



## Healthy Pet | Happy You

Pure and Natural Pet™ is dedicated to delivering the highest quality products using only the best materials the Earth has to offer.



## Marketing Partnership

844-698-4367 | [PureAndNaturalPet.com](http://PureAndNaturalPet.com)



# How We're Different

Pure and Natural Pet delivers USA Made, earth conscious pet products that are USDA Certified Organic. It's everything you need – and nothing you don't!

**No GMO's**  
**No Sulfates**

**No Chemicals**  
**No Dyes**

**No Parabens**  
**No Perfumes**

**Sulfates** is a synthetic ingredient that causes lather. They can also **cause eye, skin and lung irritants** and are known for **causing cancer** in animals.

<https://responsibletechnology.org/gmo-education/genetically-modified-gm-ingredients-in-pet-foods-dogs-cats-at-risk/>

**GMO's** / Genetically Modified Organisms have been tied to increased allergies by the CDC/Center for Disease Control. Some GMO's have **caused liver, kidney and other internal organ damage**, as well as **tumors to develop** in animals.

<https://www.dogsnaturallymagazine.com/3-dangerous-ingredients-in-your-dogs-shampoo/>

**Parabens** are a cheap preservative to prolong product shelf life and stop shampoos from developing fungal growth. Parabens can be absorbed by the skin. They are an **endocrine disruptor** with **harmful effects on the developmental, reproductive and neurological systems**.

<https://www.acs.org/content/acs/en/pressroom/presspacs/2018/acs-presspac-march-7-2018/how-cats-and-dogs-are-consuming-and-processing-parabens.html>



# Our Certifications

**Our USDA Certified Organic products adhere to strict federal guidelines which address many factors including soil quality, animal practices, pest and weed control, and the use of additives.**

Pure and Natural Pet is proud to manufacture USDA Certified Organic products and support organic legislation.





# Our Certifications

Our added certifications are our commitment to environmentally safe and ethically manufactured products for your family pets.



The Leaping Bunny logo is the only internationally recognized symbol guaranteeing that **no animal testing** was used in the development of the product.



CERTIFIED ORGANIC  
BY ECOCERT ICO

ECOCERT is an organic certification organization, founded in France in 1991. It is based in Europe but conducts inspections in over 80 countries, making it one of the largest organic certification organizations in the world.



The Pet Sustainability Coalition accelerates environmental and social sustainability in the pet industry with education, implementation tools, and collaboration. PSC promotes collaboration with the pet industry prioritizing business minded solutions for eco improvements.



The Organic Trade Association promotes and protects ORGANIC with a unifying voice that serves and engages its diverse members from farm to marketplace. OTA's vision is to grow organic to achieve excellence in agriculture and commerce, protect the environment and enhance community well-being.



# Why USA Made

We are proud to be an American company and manufacture in the USA. In order to claim a product is “Made in the USA,” you must comply with strict regulations set forth by the Federal Trade Commission (FTC). Complex labeling standards also apply if an American flag or map is used on packaging to imply the country of origin.





























## USA made means many things:

- Safe manufacturing and labor laws
- Bolstering our American economy
- Commitment of keeping jobs in the USA
- Improving our eco footprint
- Reliable shipping with less emissions



# Ingredients Matter

We are believers in using the right natural ingredients. Organic Oils and Extracts that pose a variety of healing properties to ensure our products not only smell and feel good – but are GOOD for your pet and the environment.

