



FOR IMMEDIATE RELEASE

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PURE AND NATURAL PET® ADDS DISTRIBUTION WITH SOUTHEAST PET

Norwalk, CT – October 20th, 2022 – Pure and Natural Pet® expands their business by adding recognized leader Southeast Pet as a distributor for their natural and USDA Certified Organic Grooming & Wellness products for their signature Pure and Natural Pet line.

Beth Sommers, President and Chief Merchandising Officer stated, “Southeast Pet is one of the most respected pet supply distributors in the nation. They are the perfect partner for us to expand our reach in the southeast, as it’s such a pivotal market. We look forward to developing a successful partnership with Southeast Pet and supporting their customers.”

Southeast Pet has authorized over 37 Pure and Natural Pet SKU’s including Canine Dental, Ear Care, Pet Wipes, Spa Products, Wellness Balms, Natural Flea & Tick, and the full line of multi-functional Shampoos and Conditioners.

“We’re excited to add Pure and Natural Pet to the respected brands we carry. Our customers value USA Made and natural products that are ingredient focused for the health of our family pets. The varied assortment of award-winning products at Pure and Natural Pet, is exactly what the Southeast Pet customer expects in terms of value and quality.” said, Ryan Judge, President of Southeast Pet.

All Pure and Natural Pet grooming and wellness products are USA-made and cruelty-free. For more information, visit PureAndNaturalPet.com.



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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; timesaving, 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.

For more information visit our websites at PureAndNaturalPet.com, and ProCoatGrooming.com or call (844) 698-4367.

About Southeast Pet

Founded in 1975 as a small pet supply company, [Southeast Pet](#) has grown into a regional distributor of pet supplies and food distribution with two distribution centers to service retailers in six southeastern states. Southeast Pet markets to independent pet retailers require. This does not mean simply filling orders, but fueling retailer growth by understanding the difference between trends and fads and by offering an innovative mix of premium products and unsurpassed customer service.

For more information on Southeast Pet, visit SoutheastPet.com or call 770-948-7600.



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