



**FOR IMMEDIATE RELEASE**

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## **PURE AND NATURAL PET® CELEBRATES EARTH DAY WITH 2,225 TREES PLANTED**

**Norwalk, CT – April 22, 2022** – as an eco-based pet grooming & wellness products company, Pure and Natural Pet celebrates the earth every day with a focus on natural and USDA Certified Organic ingredients. In honor of Earth Day, Pure and Natural Pet is proud to have planted 2,225 trees in conjunction with One Tree Planted.

Trees help clean the air we breathe, filter the water we drink, and provide habitat to over 80% of the world's terrestrial biodiversity. Forests provide jobs to over 1.6 billion people, absorb harmful carbon from the atmosphere, and are key ingredients in 25% of all medicines.

A portion of the proceeds from our award-winning Organic Dental Solutions Dental Kits and Bamboo Brushes aid in planting trees with One Tree Planted.

Julie Creed, VP Sales & Marketing for Pure and Natural Pet stated, “It’s exciting to see our employees and retailers be emotionally invested in planting trees and making a difference. We limit who we work with, and we’re personally invested and actively volunteer our time for causes that we are passionate about. There is something special about having your hands in dirt, planting a tree, and improving reforestation that helps our ecosystems, and benefits future generations.”

Pure and Natural Pet trees have been planted in North America, U.S. Forest Service Parks and Internationally in East Africa. One Tree Planted is planting trees for chimpanzees in the





Albertine Rift Forest of Uganda with the Jane Goodall Institute, and we're excited to aid in this initiative. This is a unique opportunity to support a special wildlife habitat, and corridor

restoration and conserve nature while strengthening forest monitoring and preventing future deforestation.

For more information on Pure and Natural Pet or our philanthropy, please visit [PureAndNaturalPet.com](http://PureAndNaturalPet.com) or <https://pureandnaturalpet.com/pages/philanthropy>

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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 our ingredients and manufacturing gives us the ability to ensure that our customers 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](http://PureAndNaturalPet.com), and [ProCoatGrooming.com](http://ProCoatGrooming.com) or call (844) 698-4367.



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## About One Tree Planted

One Tree Planted is an environmentally conscious non-profit that provides individuals, businesses and organizations the ability to easily support tree planting initiatives worldwide. One Tree Planted makes it simple for anyone to help the environment by planting trees and focusing on global reforestation. Together we can restore forests, create habitat for biodiversity, and make a positive social impact around the world. One Tree Planted has planted over 40 million trees in more than 43 countries across the globe since 2014. In 2021, they doubled the impact from 2020 - with 23.5 million trees! <https://onetreepanted.org/>

