



**FOR IMMEDIATE RELEASE**

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## **PURE AND NATURAL PET® LAUNCHES NEW HYPOALLERGENIC, FRAGRANCE FREE, TEAR FREE SHAMPOO & CONDITIONER**

Norwalk, CT – September 29<sup>th</sup>, 2022 – Pure and Natural Pet® is adding the new [2-In-1 Hypoallergenic Fragrance Free and Tear Free Shampoo & Conditioner](#) to their lineup of award-winning natural shampoos & conditioners.

What makes this product different is that it is our only shampoo that has been developed for canines and felines. Its pH balanced and free of dyes, perfume and sulfates that can be harmful to our pets and the environment.

Beth Sommers, President and Chief Merchandising Officer stated, “Customers have been asking for a natural tear free shampoo for cats and dogs. We were finally able to develop a safe and gentle formula that works for both breeds. We also made it a convenient 2-in-1 Shampoo & Conditioner, so it’s a great time saver for customers.”

The ingredients are multi-functional to clean and heal skin; Aloe Water to hydrate and reduce skin irritations, Oatmeal Extract to enhance natural shine, Chamomile Extract with soothing properties to reduce inflammation, and Calendula Oil to rejuvenate and promote healing while hydrating the skin.

All Pure and Natural Pet grooming and wellness products are USA made and cruelty free. For more information, visit [PureAndNaturalPet.com](http://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](http://PureAndNaturalPet.com), and [ProCoatGrooming.com](http://ProCoatGrooming.com) or call (844) 698-4367.



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