



PRESS RELEASE
For immediate release

ATTITUDE PRESENTS ITS NEW ALL-NATURAL LINE OF HOUSEHOLD PRODUCTS FOR PET CARE AND GROOMING ATTITUDE FURRY FRIENDS

Montreal, May 26, 2016. – Our pets are a very important part of our family and their wellbeing is a priority. ATTITUDE, the leader in personal care and household products, free of carcinogens, is proud to launch its new all-natural line of products for pets called ATTITUDE Furry Friends. With cold weather just around the corner, bringing rain, mud and snow, pet owners will now have what it takes to keep their four-legged friends clean and healthy and their homes spotless.

“ATTITUDE is dedicated to helping families live better by developing healthy products for the pets they love,” asserted Jean-François Bernier, president of Bio Spectra. ATTITUDE Furry Friends products, which are manufactured with natural ingredients, here in Quebec, are also hypoallergenic, free of carcinogens, as well as vegan and cruelty free certified by PETA. Developed in collaboration with the SPCA, the whole line of products has been approved by the organisation as a very gentle and efficient cleaning solution for its furry lodgers environment.

The ATTITUDE Furry Friends Natural line includes nine products, gently scented with coco lime natural fragrances: three shampoos for your pet’s specific needs, a fur detangler, a deodorizing Mist, 100% biodegradable grooming wipes, a toy and hard surfaces cleaner, a fabric refresher, ideal for clean fabrics such as cars and sofas as well as an odour absorber. Each item is available at \$12.99, except for the odour absorber, offered at \$6.99.

HEALTHY LIVING IN A HEALTHY ENVIRONMENT

Considering that 90% of cancers are related to our lifestyle, ATTITUDE is offering a global approach putting health, balance and wellbeing at the heart of our concerns. While we may forget, pets are not spared from this disease as roughly one dog in four will develop some form of cancer in his life, making this disease one of the main causes of death amongst cats and dogs, according to the Morris Animal Foundation.

“Our dog, cat, ferret or rabbit live in the same environment as we do, breath the same air, drink the same water and, therefore, are exposed to the same contaminants,” reminds Hans Drouin, PhD, vice-president and director of research and development at Bio Spectra, adding *“Several carcinogens lurk in the products we use in our homes every day.”* Pets are often more sensitive and more frequently exposed to these contaminants as they ingest residues by licking their paws and their fur. In addition to their skin care and household cleaner’s line, ATTITUDE now offers a solution to ensure the whole family, including that furry friend of yours, lives in a safe and clean environment! *With ATTITUDE Furry Friends, It’s never been easier to protect your loved ones, from head, to paws!*





ATTITUDE PRODUCTS AVAILABLE ON LINE AND IN STORES

In the province of Quebec, you may find ATTITUDE Furry Friends products at Mondou, Chico as well as other specialized pet stores. You may also order them online at www.ATTITUDEliving.com

ABOUT BIO SPECTRA

Bio Spectra is a Montreal based company which manufactures and distributes products for the whole family. ATTITUDE brand is now available in over 30 countries. With standards going beyond local government norms and regulations, where laws tolerate the presence of certain contaminants, Bio Spectra promises products for the whole family that are free of carcinogenic and mutagenic substances, at all times and without compromise. Moreover, the company has adopted practices that foster sustainability at all levels of its production, thus offering customers high quality products that give peace of mind and enable families to live consciously.

ABOUT US

We are a group of parents who share a vision based entirely on wellbeing. We design our products not according to the size of the market to be captured, but rather according to our own needs and those of the ones we love. Our goal is to live consciously and never lose sight of what is really important.

It is this idea of family which influenced our logo design. To represent our values, we chose the image of an inukshuk, a symbol of our interdependence and our concern for our fellow human beings. By seeking balance and staying faithful to our ideals, we offer our families and yours – the best of ourselves.

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WEBSITE www.ATTITUDEliving.com

MEDIA NOTE

Photos of our products are available on request.

SOURCE

Bio Spectra

www.ATTITUDEliving.com

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