



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

PURE AND NATURAL PET RECEIVES MULTIPLE INDUSTRY PRODUCT AWARDS

Norwalk, CT – January 7th, 2020 – Pure and Natural Pet capped off a successful 2019 by announcing it was named the winner of 4 additional trade awards. These awards were bestowed for innovative, must-have pet products in natural grooming after Editors’ reviewed and tested numerous products and unveiling their top picks.

The awards included: *Pet Business* “Industry Recognition Award Winner” for the Flea & Tick and Shampoo & Conditioner categories, *Pet Product News* “Editors’ Choice Award” for the Sweet Orange and Coconut Shed Control Shampoo and *Pet Insights* “Category Captains” Award for Natural Grooming. The respective honors came despite some stiff competition from many other vendors.

Beth Sommers, President and Chief Merchandising Officer stated “It’s a real honor to receive this type of recognition since so many new products flood the market every year. We’re pleased Pure and Natural Pet is resonating with our industries respected Editors as their top products. This sets us up nicely as we head into 2020, and our prep for Global Pet as a brand that retailers need on their shelves.”

Pure and Natural Pet offers a full line of functional organic grooming and wellness that makes life easier for both pet and owner. 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

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.



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