 <p><b>Aloe Barbadensis (Aloe Vera) Leaf Extract</b></p> <ul style="list-style-type: none"> <li>•Accelerates wound healing</li> <li>•Reduces infection</li> <li>•Natural moisturizer</li> <li>•Adds shine</li> </ul>	 <p><b>Avocado Oil</b></p> <ul style="list-style-type: none"> <li>•Soothes &amp; nourishes damaged skin</li> <li>•Hydrates fur</li> <li>•Relieves itching &amp; dryness</li> </ul>	 <p><b>Beeswax</b></p> <ul style="list-style-type: none"> <li>•Natural moisturizer</li> <li>•Reduces dryness</li> <li>•Does not clog pores</li> </ul>	 <p><b>Cedar Oil</b></p> <ul style="list-style-type: none"> <li>•Natural pesticide &amp; insect repellent</li> <li>•Supports healthy skin</li> <li>•Relaxing effect</li> <li>•Antibacterial properties</li> </ul>
 <p><b>Castile Soap</b></p> <ul style="list-style-type: none"> <li>•Removes dirt and oils</li> <li>•Gentle for sensitive skin</li> <li>•Helps calm eczema</li> <li>•Antibacterial properties</li> </ul>	 <p><b>Hydrogenated Castor Oil</b></p> <ul style="list-style-type: none"> <li>•Odorless</li> <li>•Insoluble in water</li> </ul>	 <p><b>Calendula Extract</b></p> <ul style="list-style-type: none"> <li>•Natural moisturizer</li> <li>•Treats fungal infections</li> <li>•Calms skin irritations</li> <li>•Promotes healing</li> </ul>	 <p><b>Chamomile Extract</b></p> <ul style="list-style-type: none"> <li>•Natural anti-inflammatory</li> <li>•Relieves eczema and dry skin</li> <li>•Skin repairing properties</li> <li>•Helps retain moisture</li> </ul>
 <p><b>Cinnamon Oil</b></p> <ul style="list-style-type: none"> <li>•Antibacterial properties</li> <li>•Anti-inflammatory</li> <li>•Helps slow or stop bacteria growth</li> <li>•Mouth freshener</li> </ul>	 <p><b>Citronella Oil</b></p> <ul style="list-style-type: none"> <li>•Natural insect repellent</li> <li>•Reduces unwanted odors</li> <li>•Reduces inflammation</li> <li>•Anti-microbial &amp; anti-fungal properties</li> </ul>	 <p><b>Clove Oil</b></p> <ul style="list-style-type: none"> <li>•Antifungal &amp; antiseptic</li> <li>•Natural flea &amp; insect repellent</li> <li>•Anti-inflammatory</li> </ul>	 <p><b>Saponified Organic Coconut Oil</b></p> <ul style="list-style-type: none"> <li>•Calms itchy dry skin</li> <li>•Moisturizes skin and coat</li> <li>•Reduces inflammation</li> <li>•Natural antibacterial &amp; anti-fungal</li> </ul>
 <p><b>Guar Gum</b></p> <ul style="list-style-type: none"> <li>•Natural Thickener</li> </ul>	 <p><b>Hemp Seed Oil</b></p> <ul style="list-style-type: none"> <li>•Natural moisturizer</li> <li>•Anti-inflammatory</li> <li>•Improves skin &amp; coat</li> <li>•Reduces shedding</li> </ul>	 <p><b>Jojoba Oil</b></p> <ul style="list-style-type: none"> <li>•Natural cleanser</li> <li>•Moisturizing properties</li> <li>•Restores dried &amp; cracked skin</li> <li>•Reduces inflammation</li> </ul>	 <p><b>Lavender Extract</b></p> <ul style="list-style-type: none"> <li>•Relieves itching &amp; eczema</li> <li>•Soothes softens &amp; hydrates</li> <li>•Antiseptic &amp; anti-inflammatory</li> <li>•Natural insect repellent</li> </ul>
 <p><b>Neem Oil</b></p> <ul style="list-style-type: none"> <li>•Natural pesticide</li> <li>•Skin protectant</li> </ul>	 <p><b>Oatmeal Extract</b></p> <ul style="list-style-type: none"> <li>•Relieves eczema and dry skin</li> <li>•Natural moisturizing cleanser</li> <li>•Antioxidant &amp; anti-inflammatory</li> <li>•Ideal for sensitive skin</li> </ul>	 <p><b>Olive Oil</b></p> <ul style="list-style-type: none"> <li>•Conditions &amp; moisturizes skin</li> <li>•Adds shine to coat</li> </ul>	 <p><b>Peppermint Oil</b></p> <ul style="list-style-type: none"> <li>•Natural repellent</li> <li>•Reduces fur &amp; skin infections</li> <li>•Moisturizes dry skin</li> <li>•Fights cavities &amp; freshens breath</li> </ul>
 <p><b>Rosemary Oil</b></p> <ul style="list-style-type: none"> <li>•Anti-inflammatory &amp; antibacterial</li> <li>•Thickens fur</li> <li>•Natural insect repellent</li> <li>•Removes odors</li> </ul>	 <p><b>Shea Butter</b></p> <ul style="list-style-type: none"> <li>•Sooths, softens &amp; hydrates skin</li> <li>•Natural sun protectant</li> <li>•Heals rough patches</li> <li>•Relieves itchy skin</li> </ul>	 <p><b>Sodium Bicarbonate</b></p> <ul style="list-style-type: none"> <li>•Cleanser for teeth and gums</li> <li>•Antiseptic to help prevent infections</li> </ul>	 <p><b>St. Johns Wort Extract</b></p> <ul style="list-style-type: none"> <li>•Anti-inflammatory</li> <li>•Antiseptic</li> <li>•Treats minor cuts, burns &amp; paw irritations</li> </ul>
 <p><b>Tea Tree Oil</b></p> <ul style="list-style-type: none"> <li>•Soothes &amp; protects skin</li> <li>•Natural cleanser</li> <li>•Helps unclog follicles</li> <li>•Prevents topical bacteria</li> </ul>	 <p><b>Thyme Oil</b></p> <ul style="list-style-type: none"> <li>•Anti-fungal</li> <li>•Relieves rashes &amp; eczema</li> <li>•Helps heal wounds, cuts &amp; scars</li> </ul>	 <p><b>Vegetable Glycerin (Derived from Coconut Oil)</b></p> <ul style="list-style-type: none"> <li>•Retains the skin's natural moisture</li> <li>•Provides lubrication</li> <li>•Brings smoothness to coat</li> <li>•Hydrates Skin</li> </ul>	 <p><b>Vitamin E</b></p> <ul style="list-style-type: none"> <li>•Reduces inflammation</li> <li>•Natural moisturizer</li> </ul>

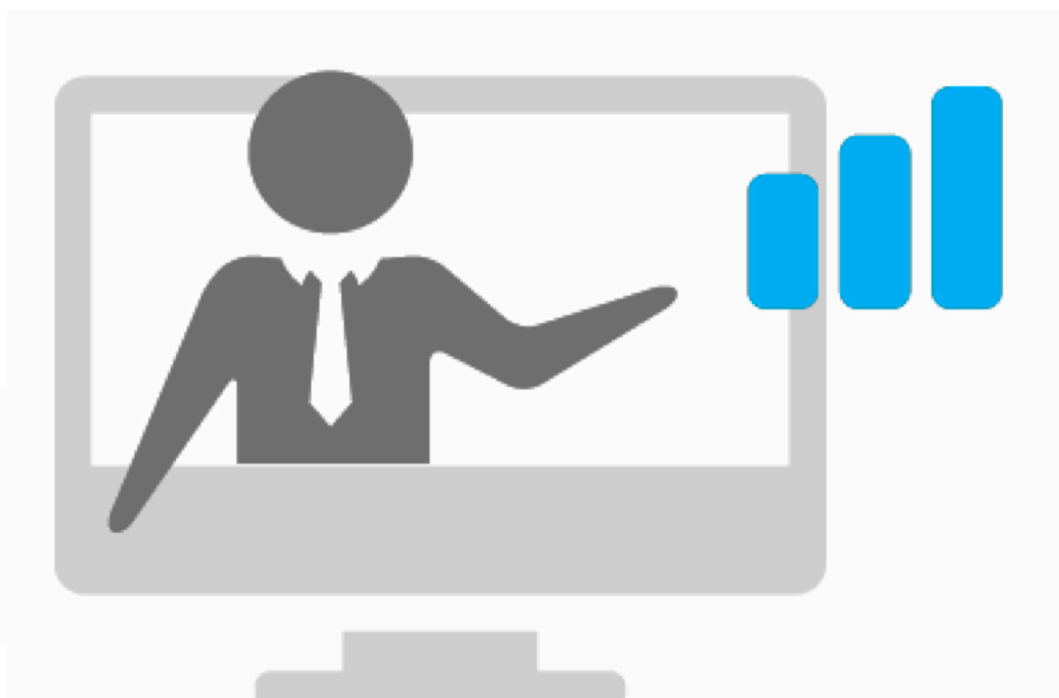




# Sales Training Webinar

To aid in the training of your sales group, the Pure and Natural Pet sales & marketing team will host comprehensive product webinars for your organization.

