility equipment, running water, waste bags, and gravel mulch.

Wolf Hill Dog Park (Oceanport, NJ): 4-acre area combines an area for dogs of all sizes as well as an area for smaller dogs weighing 35lbs or less.

Dog Park (Woodbridge, NJ): two separate fenced areas, water fountains, benches, gazebos, agility equipment, and parking.

Freedom Dog Park (Medford, NJ): 20-acre, off-leash dog park with benches, parking, and a creek for pets to splash in.

Veterans Memorial Park (Hamilton, NJ): fenced-in, off-leash play area with agility equipment, obstacle courses, and doggie water fountain.

Source: www.BringFido.com

DIGITAL DOG DIRECT NEWS

Journeys to Becoming Healthier and Happier

Over the past few months and years, several of our employees have been on a conscious journey to become healthier. In turn, they've transformed their mindsets, diets, and have lost an impressive amount of weight. Their biggest accomplishment is embracing a new lifestyle that they enjoy.

Congratulations to everyone who has been a part of this journey! In this article, we're featuring three employees who have shared some of their thoughts during this experience: Stephanie, Jenn, and Diane.

What did you enjoy doing most that helped you in your journey?

Stephanie: When I didn't want to go to the gym, I found other ways of moving: a dance party in my living room, window shopping while walking, or moving around when talking on the phone.

Jenn: Hard Boiled Eggs. But seriously, meal prep for the week prevented me from overindulging at Wawa. I changed my mindset: this is a lifestyle change, not a diet.

Diane: Buying new clothes! And two years later, people don't recognize me. On a serious note—Meal prepping and tracking the food. I don't deny myself anything. I eat everything.

Who was a good support for you?

Stephanie: My other half Dwayne has been great support. He cheers me on when I have a good week and have lost and he keeps me from beating myself up when I have a week I have gained. Diane and Jenn, plus my friends and family have also cheered me on.

Jenn: Stephanie and Diane are a great support system—we go to workshops together every Tuesday night. It's nice to have someone to talk to who is going through a similar situation by your side.

Diane: Valarie, a Weight Watchers leader in Manalapan, inspired me to start this journey. Also, I attend workshops with Stephanie and Jenn on Tuesday nights.

Any continued goals in this journey?

Stephanie: I do not have an exact amount of weight that I want to lose. But I know I want to lose enough so I feel comfortable to go skydiving



After



Before

(I can be quite the adventurous person!).
Who wants to go with me?

Jenn: Leading a healthier lifestyle by being more active. I see ballroom dance classes in my future; particularly classes to learn the Jitterbug, Jive, East Coast Swing, and Fox Trot. (Stephanie, I will go skydiving with you... but I will cheer you on from the ground.)

Diane: Always keep focused and remember why we started this journey. 