



PURA NATURALS PET™ APPOINTS NEW VICE PRESIDENT OF SALES & MARKETING

Providence, RI – April 20th, 2017 – Pura Naturals Pet a leader in earth conscious pet products is rapidly expanding its sales and marketing efforts to support the companies new strategic initiatives. To aid in the endeavor, they brought in the expertise of Julie Creed as their VP of Sales & Marketing. Ms. Creed worked independently and was contracted to aid in the initial launch of Pura Naturals Pet last year. She is now joining the team full time to spearhead their sales and marketing efforts.

Creed brings over 25 years of experience to the position, including a strong background in consumer products. Her ability to identify, develop and implement category and brand building strategies has assisted the companies she has worked with grow globally; including well renowned companies Hilton Hotels, The North Face, and Star Trac Fitness.

Beth Sommers, President and Chief Merchandising Officer of Pura Naturals Pet stated “Julie has the experience needed to continue to move forward with our aggressive sales and marketing plan. She will be instrumental in launching new products and formulating strategic partnerships.”

Julie Creed commented “I’m excited to join the company in this new role and work with a team that has the same level of passion – it’s a great fit! Beth and her vision of exceptional, eco-friendly, products with a focus on making a pet’s health the priority, is why came back to this industry that I love. Having everything made and source here in the U.S. is an important commitment I respect, and we will continue to honor.





We will be adding new educational and touch point programs for our retailers and consumers. We're also actively adding and reviewing new Sales Reps and Distributors to facilitate our growth and best support our retailers. We'll announce some exciting news in the near future."

For more information on Pura Naturals Pet, visit puranaturalspet.com or call customer service at (844) 698-4367 or visit us at **SuperZoo Booth #1817**

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About Pura Naturals Pet

Pura Naturals Pet is dedicated to delivering the highest quality pet products using only the best materials the earth has to offer. That dedication means we deliver USDA certified organic ingredients, plant based foams and plastics, biodegradable elements that have amazing natural properties; like Rice Hulls - in every product. We pride ourselves on *"Making Happier and Healthier pets, for a Happier and Healthier You."*