Webinar will be taped allowing others access that were not able to attend.



HOW CAN WE  
HELP YOU?







# Marketing & Collateral

Content Created for You





# Access to Digital Tools

We've created marketing and educational tools for you to use. **Our Pure and Natural Pet marketing elements are available online.** These are easily downloaded from our convenient web portal.

## PureAndNaturalPet.com/Media

Within the portal you have access to brochures, data sheets, educational documents, testimonials, social media posts, web banners, logos and product images in a variety of file formats for your print to web based needs.

The screenshot displays the Pure and Natural Pet logo at the top. Below it, the text reads "Collateral for **DOWNLOAD**". A paragraph states: "All Pure and Natural Pet marketing elements are available online to Pure and Natural Pet Dealers and the media and are accessible for download within our convenient Marketing Portal." This is followed by "SIMPLY ACCESS" and the URL "PureAndNaturalPet.com/Media". A list of available elements includes "Product Images | Digital Posters | Product Data Sheets | Logos and Icons | Press Releases & Blogs". The bottom section features images of Pure and Natural Pet products (shampoo, spray, and paw rescue) and a French Bulldog's face peering over a wooden ledge. At the bottom of the screenshot, the phone number "844.698.4367" and the website "pureandnaturalpet.com" are displayed.



# Educational Docs

By creating Educational Documents we have the opportunity to further educate, train and communicate *“the technology & science behind the product”* – going beyond content featured in the catalog, data sheets and website. **Allowing you to sell it better.**



The grid contains 12 thumbnails, each with a 'You asked, we answered' header and product details:

- 2-in-1 Grain Free Shampoo/Conditioner:** Includes ingredients like Aloe Vera, Chamomile, and Jojoba Oil.
- Organic Dental Solutions:** Includes ingredients like Organic Calendula Oil and Organic Chamomile.
- Pure Tiki Ear Cleansing System:** Includes ingredients like Aloe Vera and Chamomile.
- Tear Stain Removing Under Eye Wipes:** Includes ingredients like Chamomile Extract and Organic Calendula Oil.
- USDA Certified Organic Shampoo:** Includes ingredients like Organic Calendula Oil and Organic Chamomile.
- Waterless Foaming Shampoo:** Includes ingredients like Aloe Water and Organic Calendula Oil.
- Wipes For Any Needs:** Includes ingredients like Aloe Vera and Chamomile.



**Certified Organic Paw Rescue**

*You asked, we answered*

**Certified Organic Paw Rescue -** While paws are tough, they can take a punishment. Paw Rescue is your year round dog essential. From summer heat to salt in winter and rough terrain, Paw Rescue heals & restores damaged or sensitive paws.

**The Better Choice -** Our Paw Rescue is Certified USDA Organic and manufactured to "food-grade" standards. It's free of toxic chemicals and is safe if licked by your canine.

**Tips for Paws -** Wipe paws off in winter to ensure paws are clean of salt or debris. Examine paws after walks for thorns or burrs. If it's too hot for you to walk barefoot, it's too hot for your dogs paws.

**Product Tip—**Store in cool place. Product can liquify in extreme temps. Once cool, it will restore back to a salve. Massage Paw Rescue into your pups paws, it will relax your dog and promote better circulation.

**INGREDIENTS MATTER**

- Organic Hemp Oil —** used in skin care has NO psychoactive properties and helps alleviate dermatitis and inflammation of the skin.
- Organic Beeswax —** creates a barrier that seals moisture into the skin & serves as a natural protectant that soothes & hydrates.
- Organic Calendula Oil —** a great natural moisturizer for dry or split skin that promotes quick healing and reduces pain & inflammation.
- Organic Shea Butter —** nourishes and moisturizes. Remedies dry skin and helps protect the skin's natural oils.

**ORDER NOW!** 844-698-4367 PureAndNaturalPet.com

USDA ORGANIC, MADE IN USA, ECO FRIENDLY, HUMAN SAFE, Dog Friendly Five





A comprehensive 32-page catalog for Pure and Natural Pet products resides as a digital file in our web portal. It can be downloaded by you or your sales team.

DEET FREE

## BUG OFF!

KEEP UNWANTED PESTS AWAY



**Flea & Tick Canine Wipes**  
Item # PN206  
Active dogs need a lot of protection while outdoors. Our eco-friendly flushable wipes are DEET-Free, provide an added layer of protection and are a healthier option for flea & tick treatment. Made with skin soothing Cedar and Peppermint Oil. Safe for dogs 12 weeks and older.  
Size: 50 Flushable Wipes (7" x 7")



**Flea & Tick Natural Canine Shampoo**  
Item # PN208  
Safely and effectively kills and repels fleas & ticks. Our skin soothing formula is made with Organic Rosemary Oil, a natural antiseptic with superior disinfecting and moisturizing properties. Aromatic Cedar and Peppermint Oils are natural insect repellents.  
Size: 16 fl. oz.

04 | [info@pureandnaturalpet.com](mailto:info@pureandnaturalpet.com)



**Flea & Tick Canine Spray**  
Item # PN209  
Safe and effective. Kills fleas and repels ticks. Superior disinfecting and moisturizing properties. Aromatic Cedar and Peppermint Oils are natural insect repellents.  
Size: 16 fl. oz. (473mL)



PURE  
and Natural Pet™

844-698-4367 | [PureAndNaturalPet.com](http://PureAndNaturalPet.com)

Each product has a **downloadable data sheet** featured on our web portal.

