



FOR IMMEDIATE RELEASE
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PURE AND NATURAL PET RECEIVES A 2019 INTERNATIONAL LUX AWARD FOR BEST ORGANIC PET WELLNESS & GROOMING PRODUCTS – USA

Norwalk, CT – Jan 6th 2020 – Pure and Natural Pet wins their second international LUX Award. The European LUX Award is from specialty lifestyle magazine *LUX Life*, that showcases the-best-of-the-best luxury products in a variety of categories from Beauty, Hospitality, Fashion, Lifestyle and Pet. Lux features some of the world’s most internationally renowned brands and boasts a circulation of 238,000 spanning over 170 countries.

The award is for corporation’s in fast emerging markets that are at the forefront of cutting-edge technology and drive sales by inspiring their customers and building brand loyalty. Innovative companies that have fresh and responsive ways to interact and relate to their customers and understand the changing ways of their market.

Beth Sommers, Pure and Natural Pet President & Chief Merchandising Officer said "We launched a lot of new functional grooming products in 2019 with a focus on organic and natural ingredients. We’re honored to be recognized internationally as a leader in the USA and receive a LUX Award for our entire brand as we’ve significantly grown internationally this year. This is a great way to start 2020."

To find out more about the prestigious LUX Awards, please visit <http://www.lux-review.com/winners/pure-and-natural-pet/>.

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

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About Pure and Natural Pet

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.

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.

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.

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About Pure and Natural Pet & Pro-Coat GROOMING

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

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