the dooloop holds the poop so you don’t have to

ends the drag of holding the bag

CAPE ELIZABETH, Maine — It’s a universal problem during walks with any pooch – what the heck to do with that poop bag.

The solution: Simply slip the bag onto the eco-friendly, Maine-made dooloop® that securely attaches to a leash, backpack – or whatever works best for you. And suddenly, your hand is happily free again to hold a cup of coffee, answer a call or wave to a friend.

The dooloop was born out of necessity when Beth Herriman adopted Bella and Angie, two rescue basset hounds who weren’t skilled at walking on leashes. After one too many tangles and fruitless searches in stores and online for a product to easily hold poop bags, Herriman decided to create what didn’t exist.

Invented in her Maine kitchen and now sold worldwide, the dooloop has been an instant hit:

- ABC World News Now recommended the dooloop as one of the Best Gadgets of 2019 and featured it in a segment.
- In a December 2019 article, Refinery 29 called the dooloop one of "29 Pet Gifts That Stylish People Will Obsess Over."

Herriman’s company, Houndswag LLC, prides itself on caring as much about the environment as it does about beloved pets. So the lightweight dooloop is compostable down to its zero-waste packaging.

“I started making these because I needed to be less stressed on walks with Bella and Angie,” says Herriman. “And they work like a charm!”

Go to www.thedooloop.com to learn more.