<p><b>Fragrance Free Hypoallergenic Organic Shampoo</b></p> <p><b>WHY IT'S BETTER:</b></p> <ul style="list-style-type: none"> <li>USDA Certified Organic</li> <li>Made with Organic Oils</li> <li>Chemical Free</li> <li>Paraben Free</li> <li>Sulfate Free</li> <li>Formaldehyde Free</li> <li>No Phthalates, Dyes or Perfumes</li> <li>No Preservatives or Additives</li> <li>No Chemical Flaming Agent</li> <li>Made in the USA</li> </ul> <p><b>BENEFITS:</b></p> <ul style="list-style-type: none"> <li>Mildness &amp; soother</li> <li>Keeps your pet's coat shiny and soft</li> <li>Helps reduce itchy skin irritations</li> <li>Keeps your dog's hair beautiful and long</li> </ul> <p><b>ITEM # PN234</b> <b>SIZE:</b> 16 fl. oz. (473 mL) <b>CASE PK QTY:</b> 6</p> <p><b>INGREDIENTS:</b> CERTIFIED ORGANIC PEPPERMINT OIL, NATURAL CEDAR OIL, CERTIFIED ORGANIC ROSEMARY OIL, EUGENOL, NATURAL CINNAMON OIL, CERTIFIED ORGANIC CASTLE SOAP (POTASSIUM COCOATE SOAP), PURIFIED WATER, CERTIFIED ORGANIC GLYCERIN, SODIUM BENZOATE, HYDROXYETHYL CELLULOSE</p> <p>844.698.4367 PureAndNaturalPet.com</p>	<p><b>Waterless Foaming Organic Dog Shampoo</b></p> <p><b>WHY IT'S BETTER:</b></p> <ul style="list-style-type: none"> <li>USDA Certified Organic</li> <li>Made with Organic Oils</li> <li>Chemical Free</li> <li>Paraben Free</li> <li>Sulfate Free</li> <li>Formaldehyde Free</li> <li>No Phthalates, Dyes or Perfumes</li> <li>No Preservatives or Additives</li> <li>No Chemical Flaming Agent</li> <li>Made in the USA</li> </ul> <p><b>BENEFITS:</b></p> <ul style="list-style-type: none"> <li>Keeps your pet's coat shiny and soft</li> <li>Helps reduce itchy skin irritations</li> <li>Keeps your dog's hair beautiful and long</li> </ul> <p><b>ITEM # PN235</b> <b>SIZE:</b> 7.5 fl. oz. (210 mL) <b>CASE PK QTY:</b> 6</p> <p><b>INGREDIENTS:</b> CERTIFIED ORGANIC PEPPERMINT OIL, NATURAL CEDAR OIL, CERTIFIED ORGANIC ROSEMARY OIL, EUGENOL, NATURAL CINNAMON OIL, CERTIFIED ORGANIC CASTLE SOAP (POTASSIUM COCOATE SOAP), PURIFIED WATER, CERTIFIED ORGANIC GLYCERIN, SODIUM BENZOATE, HYDROXYETHYL CELLULOSE</p> <p>844.698.4367 PureAndNaturalPet.com</p>
<p><b>Canine Ear Cleansing System</b></p> <p><b>WHY IT'S BETTER:</b></p> <ul style="list-style-type: none"> <li>USDA Certified Organic</li> <li>Made with Organic Oils</li> <li>Chemical Free</li> <li>Paraben Free</li> <li>Sulfate Free</li> <li>Formaldehyde Free</li> <li>No Phthalates, Dyes or Perfumes</li> <li>No Preservatives or Additives</li> <li>No Chemical Flaming Agent</li> <li>Made in the USA</li> </ul> <p><b>BENEFITS:</b></p> <ul style="list-style-type: none"> <li>Keeps your pet's ears clean and healthy</li> <li>Helps reduce ear infections</li> <li>Keeps your dog's ears beautiful and long</li> </ul> <p><b>ITEM # PN236</b> <b>SIZE:</b> 16 fl. oz. (473 mL) <b>CASE PK QTY:</b> 6</p> <p><b>INGREDIENTS:</b> CERTIFIED ORGANIC PEPPERMINT OIL, NATURAL CEDAR OIL, CERTIFIED ORGANIC ROSEMARY OIL, EUGENOL, NATURAL CINNAMON OIL, CERTIFIED ORGANIC CASTLE SOAP (POTASSIUM COCOATE SOAP), PURIFIED WATER, CERTIFIED ORGANIC GLYCERIN, SODIUM BENZOATE, HYDROXYETHYL CELLULOSE</p> <p>844.698.4367 PureAndNaturalPet.com</p>	<p><b>Sweet Orange and Coconut Shed Control Shampoo</b></p> <p><b>WHY IT'S BETTER:</b></p> <ul style="list-style-type: none"> <li>USDA Certified Organic</li> <li>Made with Organic Oils</li> <li>Chemical Free</li> <li>Paraben Free</li> <li>Sulfate Free</li> <li>Formaldehyde Free</li> <li>No Phthalates, Dyes or Perfumes</li> <li>No Preservatives or Additives</li> <li>No Chemical Flaming Agent</li> <li>Made in the USA</li> </ul> <p><b>BENEFITS:</b></p> <ul style="list-style-type: none"> <li>Keeps your pet's coat shiny and soft</li> <li>Helps reduce itchy skin irritations</li> <li>Keeps your dog's hair beautiful and long</li> </ul> <p><b>ITEM # PN237</b> <b>SIZE:</b> 16 fl. oz. (473 mL) <b>CASE PK QTY:</b> 6</p> <p><b>INGREDIENTS:</b> CERTIFIED ORGANIC PEPPERMINT OIL, NATURAL CEDAR OIL, CERTIFIED ORGANIC ROSEMARY OIL, EUGENOL, NATURAL CINNAMON OIL, CERTIFIED ORGANIC CASTLE SOAP (POTASSIUM COCOATE SOAP), PURIFIED WATER, CERTIFIED ORGANIC GLYCERIN, SODIUM BENZOATE, HYDROXYETHYL CELLULOSE</p> <p>844.698.4367 PureAndNaturalPet.com</p>
<p><b>Ear Wash</b></p> <p><b>WHY IT'S BETTER:</b></p> <ul style="list-style-type: none"> <li>USDA Certified Organic</li> <li>Made with Organic Oils</li> <li>Chemical Free</li> <li>Paraben Free</li> <li>Sulfate Free</li> <li>Formaldehyde Free</li> <li>No Phthalates, Dyes or Perfumes</li> <li>No Preservatives or Additives</li> <li>No Chemical Flaming Agent</li> <li>Made in the USA</li> </ul> <p><b>BENEFITS:</b></p> <ul style="list-style-type: none"> <li>Keeps your pet's ears clean and healthy</li> <li>Helps reduce ear infections</li> <li>Keeps your dog's ears beautiful and long</li> </ul> <p><b>ITEM # PN238</b> <b>SIZE:</b> 8 fl. oz. (237 mL) <b>CASE PK QTY:</b> 6</p> <p><b>INGREDIENTS:</b> CERTIFIED ORGANIC PEPPERMINT OIL, NATURAL CEDAR OIL, CERTIFIED ORGANIC ROSEMARY OIL, EUGENOL, NATURAL CINNAMON OIL, CERTIFIED ORGANIC CASTLE SOAP (POTASSIUM COCOATE SOAP), PURIFIED WATER, CERTIFIED ORGANIC GLYCERIN, SODIUM BENZOATE, HYDROXYETHYL CELLULOSE</p> <p>844.698.4367 PureAndNaturalPet.com</p>	<p><b>Grooming and Cleansing Wipes Green Tea</b></p> <p><b>WHY IT'S BETTER:</b></p> <ul style="list-style-type: none"> <li>USDA Certified Organic</li> <li>Made with Organic Oils</li> <li>Chemical Free</li> <li>Paraben Free</li> <li>Sulfate Free</li> <li>Formaldehyde Free</li> <li>No Phthalates, Dyes or Perfumes</li> <li>No Preservatives or Additives</li> <li>No Chemical Flaming Agent</li> <li>Made in the USA</li> </ul> <p><b>BENEFITS:</b></p> <ul style="list-style-type: none"> <li>Keeps your pet's coat shiny and soft</li> <li>Helps reduce itchy skin irritations</li> <li>Keeps your dog's hair beautiful and long</li> </ul> <p><b>ITEM # PN239</b> <b>SIZE:</b> 16 fl. oz. (473 mL) <b>CASE PK QTY:</b> 6</p> <p><b>INGREDIENTS:</b> CERTIFIED ORGANIC PEPPERMINT OIL, NATURAL CEDAR OIL, CERTIFIED ORGANIC ROSEMARY OIL, EUGENOL, NATURAL CINNAMON OIL, CERTIFIED ORGANIC CASTLE SOAP (POTASSIUM COCOATE SOAP), PURIFIED WATER, CERTIFIED ORGANIC GLYCERIN, SODIUM BENZOATE, HYDROXYETHYL CELLULOSE</p> <p>844.698.4367 PureAndNaturalPet.com</p>

