



**FOR IMMEDIATE RELEASE**

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## **PURE AND NATURAL PET® WINS 3 TOP INDUSTRY AWARDS**

**Norwalk, CT – November 10th, 2022** – Pure and Natural Pet® closes the year by adding three key industry awards to their collection of celebrated [award-winning products](#). Two awards honor their popular USDA Certified Organic line of dental products, while the third award recognizes their entire grooming and wellness products as the best in the USA.

**Corporate LiveWire, Innovative Excellence Award**; *Dog Dental Care Company of the Year.*

The Corporate LiveWire Awards represent the pinnacle of business achievement, championing the best in their respective fields and celebrates the success and achievements of companies that have taken an innovative approach to their business and products.

**Mom’s Choice Award**; *Gold Recipient; Organic Dental Solutions, Canine Dental Kit.* \_\_

The Mom’s Choice Awards® (MCA) reviews thousands of products from more than 60 countries. Mom’s Choice is globally recognized for honoring excellence and establishing the benchmark of excellence in family-friendly products and services.

**New World Report, North American Business Award**; *Best Natural Pet Wellness &*

*Grooming, USA.* The North American Business Awards honors businesses whose efforts have generated outstanding products and services. The award is judged on merit and affirms status as an industry leader.

Beth Sommers, President, and Chief Merchandising Officer stated, “We’re honored to receive these awards that continue to validate the work that goes into our ingredient-focused products for



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our cherished family pets. We are committed to developing safe products for our pets and the planet.”

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](http://PureAndNaturalPet.com)® 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](http://ProCoatGrooming.com) 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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