

PRESS RELEASE
For Immediate Release

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Plant Therapy Introduces 'Pup & Pony' pure essential oils on National Pet Day

Twin Falls, IDAHO – April 11, 2019 – Just in time for [National Pet Day](#) on April 11, Plant Therapy answers a growing need for natural formulations to ease stress and anxiety in pets, with the launch of its [Pup & Pony](#) essential oil blends for dogs and horses. Designed to assist pet owners whose four-legged friends go to pieces at the first clap of thunder, or shake before a car trip, the new line addresses the symptoms of anxiety and stress. While there are no known pharma-based solutions for issues like storm phobia in dogs, essential oil blends – long relied upon by humans - can now be used to calm and soothe animals.

Plant Therapy, a leader in 100 percent pure essential oil solutions, has combined its expertise in developing blends for humans with extensive research on exactly the right formula for dogs and horses. Plant Therapy's new line debuts with [Paw Balm](#), a [Paw Pal Diffuser](#), and four unique blends: **Confident K-9**, **Happy Trails**, **Horse Whisperer**, and **Show Ready**, which are also available as sets - [Man's Best Friend](#) for dogs (SRP \$34.95) and [Mane Attraction](#) for horses (SRP \$39.95).



"Plant Therapy's Pup & Pony line was created to provide a safe, natural, and effective method for supporting our beloved four-legged friends on their journey to emotional and physical well-being," says Emilee Hughes, product manager for Pup & Pony. "We understand and have fully experienced the therapeutic properties of essential oils with humans and now, after undergoing extensive instruction and research, we are excited to extend the same benefits to our animal companions in a safe and efficacious manner."

Each Pup & Pony blend is specially formulated to address key issues that affect dogs and horses much like humans, including stress and anxiety, motion sickness, and immune health.

[Confident K-9](#) (SRP \$13.95)

This blend was formulated for dogs that struggle with being alone. It helps promote relaxation, support doggy confidence, and soothe worry. Excessive barking, shaking, chewing or clawing at doors and furniture are all signs of canine stress, and this blend of Blood Orange, Atlas Cedarwood, Vetiver, Ylang Ylang Complete, and Rose Absolute can be applied by adding a drop to a cotton ball and placing inside the dog bed, or by diluting and applying topically around the upper and inner foreleg, chest and neck. Confident K-9 can also be used on horses.

[Happy Trails](#) (SRP \$13.95)

This blend was created to make traveling easier for dogs and horses. Our four-legged friends can experience motion sickness during travel just like humans. This blend's scent is soothing to an animal's upset stomach, and also works to comfort the animal to stay calm and worry-free. This blend features Lemon, Sweet Orange, Ginger Root CO2, Australian Sandalwood, Lavender and Peppermint. It can be diluted and used topically, or diffused in Plant Therapy's Diffuse on the Move diffuser.

Horse Whisperer (SRP \$19.95)

Just like humans, dogs and horses can develop fear and anxiety disorders after a traumatic experience. Trauma is especially common in rescue animals, but can also be caused by issues like forced weaning, ill-fitting tack, etc. This blend helps calm animals while supporting their emotional healing process. Horse Whisperer is also safe for dogs who struggle with similar issues. The blend features Bergamot, Himalayan Cedarwood, Frankincense Carteri, Roman Chamomile and Neroli. This blend can be diluted and applied topically to upper inner foreleg, chest or back of the neck, and it can be passively diffused.

Show Ready (SRP \$19.95)

This blend was created to keep dogs and horses healthy, as they can become more susceptible to illness and disease during travel stress or when exposed to other ill or unfamiliar animals. Show Ready features a blend of pure essential oils that will help support the immune system and offer protection from illness, including Frankincense Carteri, Pink Grapefruit, Lavender, Palmarosa, Niaouli 1,8 cineole and Thyme Linalool. It can be diluted and applied topically, or a drop can be dabbed on a cotton ball and placed inside a dog bed.

Paw Balm (SRP \$14.95)

Plant Therapy's Pup & Pony Paw Balm was formulated to moisturize dry, damaged paws and to offer protection from the elements. Paws that are dried out can be extremely uncomfortable for dogs. Pup & Pony Paw Balm helps soothe, nourish, and comfort irritated and lack-luster paws. This blend of protective beeswax, hydrating carrier oils, and soothing essential oils creates a moisturizing barrier and helps to restore skin health.

Paw Pal Diffuser (SRP \$16.95)

The Paw Pal Diffuser is designed to be used with essential oil blends that dogs have already been introduced to. Add one drop of Pup & Pony essential oil blend diluted with a carrier oil onto the included felt pad. Clip the diffuser onto the dog's kennel or collar. Use for only a few hours at a time to avoid overwhelming the dog's senses.

Pup & Pony products are not intended to be used with animals other than dogs and horses. They are not to be applied topically or diffused near to cats, birds, aquatic animals or rodents. It is important to introduce Pup & Pony oils slowly to horses and dogs, starting with the lowest dilution blended into a carrier oil, until the animal is comfortable with the scent. The Pup & Pony blends, as well as other Plant Therapy essential oils, are available through the company website, www.planttherapy.com, and at online retailers including Amazon.com.

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About Plant Therapy

Founded in 2011, Plant Therapy is a leading supplier of essential oils and accessories. Based in Twin Falls, Idaho, we provide the absolute highest-quality essential oils and are committed to educating our customers on their uses, safety and efficacy. Our products include organic essential oils, carrier oils, blends, KidSafe Synergies and pre-diluted roll-ons as well as accessories such as diffusers, books and natural body care. Find more information on our website:

<https://www.planttherapy.com>.

* Topical dilution varies per blend. A full list of ingredients and cautions can be found at planttherapy.com/pup-and-pony