## Flea & Tick Natural Canine Shampoo

**WHY IT'S BETTER:**

- Made with Certified Organic Oils
- Made with Organic Castile Soap
- Paraben-Free
- Sulfate-Free
- Formaldehyde-Free
- Kills and Repels Unwanted Pests
- Made in the USA

**BENEFITS:**

- Kills fleas & ticks without harsh chemicals
- Soothes skin
- Natural antiseptic

**ITEM # PN236**  
**SIZE:** 16 fl. oz. (473 mL)  
**CASE PK QTY:** 6

**INGREDIENTS:**  
CERTIFIED ORGANIC PEPPERMINT OIL, NATURAL CEDAR OIL, CERTIFIED ORGANIC ROSEMARY OIL, EUGENOL, NATURAL CINNAMON OIL, CERTIFIED ORGANIC CASTLE SOAP (POTASSIUM COCOATE SOAP), PURIFIED WATER, CERTIFIED ORGANIC GLYCERIN, SODIUM BENZOATE, HYDROXYETHYL CELLULOSE

844.698.4367 PureAndNaturalPet.com



# Trade Advertisements

All of our trade advertisements can be customized for your use. We can add your contact information in the footer. These files can be used as an HTML blast or flier.



**PURE and Natural Pet™**  
Formulated for your pet's health

**Organic Wellness & Grooming**  
Premium Pet Products & Certified USDA Organic Ingredients

**Ear Cleaning**  
Remove dirt and debris from your pet's ears to prevent infections and discomfort.

**All-Season Flea & Tick Protection**  
A safe, natural flea and tick repellent that keeps your pet protected all year long.

**Hand & Paw Protection**  
Keep your pet's paws and your hands protected from dryness and irritation.

**Shed Control**  
Helps reduce shedding and keeps your pet's skin healthy.



**PURE and Natural Pet™**

**FROM TIP TO TAIL WE'VE GOT YOU COVERED**  
Organic Grooming & Wellness

**Wash & Dry Shampoo**  
Gentle on your pet's skin and hair.

**Leave-In Conditioner**  
Keeps your pet's fur soft and shiny.

**Ear & Eye Wipes**  
Keeps your pet's ears and eyes clean.

**Organic Dental Gel**  
Keeps your pet's teeth clean and healthy.

**Collar-On Flea Protection**  
Keeps your pet protected from fleas.

**Collar-On Tick Protection**  
Keeps your pet protected from ticks.

**Collar-On Flea & Tick Protection**  
Keeps your pet protected from both.

Pure and Natural Pet specializes in award-winning, Certified USA Organic products that promote health & wellness. Our products are USA made, non-toxic & safe for humans and the environment.



**PURE and Natural Pet™**

**ERGO FOAM STAIRS**  
GENTLE ON YOUR PETS AND THE ENVIRONMENT

The new & improved Ergo Foam Stairs is made on our pet's path from bathroom to bed. It's softer, safer and more durable than traditional stairs. Our unique, lightweight, porous and stable foam pet stairs is made from a blend of natural and synthetic materials. Ergo Foam is a patented technology making walking the steps in the house a breeze for your pet. It's gentle, easy on your pet's joints, and it's safe for you, and keeping our carbon footprint low. What's the best part? It's all so good, it's true!

• Lightweight & Durable Stairs  
• Made for Dogs & Cats of All Sizes  
• Non-Slip Surface  
• Stair Landing Pads for Extra Stability  
• Collar-Free for Easy Maintenance



**PURE and Natural Pet™**

**RADIUS**

Give your pup something to SMILE ABOUT

**Healthy Teeth • Better Breath • More Kisses**

Healthy teeth and fresh breath are essential for your dog's overall health. RADIUS is a natural, organic toothpaste that keeps your dog's teeth clean and healthy. It's safe for your dog and your family. RADIUS is the healthiest choice for your dog's oral care.

