



FOR IMMEDIATE RELEASE  
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## **PURE AND NATURAL PET™ ADDS CURBSIDE PICK UP PROGRAM WITH PRO COAT GROOMING**

**Norwalk, CT – June 9th** – Pure and Natural Pet™ launches a new Curbside Pick Up program with their natural Pro-Coat Grooming 8 oz mini shampoo’s, facial’s and conditioner.

“Due to Covid-19, our industry’s pet retailers and groomers business have been severely impacted. Our new program provides the perfect options for those looking for products that easily work for curbside services. Pure and Natural Pet is further supporting our groomers and retailers, allowing grooming solutions and incremental revenue right to their front door.” said Beth Sommers, President and Chief Merchandising Officer of Pure and Natural Pet.

The Curbside Pickup program rolls out with lots of digital marketing support. Retailers can conveniently assess content on the Pure and Natural Pet online web portal with downloadable Curbside Pick Up signage, fliers that can be customized with their establishment’s logos and address, website banners, social media banners, and social posts for retailers and groomers to promote their curbside pick up program to their customers. As more states open for business, the 8 oz. minis are ideal for increased sales for home use or in-store self-wash bays.

Pete Grossman, Owner of Camp Woof stores in Georgia stated, “My customers love the new mini shampoos. The packaging is cute and they are flying out the door. A typical 16 oz shampoo is generally \$15.99 and will last over a year. These 8 oz minis are \$4.99 and provide a few



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washes. Customers are happy with the price points as it allows them to easily purchase a shampoo and conditioner, or try different types of shampoos for much less. I have them displayed near the register for add-on sales. Customers are also purchasing the natural shampoos for our self-wash bays which furthers our revenue stream.”

For more information on the all-natural and certified organic products at Pure and Natural Pet™, visit our websites at [PureAndNaturalPet.com](http://PureAndNaturalPet.com), and [ProCoatGrooming.com](http://ProCoatGrooming.com) or call a customer service representative at (844) 698-4367.

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### **About Pure and Natural Pet™ & Pro-Coat GROOMING**

Pure and Natural 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.

Pro-Coat GROOMING was developed specifically for groomers; time-saving, issue-specific products that facilitate the diverse needs of their clientele.

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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