



FOR IMMEDIATE RELEASE

Media Contact

Vicki Rae Thorne

vicki@earthheartinc.com

[847.551.1806](tel:847.551.1806)

**Earth Heart® Inc. Launches New Product Category at
2017 Global Pet Expo with Canine Calm® Aromatherapy Wipes**

***Brand will be first to debut essential oil-based, calming products as user-friendly
therapeutic wipes***

DUNDEE, Ill. (March 7, 2017) — [Earth Heart® Inc.](http://earthheartinc.com), canines' most affordable and effective essential oil brand since 2010, is excited to introduce its most popular line of Canine Calm® Aromatherapy in convenient 10-count wipes at [Katie's Pet Products™](#) booth #835 during the 2017 Global Pet Expo, being held March 22-24 at the Orange County Convention Center in Orlando, Fla.

Canine Calm Aromatherapy Wipes are designed to calm pets during storms, fireworks, boarding, grooming, clinic visits, and other unsettling times. While aromatherapy is commonly used in sprays and diffusers, the development of therapeutic aromatherapy in convenient, travel-friendly wipes creates a new product category for the industry. The Canine Calm wipes are made with pure essential oils to create a serene experience and come in a re-sealable package.

"Aromatherapy has been used for centuries, and scientific studies on the effects of essential oils with dogs and horses were well-established by the mid-1880s in areas of Europe," Vicki Rae Thorne, founder of Earth Heart Inc., said. "We formulate our products with 100 percent pure essential oils that are developed by an aromatherapist with 25-years of experience to ensure a safe and easy-to-use product for all canine owners."

A dog's sense of smell is far more advanced than humans', and their olfactory memory is remarkable since their world revolves around scents. Dogs can associate scents with calming persons and environments, which is why the use of essential oils and aromatherapy is effective when calming canines in stressful situations.

Canine Calm Aromatherapy Wipes contain the same high-quality, pure essential oils as other Earth Heart Inc. products. The company's reputation has been built with safety in mind and all of its products, including Canine Calm Aromatherapy Wipes, have been formulated for use as often as needed. Buzz Guard®, Travel Calm®, and Guard Well® Aromatherapy Wipes are also currently in development.

Canine Calm Aromatherapy Wipes are available online at <http://earthheartinc.com/> and retail/wholesale for \$6.99 and \$3.50. They will be available for purchase at Katie's Pet Products' booth #835 at a 15% off rate during the Expo.

For more information, please visit: <http://earthheartinc.com/> or visit the company's [Facebook](#) page.

About Earth Heart® Inc.

Earth Heart has a long-standing reputation for designing safe, affordable, and effective essential oil remedies that help dogs live happier and healthier lives. All products are made in the USA and formulated with 100 percent pure essential oils. Earth Heart® essential oil remedies are a safe and effective solution for everyday health and safety concerns.

About Global Pet Expo

Global Pet Expo, the premier industry event, is presented by the American Pet Products Association (APPA) and Pet Industry Distributors Association (PIDA). The 2016 Show featured 1,087 exhibitors, 3,218 booths and more than 3,000 new product launches. Additionally, 6,170 pet product buyers from around the world attended. Global Pet Expo is open to independent retailers, distributors, mass-market buyers, and other qualified professionals. The 2017 Show will take place March 22-24, 2017 in Orlando, FL at the Orange County Convention Center. For more information, visit: <https://globalpetexpo.org>.

###