Available in Puppy, Adult & Senior Kits



**PURE and Natural Pet™**

**MADE IN U.S.A.**

**SOOTHE PROTECT COMFORT & RESTORE**

From your backyard neighborhood to favorite trail, Pure and Natural Pet's Soothe Protect Comfort & Restore keeps the elements of dog life for more fun in the sun.

Our natural deodorant spray is a safe and effective DEET-free repellent. Soothe Protect Comfort & Restore keeps your dog's skin soft and supple.

Also try our new Pure VetLine™ for a fix for your dog!



**PURE and Natural Pet™**

**USDA ORGANIC**

**BE 'PUP' ARED**

Happy them, help you. It's the best time to help your pup. Our puppy products are formulated with natural, organic ingredients to keep your pup healthy and happy. It's the best choice for your pup's health.



**PURE and Natural Pet™**

**Your Natural Choice for Eco-Friendly Wipes**

You don't need bleach to effectively clean.

**NATURAL INGREDIENTS**

Pure and Natural Pet has a variety of natural options to add your specific cleaning. From Your Stairs, Petting Area, Dog House, and more. Eco-Friendly Wipes are a natural layer of protection and also soothe, moisturize and clean. Wipes in Green Tea or Lavender & Chamomile for comfort.



**PURE and Natural Pet™**

**MAKING FEEDING TIME MESS A THING OF THE PAST**

Our eco-friendly Feeding Sets & Bowls are made of rice pulp for natural biodegradability. This key ingredient is a Clean & Natural feeding material, causing less to the bowl and decreasing absorption of mold and fungi. The lightweight, durable bowls are held securely in place by a raised lip on the rim, and the rim grips the floor to ensure no movement. Dishwasher safe and available in large or small. Made in the USA.

**RAW FEED SAFE**



**PURE and Natural Pet™**

**MADE IN U.S.A.**

**Making Happier Healthier Pets for a Happier and Healthier You**

Pure and Natural Pet™ delivers the highest quality products using the best ingredients. Our products are formulated with natural, organic ingredients to keep your pet healthy and happy. It's the best choice for your pet's health.



**PURE and Natural Pet™**

**PURRR-FECTLY FORMULATED FOR SENSITIVE SKIN**  
Keeping Cats Happy & Healthy

Our Cat Shampoo is formulated with natural, organic ingredients to keep your cat's skin healthy and happy. It's safe for your cat and your family. Purrr-Fectly is the healthiest choice for your cat's skin.



**PURE and Natural Pet™**

**From Farm, to Fur**

**USDA ORGANIC**

Pure and Natural Pet™ uses the best USDA Certified Organic products. From the farm to the fur, our products are formulated with natural, organic ingredients to keep your pet healthy and happy. It's the best choice for your pet's health.





We've created testimonial documents highlighting why customers trust the Pure and Natural Pet brand. This is a great selling tool to share.

**TESTIMONIALS**  
What people are saying!

### Ear Cleansing Systems

Our innovative system simplifies cleaning. The reusable Tips are highly effective at absorbing dirt, oil and grime and the serum soothes and deodorizes. **Here's what our customers are saying:**

**Extremely easy to use** and they do a **fantastic job picking up dirt, dirt, and crud** that build up in my dog's ears. Best of all, the tips are reusable! All you have to do is clean them with warm, soapy water and allow them to dry before the next use!  
—Amazon Customer

Tip removal is so easy and it without damaging your dog's inner ear and ear canal. These are fancy Q-tips for dogs and have made life a lot easier. **The best part is that they are reusable!** and will save you tons of money. I use the tips with hot water between uses. The tips themselves are made of bio-based foams that are derived from renewable resources and are produced in an eco-friendly manufacturing process.  
—Jessica Shipman at Sages & Sages

Unlike other systems I have tried, the Ear Cleansing System allows you to **easily and safely clean your dog's ears**. No longer do you have to get a tissue or soft cloth to clean your dog's ears and hope you get everything in one go. **They do a fantastic job.** Best of all, the tips are reusable! All you have to do is clean them with warm, soapy water and allow them to dry before the next use.  
—Susan Bewley BudgetEarth.com

Pure and Natural Pet Ear Cleansing System is **easy to use**. What I really liked about the product, besides all the wonderful and smart packaging, is that **the ear cleaner did not give off any odor**. The other benefit is that their ears are not wet!  
—Tonya Wilhelm from Raising Your Pets Naturally

**I have never seen anything like these tips!** I have to say they **work wonders on the dog's ears** without leaving them red and irritated. They are soft but sturdy enough to get the job done. **Best of all, they are reusable.**  
—Katie at the.gardenofeuphoria.com

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**TESTIMONIALS**  
What people are saying!

### Certified Organic Paw Rescue

Here's what our customers are saying:

**Works well on my dog's feet.** They are not nearly as dry as they had been. My husband has been using for his dry hands too! — T. Roman (Amazon)

This paw cream is not **easy to use**, but has a very subtle rosemary scent, making it great for humans and dogs alike. Any paw cream I use **has to be 100% safe to lick, making this a major win** in our household.  
—Susan Bewley BudgetEarth.com

My Border Collie cut his pad. I started using this stuff on Thursday and by the following week it was **50% healed!** I had low expectations but now **give it a full endorsement.**  
—Don M (Amazon)

**Works great on dog's paws.** You will be tempted to use it on yourself.  
—Amazon Customer

After a few days of using Paw Rescue, I am seeing improvement in Dexter's paw pads. They are starting to get **softer and feel not as dry**. It is a good thing that the ingredients are safe if licked. I have been really happy with the Paw Rescue and will continue to use this product for Dexter.  
—Tonya Wilhelm from Raising Your Pets Naturally

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**TESTIMONIALS**  
What people are saying!

