



FOR IMMEDIATE RELEASE
CONTACT Julie Creed
JCreed@PureAndNaturalPet.com
844-698-4367 ext 709

PURE AND NATURAL PET APPOINTS RORIE GERSCHWER AS CHIEF ADMINISTRATIVE OFFICER

Norwalk, CT – August 15th, 2019 – Pure and Natural Pet is growing and has added the post of Chief Administrative Officer. With 20 years of experience in establishing start-up operations in the hedge fund industry, Rorie Gerschwer has been chosen to fill this role. Most recently, Rorie worked in the home warranty industry enabling the Business Development and Account Management departments to thrive.

Beth Sommers, President and Chief Merchandising Officer of Pure and Natural Pet stated, “I previously worked with Rorie and she brings decades of critical experience which will help us continue to grow. She will be a tremendous asset and I am thrilled that she is joining the team.”

Rorie's role at Pure and Natural Pet will focus primarily on overseeing day to day operations and streamlining processes while the business grows. She will have key interaction with all department heads.

“I was taken aback by the lack of quality in our food supply, including snacks for my 3 children and my 3 four-legged children. I quickly mobilized as an adherent of all things organic, including grooming and health and wellness products for my pets. If we start off on the right paw, we avoid health complications down the road. I’m excited for this opportunity to further grow Pure and Natural Pet, a brand I’ve long supported with my own family pets.”



844-698-4367 | PureAndNaturalPet.com



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

###

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; time-saving, 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.



844-698-4367 | PureAndNaturalPet.com