



## **FOR IMMEDIATE RELEASE**

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Contact:

Emily Cavanagh

[emily@eyenvy.com](mailto:emily@eyenvy.com)

T: 1-310-530-5341

### **EYE ENVY UNVEILS NEW FAVORABLE PRICING POLICY AT SUPERZOO**

Carson, CA – Eye Envy, manufacturer of all-natural tear stain removing products is rolling out a new pricing structure at SuperZoo 2018. Smaller retailers, boutiques and grooming salons will now enjoy the same 50% margins as online retailers and larger brick and mortar stores. The new pricing structure is effective beginning June 15, 2018.

Eye Envy is prominent in the dog show arena, with breeders and handlers preferring the natural tear stain clearing products over other bleaching and antibiotic treatments. Concurrently, Eye Envy is seeing a steady rise in use of products in pet spas and salons, allowing groomers to extend their service with the upsell of a premium “tear stain” treatment.

Owner, Marcelo Lalau elaborates, “Being able to offer our products with the same margins at the minimum advertised price allows grooming salons and pet boutiques to be as competitive as larger retailers. Consequently, they can offer add-on services and by carrying our retail line, extend the treatment at home, between visits.”

Eye Envy invites SuperZoo attendees to visit them at **Booth 4643** to learn more about Eye Envy products, show specials and the new pricing structure.

### **About Eye Envy**

California based Eye Envy is a leading producer of safe, simple and effective tear stain removers for dogs and cats. Eye Envy adheres to a ‘Safe and Trusted’ policy – using only natural, human-grade ingredients. They do not use harsh chemicals or harmful ingredients, such as parabens, peroxide, bleach, steroids or antibiotics. All products are non-irritating and applied topically. Eye Envy products are available at [www.eyenvy.com](http://www.eyenvy.com) and retailers throughout the United States.

For further information visit [www.eyeenvy.com](http://www.eyeenvy.com) or call 1-866-393-3689.



Eye Envy Tear Stain Remover Products for Cats and Dogs and Nelle, Bichon Frise.