

# Dog Rocks®

**Media Contact:**  
Alyson Brodsky  
Matrix Partners  
847-863-8278  
abrodsky@matrix1.com

## **STAY GREENER THAN EVER WITH DOG ROCKS®** *New Bag Size of the Easy Solution to Lawn Burn Now Available*

### **SuperZoo Booth #1927**

**LAKE WORTH, Fla.** – Dog Rocks, the 100% natural way to STOP pet urine burn marks in your lawn is pleased to announce that a new 600-gram bag size is now available.

Originally discovered by a gardener, Dog Rocks are 100% natural rocks found exclusively from an Australian quarry. They are proven to work continuously to filter out the specific impurities responsible for excess nitrate concentrations in canine urine, which is the cause of lawn burn. Plus, it works to help fertilize pet owners' lawns and saves dog owners from spending money on expensive lawn treatments.

“Dog owners around the world understand the frustration of unsightly, yellow burn patches across their lawns,” comments Kim Goldsworthy, Sales Director for North America. “With over 2 million sold worldwide, this proven solution to this bothersome occurrence, sees the launch of a 600-gram bag. This new size is ideal for households with multiple water bowls or larger water sources such as fountains.”



Laboratory testing confirms that this product is safe for dogs and does not affect the pH balance of the drinking water or urine and is suitable for any breed, size or aged dog.

The newest bag size, 600-gram (1.32 lbs.) retails for \$49.99. A 200-gram (0.44 lbs.) bag is also available for a suggested retail price of \$16.99. Simply add a half-gallon of water to 200-gram of rocks, let sit overnight and continue to replenish water as usual leaving the rocks in place. For best results, ensure that your Dog Rocks bowl is the pet's main water source. 200-gram of Dog Rocks will last for two months.

To learn more about Dog Rocks, please visit [www.DogRocks.com](http://www.DogRocks.com).

### **ABOUT DOG ROCKS®**

Dog Rocks was discovered in Australia by a gardener in the 1990's. After extensive testing, Dog Rocks was proven to help eliminate impurities in the water, such as tin, ammonia and nitrates, which can cause burn marks and yellow/brown patches in grass. Without these impurities in the water, not only does Dog Rocks help provide a cleaner water source for pets, it also helps dogs fertilize the lawn instead. They are 100% natural and do not alter the pH balance in the dog's urine. Dog Rocks has sold over two million packs worldwide and offers a 100% money-back guarantee. The brand received the prestigious Queen's Award for Enterprise: International Trade in 2016. To learn more, please visit [www.DogRocks.com](http://www.DogRocks.com).

###

**Media Note: Interviews, product samples and images are available.**