



FOR IMMEDIATE RELEASE
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PURA NATURALS PET® PRESIDENT, BETH SOMMERS RECEIVES DISTINGUISHED 2017 ICON AWARD

Providence, RI – June 30th, 2017 – Pura Naturals Pet is honored to announce that Beth Sommers, President and Chief Merchandise Officer of Pura Naturals Pet is a recipient of the revered **2017 *Pet Age* ICON Award** for her 20+ years of service in the pet industry.

This highly regarded award is bestowed on select industry professionals who have shown a long-term commitment to the success of the pet industry based on experience, integrity and leadership.

<http://www.petage.com/petageevent/icon-awards/>

“I’m thrilled to be part of such an esteemed group of people who are working to better our industry and be the voice for animals. I feel so lucky to work in the pet industry, and to receive an award for what you love it do is certainly an added gift. Thank you to Pet Age for this treasured award.”said, Beth Sommers, President of Pura Naturals Pet.

Pura Naturals Pet specializes in the development of organic and natural products that encompass grooming, health & wellness, pads, stairs and bowls.

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Julie Creed, VP of Sales & Marketing stated “It’s wonderful to witness the industry honor of what our team is privileged to experience daily. Beth’s passion for pets truly resonates from within - you see it when she talks about pets, looks at an animal, and with the commitment she’s made to creating eco-friendly products.”

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 products using only the best ingredients the Earth has to offer. Our product development team works tirelessly each day to find better ingredients, use renewable and Earth friendly sources, create more effective formulas, and develop innovative products. Our passion is the health and happiness of our 4-legged family members. All of our products are made in the USA, cruelty free, non-toxic and made with food grade ingredients. This passion and philosophy flow through everything we do making it easy to put 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.

All of our products are Made in the USA. We use American factories that engage in environmentally friendly practices and comply with product quality standards and strict guidelines.



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