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PURE AND NATURAL PET® RECEIVES 2021 GREEN PRODUCT AWARD NOMINATION

Norwalk, CT – February 3rd, 2021 – 1461 participants from 51 countries applied for the Green Product Award 2021. They were screened under the aspects of design, innovation & sustainability, pre-selected and finally nominated. We are pleased to announce, that Pure and Natural Pet Organic Dental Solutions Canine Tooth Gel with Eco-Friendly Bamboo Toothbrush is one of the nominees for the Green Product Award 2021 in the category Consumer Goods.

Julie Creed, VP of Sales and Marketing commented "This is our first time submitting a product entry for the prestigious international Green Product Award. We felt the unique eco story of our new Dental Kits from product, to packaging, and our tie-in with One-Tree Planted, beautifully encompassed what the award represents. We're proud to be one of the top 100 nominees and the only pet product represented."

Pure and Natural Pet specializes in Certified USDA Organic Pet Wellness & Grooming products that are USA Made and cruelty free. We take pride in being transparent with our ingredients. Pure and Natural Pet is an industry leader and recipient of countless awards for our products, distinctive corporate leadership and work with philanthropic organizations. Our products are safe for your whole family; 4 and 2 legged varieties. Our customers value our dedication for being an earth-conscience brand that gives back and actively works to create positive change in animal welfare.



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"The Pure and Natural Pet Dental Kit is a good example for the level of quality and passion, our nominees are contributing to a more sustainable future." stated Nils Bader, Director Green Product Award.

Until February 14th the Green Product Audience Award is taking place, where the winner is defined within a public voting. Up to now more than 45,000 votes were counted and there is still time to vote.

Visit our nominee page and VOTE: <https://www.gp-award.com/en/produkte/pet-dental-kit>.

From April 14th -16th the grand finale will be held as a digital show & congress, including the award ceremony, insights from creators of different industries, Q&A-sessions, matchmaking events and much more.

For more information, visit PureAndNaturalPet.com.



Green Product Award Nominee 2021

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About Pure and Natural Pet®

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.

About the Green Product Award

The international Green Product Award is rewarding products and services, good in design, innovation and sustainability since 2013. The aim of the award is to share good examples for the public and to provide feedback and networking opportunities for the participants. The Award showcases 11 categories of Architecture & Tiny Houses, Building Components, Circular Materials, Consumer Goods, Fashion, Handicraft, Interior & Lifestyle, Kids, Mobility, Sport and Workspace.

The Green Concept Award - held in cooperation with IKEA-Stiftung - strictly focuses on concepts, materials and prototypes, not on the market yet. The yearly nominees represent the upcoming trends of sustainable innovations.

