



FOR IMMEDIATE RELEASE
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PURA NATURALS PET RECEIVES INTERNATIONAL LUX AWARD FOR BEST ORGANIC PET CARE - USA

Ardasley, NY – October 5th 2018 – Pura Naturals Pet wins big with an international LUX Award. The LUX Award is from a European specialty lifestyle magazine *LUX Life*, that features some of the world's most internationally renowned brands. It boasts a circulation of 238,000 spanning over 170 countries.

The award is for corporation's in fast emerging markets that are at the forefront of cutting-edge technology and drive sales by inspiring their customers and building brand loyalty. Innovative companies that have fresh and responsive ways to interact and relate to their customers and understand the changing ways of their market.

Beth Sommers, Pura Naturals Pet President & Chief Merchandising Officer said "We're thrilled to be recognized Internally and receive a LUX Award for our entire brand as a whole. The fact that they have distinguished a category for organic pet care in the U.S. says a lot of how globally the trade looks to the USA to further support organic pet wellness."

To find out more about the prestigious LUX Awards, and the dedicated establishments that have been selected please visit <http://www.lux-review.com/> where you can view the full winners list.

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.



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