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PURE AND NATURAL PET® ADDS JOANNE ORT AS CHIEF FINANCIAL OFFICER

Norwalk, CT – August 16th 2021 – Pure and Natural Pet grows their team with the addition of veteran financial professional Joanne Ort, as Chief Financial Officer. She brings over 30 years of financial experience and will be a strategic business partner to the executive team at Pure and Natural Pet.

“I’m excited to officially join the company. I’ve worked on the fringe since the inception as a consultant and have seen the managed growth and how we’re poised for significant expansion with this resilient team.” said Ort.

Ort added “While my background is finance, I have always had a menagerie of pets. I currently have 2 dogs and a cat named Moo, that thinks he’s a dog. Animals are truly my passion.”

In the newly created role as CFO, Ort will assess and evaluate financial performance with regards to operational goals and forecasts, create yearly financial objectives as well as manage accounting processes.

Beth Sommers, President and Chief Merchandising Officer stated, “I’ve worked with Joanne for many years and know how much she can help us achieve our goals for future growth. I am thrilled to have her on the team and look forward to her many contributions going forward.”

For more information visit our websites at PureAndNaturalPet.com, and ProCoatGrooming.com or call (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; 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.

