



FOR IMMEDIATE RELEASE

CONTACT Julie Creed JCreed@PureAndNaturalPet.com

844-698-4367 ext 709

PURE AND NATURAL PET® ADDS NEW BAMBOO KITS TO THEIR AWARD-WINNING ORGANIC DENTAL SOLUTIONS

Norwalk, CT – January 8th, 2021 – The new Organic Dental Solutions Bamboo Dental Kits by Pure and Natural Pet is your perfect pet dental essential. The new USDA Certified organic kits, available in small and large feature an eco-friendly, sustainably harvested Moso Bamboo toothbrush. The biodegradable and anti-microbial handle is from one piece of naturally grown Moso Bamboo from a FSC Certified Forest. For improved grip, it's coated in organic soybean wax and free of toxic glues or paints and has ergonomic, dental-grade, nylon bristles that can be recycled.

The .8 oz. Dental Gel is flavored in Sweet Potato and Cinnamon; it tastes like a treat but is deceptively tough on plaque and tartar for improved canine dental health. The Dental Gel also has organic Coconut Oil, a natural antibacterial and antiviral to reduce bad breath and plaque, organic Olive Leaf Extract to sooth inflammation and organic Fennel Extract to fight gingivitis.

The new dental kits are also Oregon Tilth Certified: a leading certifier, educator and advocate for organic agriculture and products.

Beth Sommers, President and Chief Merchandising Officer stated, “We’re excited to grow our popular line of USDA Certified Organic dental products. I selected bamboo for our new brush as Bamboo grows extremely fast, up to 36” in 24-hours. Bamboo absorbs carbon dioxide, produces oxygen and controls soil conditions, contributing to a clean and sustainable environment. It was important to have a kit that was not only great for our pets, but the planet too. Our original dental kits had much more packaging and customers were asking for a more eco-friendly kit.



844-698-4367 | PureAndNaturalPet.com



We listened and took action. We're pleased that our new packaging is more earth-conscious and has 50% less packaging waste."

Less packaging waste means less waste in landfills. Less pollution of our air, water, and soil. Less carbon emissions during the manufacturing process and transportation.

A portion of the profits of the new Organic Dental Solutions Kits also aids in planting trees with 1-Tree Planted. Now that's really something to smile about!

BONUS: This Kit has already received a 2021 International Green Product Award Nomination for distinction for product design, innovation & sustainability. Judges whittled down nearly 1,500 entries from 52 countries to the top 100. We're proud to be the only pet product featured in the Consumer Goods and Concept category.

For information on the all-natural and certified organic products at Pure and Natural Pet, visit our websites at PureAndNaturalPet.com, and ProCoatGrooming.com or call a customer service representative at (844) 698-4367.

###

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.



844-698-4367 | PureAndNaturalPet.com



We use American factories that engage in environmentally friendly practices and comply with product quality standards and strict guidelines.



844-698-4367 | PureAndNaturalPet.com