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PURE AND NATURAL PET® WINS FIVE INDUSTRY TOP AWARDS IN PET GROOMING & WELLNESS

Norwalk, CT – JULY 15th, 2021 – Pure and Natural Pet® is pleased to announce that it is the recipient of many awards for their organic and natural grooming & wellness products.

Pure and Natural Pet is a proud recipient of an international **Lux Award** for best **Pet Products & Services**. The Lux Awards recognizes individuals, organizations and enterprises who strive to make an outstanding contribution to the pet industry.

The company also won two distinguished **Pet Insight Vanguard Awards** for the categories of **Flea & Tick Solutions** and **Shampoos & Conditioners**. The annual Vanguard Awards highlight companies leading their respective categories when it comes to driving category growth, staying attuned to industry trends and launching relevant innovation.

The new and improved Organic Dental Solutions kits were selected as a **Family Choice Award** winner. The Family Choice Awards recognize the best products, services and resources for all members of a family including our cherished pets. This awards program, now in its 19th year, is one of the most coveted, family-friendly, consumer awards program in the nation.

The new dental kits were also a **Green Product Award Top 10** finalist for Consumer Goods and were the only pet product that made the top 100 from 1,461 participants from 51 countries. The annual international competition highlights innovative design, sustainable products and service across a variety of industries that accelerate the development of green innovations.



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Beth Sommers, President and Chief Merchandising Officer stated, "We are so pleased that our products resonate with all of our retailers and customers. We take pride in our ingredients, making sure they are safe for our family pets and the environment. We are so pleased to be a brand consumers trust with their family pets."

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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, and ProCoatGrooming.com or call (844) 698-4367.



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