



**FOR IMMEDIATE RELEASE**

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## **PURE AND NATURAL PET® WINS 2021 ECO EXCELLENCE AWARD FOR BEST PET PRODUCTS GROOMING**

**Norwalk, CT – August 11th, 2021** – Pure and Natural Pet® wins a 2021 **Eco Excellence Award** for **BEST PET PRODUCTS GROOMING** for their new Organic Dental Solutions – Dental Kits.

The Eco-Excellence Awards™ recognize manufacturers and organizations involved in the production and/or commercialization of sustainable and socially responsible goods. Now in their 11th year, the Eco-Excellence Awards are unparalleled in recognizing excellence in social and environmental sustainability.

The new and improved Organic Dental Solutions Dental Kits combine our USDA Certified Organic Sweet Potato and Cinnamon dental gel with our Bamboo Toothbrush from an FSC certified forest. It's a great, eco-friendly way to protect your dog's teeth and the planet.

Careful consideration went into the ingredients of our Sweet Potato and Cinnamon dental gel. We ensure that our ingredients serve double duty with added health attributes; Cinnamon Powder to reduce inflammation and Coconut Oil that serves as an antibacterial and reduces plaque. Our Certified Organic oils and extracts work to improve overall dental health.

The eco-friendly bamboo brush has no glue, toxins or paint. It's made with dental grade ergonomic nylon bristles from recyclable material. The handle is carved from a single piece of



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naturally grown Moso Bamboo. The biodegradable and naturally anti-microbial ergo handle is coated with soybean wax to make the grip for brushing a K9's canines easier.

The packaging is recyclable and uses 50% less packaging waste than our previous dental kit. This product also assists in planting trees with One-Tree Planted. To date, we have planted over 1,000 trees.

Beth Sommers, President and Chief Merchandising Officer stated, "We have worked really hard to develop our new USDA Certified Organic Dental Kits. It was important to make sure they were eco-friendly and that our sustainability story also included our packaging and how we give back. We are honored to be a recipient of a 2021 Eco Excellence Award."

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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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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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