

Why you are receiving this letter:

One of our members, who recently visited your store, contacted our association to express concern about how your store houses chameleons.

“Adult female chameleon was housed in aquarium much too small for it, with NO BRANCHES or FOLLIAGE. It appeared as though the store was offering water to the chameleon in a bowl as opposed to misting down the cage. I am also unsure if they are aware that females lay eggs and if the correct conditions are not provided the chameleon will die.”

We understand:

Market demands pressure conventional pet stores to carry exotic animals they may have little knowledge of. Not only does the animal tend to suffer while in the store due to managements lack of knowledge but incorrect information is passed on to the new owner and the chameleons suffers and dies prematurely.

What we want to do for you:

- Educate and support store management in respect to chameleon husbandry; by providing you with access to our website, business cards and hand outs you may offer to potential customers and free in-house assistance/advice!
- By understanding what a chameleon requires, you will not only be empowered to create a healthy & aesthetically pleasing display, but you will provide a good example for your customers and will be able to show them what other complimentary products and accessories a chameleon requires, hence increasing your sales.
- Most customers assume the way in which you display a chameleon reflects the chameleon's needs; hence they will mimic what they see. We want to ensure you are giving them the right impression and passing on the correct information.
- We have provided you with a comprehensive checklist that covers everything a chameleon requires! We encourage you to post this near your chameleon display and or photo copy it to hand out to your customers.
- **But we will go one step further; we will come in to your store and set up a beautiful chameleon habitat free of charge!**

All we require is one hour and for the store to provide the following:

- Suitable sized aquarium,
- UVA and heat fixtures & appropriate bulbs,
- Humidity & temperature gauge,
- Artificial foliage and vines.
- Substrate
- Misting bottle

*We will provide other accessories as needed and bring everything we need to do the job.

Our association exists to **educate people, support pet stores, protect and promote chameleon health**, and **monitor distributors** by doing random spot checks and lodging formal complaints when necessary.

It is our hope that you will act upon our suggestion to create a humane and stimulating environment for any chameleon you carry in your store. We also hope you allow us to assist you in doing so if you are unsure where to start. We are here to work with you and to promote the well being of chameleons being bred and sold in captivity.

Please contact us at any time to arrange a free consultation/enclosure design appointment or if you would like additional literature/educational material

If we do not hear from you, we wish you all the best and will continue to do random inspections at your store, as we do at all pet stores, who carry chameleons and other exotic pets.

Noelle Senchyna,
President, The Chameleon Enthusiast

CHAMELEON ENCLOSURE BASICS

AQUARIUM

- Only one chameleon may be housed per enclosure. They are very territorial and may NOT be housed together.
- The enclosure should be large enough to produce a temperature gradient; a basking zone of 90-degrees and a cool zone of 75 degrees. If it is too small the enclosure will overheat. (recommended min 20 gallons)

SUBSTRATE (ground cover): calcium sand (anything else can cause intestinal blockages)

BRANCHES

- Of varying circumference to promote climbing and circulation. Must be thin enough so a chameleon can grasp it.
- Chameleons are arboreal (live in the treetops) so they will feel vulnerable on the ground!
- To create little chameleon highways and bridges, use a glue gun and glue sticks directly to glass of aquarium! (It comes off with soap/water!)

FOLIAGE

- For privacy and to collect water droplets so they can lap them off the leaves. LOTS of foliage is vital!
- You can also adhere aquarium (fish) wall paper on the outside of the perimeter of the enclosure to provide extra privacy.

WATER (DRIP SYSTEM)

- You must spray down the enclosure several times a day, with enough water so it collects on leaves so the chameleon can drink.
- Chameleons do not drink from standing water (bowls) some may be taught but it is unnatural and they require humidity from misting down the enclosure.
- You can also place ice cubes on the top and allow them to drip down onto leaves so the chameleon can drink or, place a paper cup in the top with a small hole on the bottom allowing the water to gradually drip out.
- WATER IS VITAL TO A CHAMELEONS HEALTH!

THERMOMETER/ humidity gauge

UVA/UVB fixture/bulb

BASKING fixture/bulb (should have 90degree basking spot & cool zone mid 70's)

- If a chameleon is allowed to get TOO CLOSE to the heat source it can get a THERMAL BURN. The chameleon should not be allowed to get too close to the heat source. (Heat source should be at least one foot away from the chameleon)

CALCIUM/Vitamin Supplement:

- Every chameleon requires a calcium & multivitamin supplement!