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## PURE AND NATURAL PET LAUNCHES FIVE NEW PRODUCTS FOR THE GLOBAL PET EXPO

**Norwalk, CT – February 14th, 2020** – Pure and Natural Pet launches five new products across both brands; Pure and Natural Pet and Pro-Coat GROOMING.

“The products we developed for Global Pet are clear requests from our customers. We’ve been focusing on growing our Pro-Coat line, as so many of our retailers are adding in grooming services and seeking natural products that run cleanly in their systems. We’re eager to showcase what’s new at the Global Pet Expo, Booth #401 and have some great Show Specials for each of our lines” said Beth Sommers, President and Chief Merchandising Officer.

The one new product being introduced to Pure and Natural Pet’s grooming and wellness category is the **Organic Dental Solutions Bamboo Toothbrush**. The biodegradable and anti-microbial handle is made of one piece of naturally grown Moso Bamboo and is coated with organic Soybean Wax for improved grip. The bristles are dental-grade and made from recycled materials. We’re improving our sustainability by adding soy-based recyclable packaging for our Bamboo Toothbrush and planting trees with One Tree Planted– now that’s really something to smile about!

Pro-Coat GROOMING has added 4 new products. An addition of oral care products, that includes a Certified Organic Dental Solutions line with a convenient 8 oz **Plaque & Tartar Control Breath Spray** and an easy to use air pump 6.5 oz **Plaque & Tartar Fighting Gel** in clean mint. We are proud to provide options in caring for your customers teeth. Both SKU’s ingredients feature Grape Seed extract to naturally prevent tooth decay and are free of preservatives, dyes and artificial flavors.



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We also added to our popular line of Tearless Daily Facial Scrubs a **Wild Blueberry Scrub** that works as good as it smells. It naturally exfoliates and is packed with powerful antioxidants and moisture boosting hyaluronic acid. It also features Vitamin C, E & A for more collagen and elastin to improve a canine's overall skin.

New to the mix is our **Self Wash** of convenient ready-to-use 8oz bottles for groomers or retailers to use in their self-wash stations. Our new all-natural Self Wash comes in a variety of options to choose from with 6 different multi-functional shampoos, 3 options in Daily Facials and a Shed Control Shampoo Conditioner.

For information on the all-natural and certified organic products at Pure and Natural Pet, visit our websites at [PureandNaturalPet.com](http://PureandNaturalPet.com), and [ProCoatGrooming.com](http://ProCoatGrooming.com) or call a customer service representative at (844) 698-4367.

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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 with no skin irritants or chemicals that nature itself 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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