



FOR IMMEDIATE RELEASE

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PURE AND NATURAL PET® LAUNCH NEW PRODUCTS FOR SUPERZOO

Norwalk, CT – August 1st, 2021 – Pure and Natural Pet® is pleased to announce the launch of several new and improved products to their award-winning line of grooming & health essentials. This will take place at SuperZoo in Las Vegas on August 17th – 19th, Booth # 6530, Hall E.

Our new products include a USDA Certified Organic [2-in-1 Fragrance-Free Hypoallergenic Organic Shampoo & Conditioner](#). Simplify bathing in one step. With no scent or odor, this is a great option for allergy-sensitive dogs and their owners. It is extremely gentle and made with natural and organic ingredients.

[2-in-1 Bright White Shampoo & Conditioner](#) in Milk and Honey to clean and neutralize yellow staining. It makes white coats, whiter and colored coats-crisper. Our rich lather deep cleans dirt and residue, leaving your dog's coat clean, silky and smooth.

[3-in-1 Shed Control Shampoo & Conditioner](#) is made with Sweet Orange and Coconut. It's a time saving combination to clean, condition, and reduce excess shedding.

[Between Bath Freshener-Lime Verbena Splash](#) is a refreshing way to extend bath time when you don't have time for a traditional bath. Simply spray on your pet or their bedding.



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[Grooming & Cleansing Wipes](#) are now available in an Unscented or Lavender & Rosemary variety. Our new wipes are USA Made, biodegradable, a large 7” x 8”, and come in a convenient new flat pack with a shell, to keep the moisture in, longer. Double the number of wipes, for the same great price.

[USDA Certified Organic Paw Rescue](#) and [USDA Certified Nose Rescue](#), both our award-winning formulations and we have made considerable improvements in the packaging of both of these balms. They now come in a convenient, easy to apply, roll-on container that can be recycled. These USDA certified organic products are still made with the same healing and therapeutic ingredients we have always used. Made to food-grade standards, so they are safe if licked.

[USDA Certified Organic Itch Relief & Hot Spot Oil](#) for bites, allergies and painful hot spots. Our Certified Organic Itch Relief Treatment features USDA Organic Golden Jojoba Oil. It is great at calming insect bites and provides instant relief for wet eczema, acute pyoderma and hot spots. Relieves, soothes and heals raw painful patches. Simply spray on skin and leave on for lasting soothing comfort and relief.

Beth Sommers, President and Chief Merchandising Officer stated, “We are proud to launch new products and relaunch several of our best sellers, with improvements that are beneficial to our customers, their beloved pets and the planet.”

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.



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