



FOR IMMEDIATE RELEASE  
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## PURE AND NATURAL PET LAUNCHES TEN NEW PRODUCTS FOR SUPERZOO

**Ardsey, NY – August 9th, 2019** – Pure and Natural Pet, formerly Pura Naturals Pet launches nine new products across both of their brands; Pure and Natural Pet and Pro-Coat GROOMING.

Beth Sommers, President and Chief Merchandising Officer of the newly marketed Pure and Natural Pet stated, “We don’t typically launch this many new products mid-year, so we’re excited to head into SuperZoo with new products that complement our current successful line-up. Our focus is and always has been our ingredients and pet wellness. At SuperZoo, customers will see the same friendly faces and products they’ve grown to love at our booth #3159. Our new products will resonate with retailers as they address the many product requests we are always reviewing.”

Eight new products are being introduced to Pure and Natural Pet’s grooming and wellness category. The 4 new shampoos include a **2-In-1 Grain Free USDA Certified Organic Shampoo & Conditioner** in Lavender and Mint that’s ideal for pets with allergies. Other new additions to the line include our USDA Certified Organic **Itch Relief Shampoo** with Neem and Niaouli and time saving **4-In-1 Daily Shampoo** in Lavender & Chamomile that cleans, conditions, detangles and moisturizes, and a new **Unscented Tearless Cat Shampoo** is perfect for cats and kittens who are ready to take the plunge.

Two new oral care options expand the award-winning USDA Certified Organic Dental Solutions line with a convenient **Plaque & Tartar Control Breath Spray** and an easy to use air pump **Dental Gel** in clean mint.



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Within our natural cleaning category, we have added a flushable **Grooming & Cleansing Wipe** in a soothing Green Tea scent and an enzyme free **Fragrance-Free Stain & Odor Eliminator Spray** that is endorsed by the national Carpet & Rug Institute with their Seal of Approval for superior carpet cleaning products.

Pro-Coat GROOMING has added two new products; our **Ear Cleansing Wash** to reduce wax build up and remove debris and a latex free disposable **Dental Swab** that cleans and stimulates gums.

For information on the all-natural and certified organic products at Pure and Natural Pet, visit our websites at [PureandNaturalPet.com](http://PureandNaturalPet.com), and [ProCoatGrooming.com](http://ProCoatGrooming.com) or call a customer service representative at (844) 698-4367.

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### **About Pure and Natural Pet & Pro-Coat GROOMING**

Pure and Natural Pet is dedicated to delivering the highest quality products using the best ingredients the Earth has to offer. Our passion is the health and happiness of our 4-legged family members. Our products are USA Made, cruelty free, non-toxic and made with food grade ingredients. This passion and philosophy flow through everything we do in putting your pet's health first.

Pro-Coat GROOMING was developed specifically for groomers; timesaving, issue specific products that facilitate the diverse needs of their clientele.

Our mission is simple: The desire to help pets live longer, healthier lives. Our dedication to quality in both ingredients and manufacturing gives us the ability to ensure that you are using a product with no skin irritants or chemicals that nature itself designed to be effective and safe.

We use American factories that engage in environmentally friendly practices and comply with product quality standards and strict guidelines.



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