



FOR IMMEDIATE RELEASE

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PURE AND NATURAL PET® WINS PET BUSINESS INDUSTRY RECOGNITION AWARD

Norwalk, CT – December 3rd, 2020 – Pure and Natural Pet caps the year with a 2020 *Pet Business Industry Recognition Award* for their Fragrance-Free Stain & Odor Eliminator Spray. The 19th annual *Pet Business Industry Recognition Award* celebrates the most innovative products launched in the pet care category. Winners are selected by the *Pet Business* editors after scouring the industry for the most exciting and functional products on the market.

President and Chief Merchandising Officer, Beth Sommers stated “2020 has been a year like no other. With so many families now working from home, the importance of a natural stain and odor eliminator has been critical for keeping your home clean and protecting your carpets from pets and their messes. We’re pleased the editor’s at *Pet Business* have awarded us with their top honor.”

The natural, non-toxic, and environmentally friendly Fragrance-Free Stain and Odor Eliminating Spray does not mask bad smells with fragrance – it neutralizes. The spray 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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The Fragrance-Free Stain & Odor Eliminating Spray has gone through rigorous testing and has received the official Seal of Approval from the Carpet & Rug Institute. This seal is the carpet industry's only scientific program to test and measure the effectiveness of cleaning products. The program helps consumers make informed decisions and the results are cleaner, healthier, and longer-lasting carpet.

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.



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