



FOR IMMEDIATE RELEASE
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PURE AND NATURAL PET® WINS SEVERAL TOP PRODUCT AND INDUSTRY AWARDS

Norwalk, CT – July 30th – Pure and Natural Pet® is proud to announce they are a 3-time recipient for the **International Lux Award** for “Best All-Natural Pet Wellness Products Provider – USA. The Lux Award encompasses over 170 countries and recognizes companies who help the pet industry see exponential growth and strive to produce products that benefit the health and well-being of man’s best friend.

Beth Sommers, President and Chief Merchandising Officer stated “getting recognition globally for our brand is amazing. We are thrilled to have our full line of products once again receive a Lux Award for our grooming and wellness products. It’s exciting to see that more countries are turning to organic and natural products for their family pets.”

Pure and Natural Pet has also been honored with a **Hot Diggity Award** for the new Stain & Odor Eliminator spray that allows you to quickly tackle tough pet stains and odors, with an all-natural, non-toxic and environmentally safe spray. The spray eliminates stains and fights odors at the molecular level, eliminating problematic pet smells on hard or soft surfaces.

Hot Diggity is a national seal-of-approval program that evaluates hundreds of family pet products yearly, awarding the best in innovation, quality, value and a commitment to excellence.



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“Our customers have been requesting a natural stain and odor remover for some time now. We diligently pushed for added certifications and received a Seal of Approval from the Rug and Carpet Institute for our Fragrance-free Stain & Odor Eliminator. Having a product that is not only safe for your carpets, but ultimately safe for your pets and the environment has always been our goal” added Sommers.

For information on the all-natural and certified organic products at Pure and Natural Pet™, visit our websites at PureAndNaturalPet.com, and 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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