



**FOR IMMEDIATE RELEASE**

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## **PURE AND NATURAL PET® WINS PRESTIGIOUS ECO EXCELLENCE AWARD**

**Norwalk, CT – September 15<sup>th</sup>, 2020** – Pure and Natural Pet is the proud recipient of a 2020 Eco Excellence Award for BEST PET PRODUCTS: Pet Cleaners, for their Fragrance-Free Stain & Odor Eliminator Spray.

The International Eco Excellence Award is celebrating 10 years of honoring companies for excellence in the world of sustainability, social responsibility and health & wellness.

President and Chief Merchandising Officer, Beth Sommers stated “This win is attributed to our many retailers who consistently asked us to create a natural stain and odor removing spray. Our formula is all-natural, non-toxic, and environmentally friendly. It neutralizes odors and is safe for your carpets as our spray has the official Seal of Approval from the Carpet & Rug Institute.”

The Fragrance-Free Stain and Odor Eliminating Spray does not mask bad smells with fragrance. It quickly tackles tough pet odors and stains at the molecular level, eliminating the problematic smell and unsightly appearance of urine, vomit, feces and more on hard or soft surfaces. It is gentle enough to spray directly on your pet and can even remove foul anal gland odors when necessary. The Pure and Natural Pet Stain & Odor Eliminator is the perfect go-to pet essential for any pet owner, and ideal for Groomers and Retail Shops.

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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.

