



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

PURA NATURALS PET LAUNCHES 1-TREE PLANTED ECO PROGRAM FOR EARTH DAY

Ardsey, NY – April 22nd, 2019 – Pura Naturals Pet celebrates Earth Day with inaugural “Team Green” program that furthers their recycling and sustainability endeavors. This includes a **1-Tree Planted** initiative for their USDA Certified Organic Tea Tree & Peppermint Shampoo and Conditioner.

We’re doing more than replacing office lightbulbs and placing an extra recycling bin. We are champions of organic pet wellness and believers that great products can do amazing things. Our award-winning Tea Tree & Peppermint Shampoo and Conditioner not only heal canines’ sensitive skin, but now serves as a tool to reverse deforestation and help restore habitats for animals when retailers or consumers purchase this combo pack. We’re making an impact to increase corporate social responsibility by planting trees with amazing projects around the world!

Julie Creed, VP of Sales and Marketing stated “Pura Naturals Pet is eco-friendly and looks for unique ways to continually improve our global footprint. Team Green provides the platform to expand our recycling and corporate sustainability efforts. With 1-Tree Planted, it’s a multi-faceted approach with specific products that are tethered to planting a tree. We have employees rolling up their sleeves and planting trees in specific markets from the boroughs of New York



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to the beaches along the California Coast. We are also encouraging our retail customers to purchase our Tea Tree & Peppermint Shampoo and Conditioner combo pack that is earmarked with the 1-Tree Planted logo. Proceeds from the sale of these combo packs will be used to help fund our tree planting initiative.”

The stats are staggering;

- 700 pounds of paper are used by the average U.S citizen annually.
- 80,000 acres of forest disappear from Earth daily.
- Tropical forest destruction accounts for about 20% of current greenhouse gas emissions.
- 80% of the world’s terrestrial plants and animals live in forests and are losing their habitats to deforestation.

“From our local parks to national forests, our families, pets and the environment all rely on trees. Our goal is to plant hundreds of trees for future generations in conjunction with the U.S. Forest Service and amazing reforestation partners around the world.” added Creed.

The benefit of planting trees is felt long term. Trees reduce the amount of storm water runoff, which reduces erosion and pollution in our waterways and may reduce the effects of flooding. Many species of wildlife also depend on trees for their habitat. Trees also provide protection and homes for many birds and mammals.

For information on Pura Naturals Pet all-natural and certified organic products and the different ways we are committed to recycling and conservation, please visit our website at PuraNaturalsPet.com/Sustainability 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.

