



FOR IMMEDIATE RELEASE  
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## **PURA NATURALS PET WINS TWO MAJOR AWARDS FOR SHAMPOOS & CONDITIONERS AND WELLNESS PRODUCTS**

Ardasley, NY – June 7 – Pura Naturals Pet wins prestigious *Pet Insight Vanguard Award* in the category of Shampoos & Conditioners. The Vanguard Award recognizes industry leaders that push traditional boundaries in product innovation, merchandising support and pricing policies. Selecting companies that have been agile and respond quickly to changes in the market and working together with distributors and retailers to educate consumers and create an environment that’s beneficial to all.

Beth Sommers, President and Chief Merchandising Officer stated “The Vanguard Award is very meaningful as it recognizes our core products. We’ve worked hard and have made continual improvements to our product line in order to have the best and safest ingredients for our family pets. The Pura Naturals Pet team has been working hard to continuously update and educate our customers about our ingredients and what makes us unique. We strive to communicate the importance of our certifications with the USDA, Leaping Bunny, Organic Trade Association and Pet Sustainability Coalition.”

Pura Naturals Pet and RADIUS® newly launched Organic Dental Solutions Canine Kit was recently evaluated along with hundreds of other products for a chance to compete for a **Hot Diggity Award**.



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The Hot Diggity Award recognizes the best of the best in family and pet products. The Hot Diggity Award signifies innovation, quality, entertainment and/or educational value and a commitment to excellence.

“It’s been wonderful to see our retailers and consumers respond so positively to our Organic Dental Solution Kit. We conducted extensive research to find the safest organic ingredients to create the most effective Canine Dental Gel. We want our customers to be educated on what ingredients are safe for their pets and more importantly, which ones are not” added Sommers.

For information on Pura Naturals Pet visit our website or call a customer service representative at (844) 698-4367.

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### **About Pura Naturals Pet**

Pura Naturals 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.

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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