### Flea & Tick Canine Spray

Here's what our customers are saying:

**I can't say enough about this product as I loved using it.** The citronella aims to keep the bugs away. I use this product on a regular basis as I loved the lavender scent. I use it to freshen up his coat, clean his paws, and just about anything. Many pet coat sprays I found were too strong or smelled horrible altogether. I loved this product!  
—Gabrielle from Eat Drink Sleep

**I love this. It really has kept away ticks and fleas.** Use it daily for best results. My dog doesn't complain about the scent or care that I spray her with it. **I love that it's a natural protection.** We have a ton of ticks in our yard due to it being wooded. I still check my pup for ticks, and occasionally get one off her, but it's only been on a day that I forgot to apply this spray!  
—Christine MH

**I like that this product isn't toxic.** Not so oily either.  
—Amber M

**I always want what is best for my pups** and from what I've seen already, it works!  
—Susan M.

We have millions of ticks and I find them on my dog daily. I have started using this, as well as the traditional tick meds from the vet because my dog was constantly covered in ticks after runs and hikes. This helps repel ticks to begin with and the meds keep them from biting and attaching on. **It smells amazing, like cloves. I love that it's all natural and free of chemicals.**  
—Bianca F.

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**TESTIMONIALS**  
What people are saying!

### Shampoos

Here's what our customers are saying:

#### Soothing Lavender & Chamomile Organic Shampoo

**This dog shampoo is AMAZING!** It leaves my dogs coat smelling wonderful for a week or so before she gets that "dog" smell again. Normally she gets a bath, and after a few times outside she smells like she is ready for another one, but not with this stuff! **It makes her coat soft, shiny and smelling fresh!** It has also reduced her shedding quite a bit! Highly recommend!  
—LoveIsland (Amazon)

**This is by far the best dog shampoo I've ever used** for my two dogs, a Boston Terrier and a Shih Tzu. Their hair is **soft, moisturized and smells like a lavender dream!**  
—Kerry M (Amazon)

#### Fragrance Free Hypo-Allergenic Organic Shampoo

**I love using the Datmalol & Aloe Shampoo on the puppy.** It's the best finding a natural shampoo that is safe. Like using this shampoo for quick baths, since it also leaves Pyle's fur feeling super soft, something that is wonderful with her wild puppy fur!  
—Susan Bewley BudgetEarth.com

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**TESTIMONIALS**  
What people are saying!

### Waterless Foaming Organic Shampoo

Our Waterless Foaming Shampoo offers a stress & mess-free way to keep your dog clean and smelling fresh between baths. Our natural no-rinse formula is blended with lavender and chamomile to soothe and moisturize your pet's skin. This gentle cleanse is proudly made in the USA with safe and eco-friendly ingredients that will keep you and your furry friend happy & healthy!

Here's what our customers are saying:

**I don't care for baths** because I'm not a fan of water. **This shampoo makes it more relaxing for me and easier for my human to bathe me.** I smell like a field of flowers now. I was pleased with this shampoo because of how easy it was to use, the smell, and the organic ingredients.  
—Apolonia\_Sally

**Two paws up!**

No water, now that's my kind of bath.  
—The4StarAntiky...

**This product truly saves time** and is great for quick clean up and **coats looking shiny and healthy!** It's gentle and never leaves us sticky.  
—gatorbites

**It's amazing! It's so quick and easy to use.** The perfect product for in-between my regular bath and grooming. Always, it's all organic!  
—Tiffany\_Cookmaster

**My human also doesn't have to get scratched!** I can easily use a sponge or towel a month and it smells amazing!  
—LilyFatCat

We're so excited about this Pawmoose waterless shampoo. It's moisturizing and soothing no-rinse shampoo **helps remove loose hair and dander!** It smells like lavender and chamomile—and the best part is that it doesn't require a big soapy bath!  
—Ebbie\_and\_Oliver

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# Trade & Media



We have a trusted and long-standing relationship with the media. When the time is right, we can create a press release to announce you as a partner/retailer to our media contacts. The press release draft would **receive your approval prior to distribution.** We also have the capabilities to send this email to any media list you may supply.

All of your locations will be added to our retail locator on the Pure and Natural Pet website.







Social Media is an important way to further connect with your customers. Along with following Pure and Natural Pet on social, you can easily download our pre-designed social post to share on your own feed. If you have an event or anything noteworthy tag or contact us – we love promoting retailers. **The following is a small sample.**







# Social Marketing



Pure and Natural Pet can also create retail specific posts that we will share and tag on our social media feeds with a targeted boosted post or ad.

**NATURAL SHED CONTROL**

PURE and Natural Pet™

AVAILABLE AT **bark!** Pawsitive Petfood

**NATURAL OUTDOOR PROTECTION**

PURE and Natural Pet™

AVAILABLE AT **KRISER'S NATURAL PET**

**ORGANIC WELLNESS**

PURE and Natural Pet™

AVAILABLE AT **Natural Pawz**

**ORGANIC DENTAL WELLNESS**

PURE and Natural Pet™

AVAILABLE AT **PET PANTRY Warehouse** EST. 1945



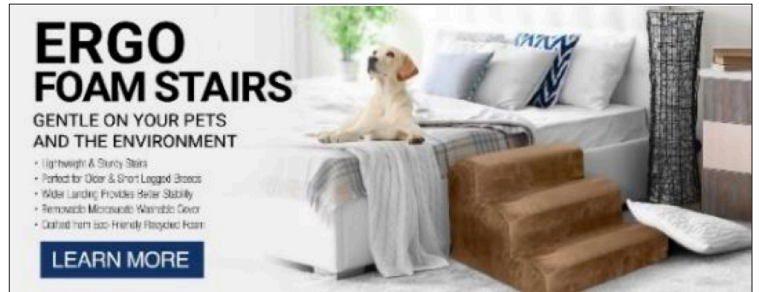
We have a variety of website banners for retailers to utilize. These include holiday & seasonal product announcements and promotions. The following is a small sample.



**BUY ONE  
GIVE ONE**  
Paw Rescue Now Helps  
Rescue Dogs

[Learn More](#)

PURE and Natural Pet Paws for Life



**ERGO  
FOAM STAIRS**  
GENTLE ON YOUR PETS  
AND THE ENVIRONMENT

- Lightweight & Sturdy Stairs
- Perfect for Older & Short Legged Dogs
- Wide Landing Provides Steer Stability
- Removable Microsuede Washable Cover
- Crafted from Eco-Friendly Recycled Foam

[LEARN MORE](#)



**NO WATER?  
NO WORRIES!**  
Waterless Foaming Shampoos

[Learn More](#)



**SNUGGLE UP**  
*this holiday season.*  
OFFERED WITH OR WITHOUT EMBROIDERY

[Learn More](#)



**Shed Control**  
Reduce Excess Shedding

[Learn More](#)



**Eye Wipes**  
Enzyme Based to Clean & Brighten

[Learn More](#)



**Odor and Stain  
REMOVER**  
Naturally Remove Stains

[Learn More](#)



**Nose to Tail  
Cleaning**  
We have the natural  
wipe you need

[Learn More](#)



# Retail Samples



We have sample sizes of a few  
of our most popular SKU's  
for store giveaways and promotions.





