



A Pawsome Place for Healthy Pets

If you're a pet owner, your four-legged friend is part of the family. And as with any family member, you want them healthy, happy, and feeling their best. Nilla's Tub DIY Dog Wash and Health Food Store gives pet parents the tools, products, and guidance to do exactly that.

Part do-it-yourself dog wash and part health food store for dogs and cats, Nilla's Tub—located at 211 Landmark Dr. in Normal—is owned by Karley Eash, who is committed to helping people give their pets the best possible life. With four rescue dogs of her own, she also fosters dogs regularly, helping to place them in “forever homes.” Karley’s love for animals is evident the moment you walk through the door. Her crew of tiny “store ambassadors” is usually there to greet you, adding to the warm, inviting atmosphere.

Nilla's Tub was founded on the belief that proper nutrition + a non-toxic environment = healthier pets. Everything in the store—from food, treats, and supplements to bathing products and toys—meets Karley's strict standards.

Products are organic where possible, sourced from whole-food ingredients, and free of artificial colors, flavors, animal by-products, and chemical additives. “We work mostly with small companies dedicated to sustainable practices, ethical treatment of animals, meticulous ingredient sourcing, and transparent manufacturing. The manufacturing process is a crucial factor in food quality,” Karley says.

Fresh & Healthy

It's widely known that humans benefit from diets rich in fresh foods and low in highly processed items. The same is true for our pets. While it's easy to pick up a bag of dry food (kibble) from a big-box retailer, more pet owners are seeking healthier options—and Nilla's Tub is here to help.

Choosing pet food can be challenging. Thirty years ago, the decision was simple—most owners chose between kibble or canned food. Today, there are fresh, raw, freeze-dried, air-dried, dehydrated, and specialized diets, all competing for attention. Big pet food companies add to the confusion with glossy packaging, compelling commercials, and marketing that can be misleading, making it hard to know what's truly healthy.

“Most people don't have time to dig into what's really in their pet's food or how it's manufactured,” Karley says. “That's where we can help. Labels are misleading. Many owners think they're feeding a high-quality diet, but when you look at the ingredient label, it's often not at all what it seems.” Karley enjoys guiding pet owners through their choices. “I love sitting down with customers and finding products that work best for their situation. And no matter what type of food you feed, it's almost always beneficial to incorporate as much fresh food as possible.”



Raw & Whole-Food Alternatives

Raw food is the fastest-growing segment of the pet food industry, largely because people are realizing that less-processed diets are healthier—just as they are for humans—and better nutrition may help pets live longer and reduce disease risk. Some owners turn to raw food because their pets struggle with chronic allergies, itching, or digestive issues. While you'll want to consult your vet to rule out underlying medical causes, diet is often a major factor.

Commercial raw food—available as frozen or freeze-dried patties, nuggets, or small bites—is safe, easy to use, and formulated for balanced nutrition. Dehydrated, air-dried, and gently cooked options offer similar benefits. “Raw feeding isn’t a magic pill,” Karley says. “But owners usually notice fewer skin problems, shinier coats, and smaller, less-smelly poop!”

Demand for raw food has grown steadily, and even big pet food companies are entering the raw and fresh-food segment—not because they suddenly value nutrition, but because they see profit potential. Karley sees this every day at Nilla’s Tub. “We’re one of the only holistic-focused pet health food stores in the area, and we carry many brands you won’t find elsewhere. Some customers even drive from Peoria, Champaign, and Springfield to get the brands we carry.”

“Raw food isn’t the right choice for every dog or household, so we also offer alternatives that deliver many of the same whole-food benefits,” Karley explains. Many pet owners stick with traditional kibble because it’s convenient, affordable, and easy to store. However, most kibble is cooked at extremely high temperatures, which destroys many naturally occurring vitamins, minerals, amino acids, enzymes, and probiotics. Manufacturers then add synthetic versions back in, but these isolated nutrients are often hard for a dog’s body to recognize and absorb and can be less effective—or even problematic—when they don’t work together the way they naturally do in whole foods. That’s why Nilla’s recommends and carries Nature’s Logic and Carna4, the only kibbles made entirely from whole-food ingredients, providing dogs with naturally balanced nutrition their bodies can actually use.



Treats & Chews: More Than Just a Snack

Quality treats are just as important as quality food. A good chew supports dental health, satisfies natural instincts, and helps prevent boredom (and the destructive behavior that comes with it). Nilla’s best selling chew? Bully sticks - all-natural, long-lasting, and highly digestible. Other favorites include goat horns, beef cheek rolls, and yak chews.

The treat display looks like a candy shop for dogs, with dozens of options in clear containers, making it easy for pets (and their humans!)



to pick the perfect snack. Karley says, "Treats aren't just rewards—they're part of your pet's overall well-being."

Holistic Health & Supplements: Supporting Wellness from the Inside Out

Nilla's Tub offers more than just high-quality food and treats—holistic health is a priority. Many pet parents turn to CBD for anxiety, stress, joint pain, inflammation, skin issues, or general wellness. But the industry is crowded and poorly regulated. At Nilla's Tub, they've done the research and only carry trusted brands like Pet Releaf, which are USDA Organic, NASC-certified, full-spectrum, and third-party tested. Choosing the right CBD product means better results and no wasted money.

The store also offers supplements for digestion, skin and coat health, joint function and overall wellness. Popular options include probiotics, digestive blends, and skin supplements rich in Omega-3 fatty acids. Raw Goat's Milk is a favorite for its probiotics, easily digestible protein, and immune-boosting nutrients while bone broth is packed with collagen, glucosamine, and minerals for joints, gut health and hydration. Trusted brands like Green Juju and Herbsmith use whole food ingredients to provide effective holistic support. Karley explains, "Supplements aren't a replacement for good nutrition—they're an important addition to help pets thrive and address specific health needs."

DIY Dog Wash

The front of the store features frozen and freeze-dried raw food, treats, and accessories; the back houses the DIY dog-wash and grooming area—a calm, clean "spaw" alternative to bathing at home.

The wash area includes three tubs with rubber mats, tethers, swiveling hoses, and aprons for easy, safe bathing. Natural shampoos and conditioners tackle shedding, anxiety, dry skin, and more, with brushes, towels, and hand-held dryers provided. Karley also offers ear cleaner, wipes, nail clippers, and a Dremel for smoothing nails.

The full DIY wash is just \$15 for any size dog and no appointment is needed. "We haven't raised our rates in eight years," Karley says. "It's an affordable, stress-free way to keep pets clean and happy."

Caring for Pets Like Family

Karley's love for pets—and her knowledge of nutrition and care—are what keep Nilla's Tub thriving. "We're a small business with a great customer base," she says. "People like coming into a store that isn't wall-to-wall pet products—that's overwhelming. I love getting to know our customers and their pets and offering products and suggestions that keep their animals healthy and happy."

"I treat other people's pets like my own—honestly, my dogs eat better than I do! The most rewarding moments are when someone comes in for help, and later tells me they've seen a positive change. That's the ultimate reward."

Nilla's Tub is located at 211 Landmark Dr., Ste B-1 in Normal. They are open

Wed – Sat 11-5, Sunday 11-3. For more information, you can call or text 309-451-9274, e-mail nillastub@gmail.com, or visit them online at www.NillasTub.com