



FOR IMMEDIATE RELEASE
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PURA NATURALS PET ANNOUNCES PARTNERSHIP WITH INDEPENDENT PET PARTNERS FOR NEW GROOMING LINE

Ardley, NY – March 6th, 2019 – Pura Naturals Pet announces exclusive Grooming Program with Independent Pet Partners (IPP). IPP is one of the fastest growing retailers with over 162 stores nationwide with further growth anticipated in 2019.

Brian Taus, Senior VP of Sales with Pura Naturals Pet said “IPP is known for quality and service with a myriad of retail brands under their impressive umbrella. Pura Naturals Pet is thrilled to be IPP's manufacturer of choice for Wildsaint, their new in-house exclusive grooming brand.”

Wildsaint is eco-friendly and all-natural. These meticulously formulated products are made with only the finest ingredients and address all pet grooming needs. The new products encompass over a dozen SKU's and include options for Shampoos, Conditioners, Tearless Facials as well as other customized treatments.

“IPP is committed to providing the best in natural grooming for our customers and will be doing so with our Wildsaint in-house exclusive grooming brand. Our relationship with Pura Naturals Pet supports our mission for using sustainable products and providing healthy grooming options. Pura Naturals Pet is a champion of natural ingredients in our industry, so this partnership is a win-win for our company and customers. This is a shining example of how we plan to partner with vendors that share our values and are committed to providing the best in pet across products and services.” stated Jeff David, CEO of IPP.



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

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About Pura Naturals Pet

Pura Naturals 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.

About IPP / Independent Pet Partners

Independent Pet Partners (IPP) based in New York City owns and operates high-end retail pet stores and grooming salons including Kriser's Natural Pet, Chuck & Don's, Natural Pawz, Whole Pet Central, Especially for Pets, dogma, Bark! Pawsitive Petfood, Pet Source - all leaders in their respective markets across the USA.



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