# Programs - Awards

Pure and Natural Pet has won the following awards, further establishing us as a leader as well as a trusted brand in organic pet wellness.



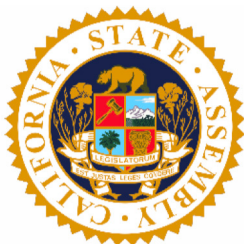
## AWARDS

*Good Products Matter*

By creating trusted products for your family pets, it's our responsibility to use the best ingredients the earth has to offer.

2019.....

-  **Lux Award** Best Organic Pet Wellness & Grooming Products USA  
International award presented to companies that strive to produce the services and products which benefit the health and well-being of mankind's best friends.
-  **Pet Business**  
Industry Recognition Award Flea & Tick and Shampoo & Conditioner categories  
Honoring the best and brightest products in the pet care category that are the most exciting and functional in the market.
-  **Pet Product News**  
Editor's Choice Award Sweet Orange & Coconut Shed Control Shampoo  
Presented to the very top products in the pet industry that have ingenuity and inspiration.
-  **Pet Insight** Category Captains Award, Natural Grooming  
Honoring manufacturers in the industry who have excelled in their categories and have improved the health and lives of pets and their owners.
-  **Hot Diggity Award** Sweet Orange & Coconut Shed Control Shampoo  
A national seal-of-approval of family & pet products, awarding the best of the best in innovation, quality, value and a commitment to excellence.
-  **Family Choice Award**  
Sweet Orange and Coconut Shed Control Shampoo, Flea & Tick Wipes, Tear Stain Removing Under Eye Wipes  
The 19th annual consumer award program recognizes the best products for you family including cherished pets.
-  **Dog Product Picker** Top U.S. Pet Company for Sustainability  
Pioneering the pet world & meeting the needs of pets and owners without endangering the future of the planet.
-  **Pet Insight Vanguard Award** Shampoos & Conditioners  
Recognizing leaders in the pet industry who bring innovative products to market and create a favorable business climate.

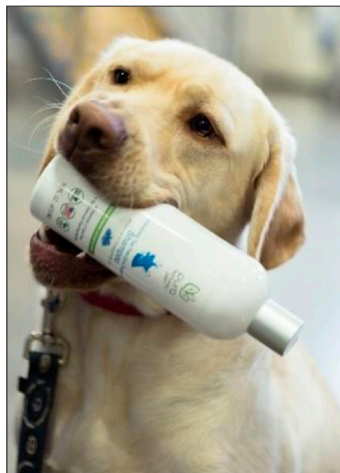
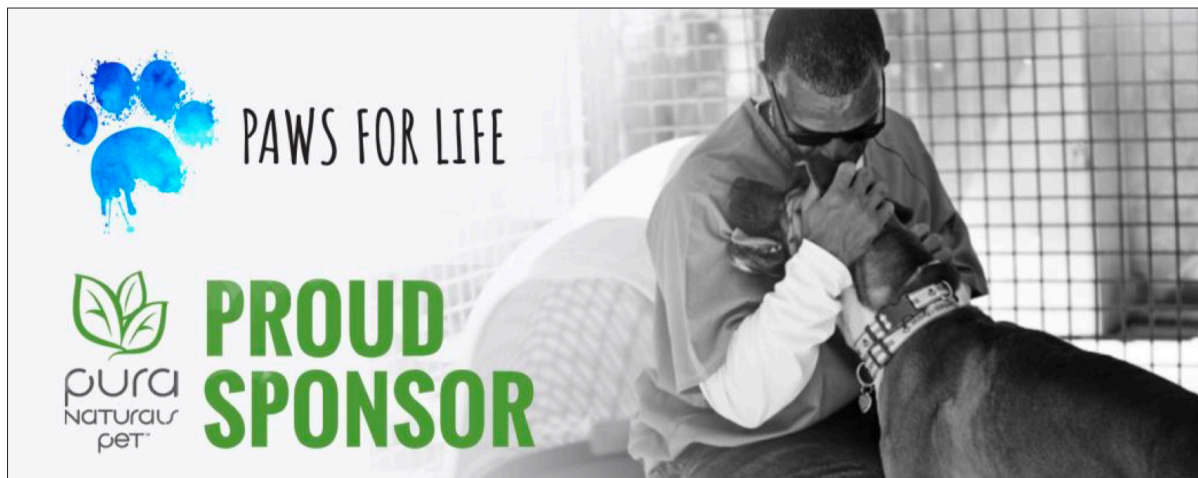




# Philanthropy



**We believe giving back is more than a donation – it’s about making a difference.** Pure and Natural Pet is a hands-on Sponsor of the Paws for Life Program. A program that pulls canines from high kill shelters and has inmates in maximum state prisons train and groom the dogs. Upon graduation, the canines are gifted to U.S. Veterans with PTSD as Service Dogs. In the past we have worked with Paws for Life program to aid rescue animals in Houston, Texas with Hurricane Harvey. Efforts were recognized by the California State Legislature.



# THANK YOU!

for helping us grow

## Sales Contact

### Brian Taus

Sr. VP of Sales, Domestic & International

**Phone:** 949-235-2752

**Email:** [btaus@pureandnaturalpet.com](mailto:btaus@pureandnaturalpet.com)

### Beth Sommers

President & Chief Merchandising Officer

**Phone:** 917-797-9425

**Email:** [bsommers@pureandnaturalpet.com](mailto:bsommers@pureandnaturalpet.com)

### Julie Creed

V.P. Sales & Marketing

**Phone:** 949-230-8839

**Email:** [jcreed@pureandnaturalpet.com](mailto:jcreed@pureandnaturalpet.com)

