



FOR IMMEDIATE RELEASE  
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## **PURE AND NATURAL PET™ WINS INDUSTRY VANGUARD AWARD FOR GROOMING**

Norwalk, CT – May 5th – Pure and Natural Pet™ wins a prestigious *Pet Insight Vanguard Award* for Grooming. The Vanguard Award recognizes leaders in the pet industry, who bring innovative products to market, create a favorable business climate and have promoted category growth over the years.

Beth Sommers, President and Chief Merchandising Officer stated “An award of this nature is a true honor. We are delighted to have our Certified USDA Organic and all-natural products as a Vanguard Awards recipient. We are extremely proud to be recognized with this testament to our quality ingredients and best-in-class pet grooming. This achievement highlights the commitment and passion of our team to consistently deliver multi-functional products that safely improve the lives of our family pets.”

“We see this award as further validation of our leading position in the organic pet grooming and wellness category.” added Sommers.

For 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 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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