



FOR IMMEDIATE RELEASE  
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## LEAPING BUNNY CERTIFICATION AWARDED TO PURA NATURALS PET FOR CRUELTY-FREE PRODUCTS

Providence, RI – July 14<sup>th</sup>, 2017 – Pura Naturals Pet is proud to announce they are Leaping Bunny Certified, a designation that upholds the highest standards of compassion for animals in consumer products. Ambiguous claims can make it difficult to know which among your favorite brands test on animals (at any level) – and which ones don't. Pura Naturals Pet is committed to producing eco-friendly pet products that are ethically made from start to finish, because cruelty-free is the only way to be.

“It was important for Pura Naturals Pet to be Leaping Bunny Certified for ethical manufacturing. Our love and compassion doesn't end with our pets, we love all animals and that is why we pledge to be cruelty-free with all of our products.” stated Beth Sommers President and Chief Merchandising Officer.

At Pura Naturals Pet we are dedicated to delivering the highest quality products using only the best ingredients the Earth has to offer. All of our products have been human tested and pet approved. Our products are made in the USA with ingredients that are non-toxic and made with human grade ingredients (most to food grade standards). 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.

As a consumer, you can do your part by paying attention to the products you're purchasing and the companies you support. By choosing cruelty-free brands you are telling the animal testing industry



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that it won't be tolerated. The Leaping Bunny Program set the gold standard for certifying company's cruelty-free and free of animal testing. They work closely with brands to help make shopping for animal-friendly products accessible and trustworthy. Their approved shopping guide features an ever-expanding list of cruelty-free companies. The power is with the consumer.

Seeing the Leaping Bunny Certification on your product ensures that your favorite brands are cruelty-free. Holding everyone accountable at each level of development ensures that animal testing is never a factor in production. Companies that have taken the pledge to create cruelty-free products must also be open to independent audits and recommit to the program annually.

For more information on Leaping Bunny, visit [LeapingBunny.org](http://LeapingBunny.org). For information on Pura Naturals Pet visit [PuraNaturalsPet.com](http://PuraNaturalsPet.com) or call customer service at (844) 698-4367. **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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