



FOR IMMEDIATE RELEASE
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PURA NATURALS PET WINS FIVE MAJOR AWARDS FOR SHAMPOOS & CONDITIONERS AND WELLNESS PRODUCTS

Ardasley, NY – May 23rd – Pura Naturals Pet wins 2 prestigious *Pet Insight Vanguard Awards* in two categories: Shampoos & Conditioners and Ear Cleaning. The Vanguard Award recognizes leaders in the pet industry who bring innovative products to market, create favorable business climate and have created category growth.

Beth Sommers, President and Chief Merchandising Officer stated “We are thrilled to win two Vanguard Awards in two different categories. We’ve really added significant SKU’s within our Shampoos and Conditioners; both with our Pura Naturals Pet brand and new Pro-Coat GROOMING brand that was developed specifically for groomers. Retailers have long favored our Ear Cleansing and it’s wonderful to see that our line extension of the Ear Wash has resulted in a win within the Ear Cleansing category.”

Pura Naturals Pet also received 3 *Family Choice Awards* for their new all-natural Sweet Orange and Coconut Shed Control Shampoo, Flea & Tick Wipes for dogs and flushable Tear Stain Removing Under Eye Wipes.

The Family Choice Awards recognize the best products, services and resources for all members of a family including our cherished pets. This awards program, now in its 19th year, is one of the most coveted, family friendly consumer awards program in the nation.



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“We’ve worked really hard to develop new ingredient focused products that are solution driven that resonate with our retailers and their customers. All with keeping the safety of our pets and the environment in mind.” added Sommers.

For information on Pura Naturals Pet visit our website 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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