



**FOR IMMEDIATE RELEASE**

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## **PURE AND NATURAL PET® WINS A 2021 PET BUSINESS INDUSTRY RECOGNITION AWARD**

**Norwalk, CT – December 1st, 2021** – Pure and Natural Pet® is recipient of the 2021 Pet Business Industry Recognition Award for their new Grooming & Cleansing Wipes for the DOG GROOMING - BETWEEN BATH category.

The editors of Pet Business magazine, trusted experts in the pet industry, identified the latest and greatest merchandise trends from hundreds of new products that best drive traffic online and to retailers' aisles. The 20th annual Industry Recognition Award honors the most exciting and functional products that the industry has to offer.

Julie Creed, VP Sales & Marketing for Pure and Natural Pet said, "Covid further reiterated the importance of pet cleanliness and the need and convenience of wipes specific for pets. Our new wipes help soothe and hydrate your pets' delicate skin while providing exceptional cleaning. We knew sustainability was important to our customers, that's why our new 100 flat pack Grooming and Cleansing Wipes are biodegradable. They are also oversized, 7" x 8" to tackle big messes. Since we launched our new wipes, they have continued to be a top seller. We are thrilled Pet Business has honored us with their product award."

The new wipes are USA Made and Cruelty-Free and are extra soft and gentle to safely clean your pet. Ideal for when you're on the go and need a quick clean-up. Our unscented wipes are free of sulfates, parabens, and alcohol that can be harmful to our pets and the environment.



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Available in Lavender and Rosemary Canine Wipes and a Hypoallergenic Fragrance-Free version that is safe for all pets (especially cats).

For more information on Pure and Natural Pet products, 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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