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FOR IMMEDIATE RELEASE

Pet Product Innovations LLC Exhibiting at SuperZoo, Booth #1274

Pet Product Innovations LLC (PPI) is excited to bring their ground-breaking pet products, including the one-of-a-kind Zen Clipper Precise™, to this year's SuperZoo on August 20th – 22nd in Las Vegas, NV – Booth #1274

Las Vegas, NV – July 9, 2019 – Pet Product Innovations LLC (PPI), the manufacturer and U.S. distributor of innovative pet products, is excited to showcase their unique pet product line at SuperZoo on August 20th – 22nd in Las Vegas, NV. Attendees are encouraged to stop by the PPI booth #1274 to explore the many innovative pet supplies they offer. This year, PPI will feature their worry-free nail trimmer, Zen Clipper Precise™, and will be giving demos to show just how simple the clippers are to use and sharing the many benefits they provide during the three-day event.

Trimming an animal's nails can be downright frightening for a pet owner; however, regular nail trims are essential to a pet's overall health and safety. Most would agree that determining where to stop clipping on their pet's nails can be the most challenging part, which often creates anxiety for both owner and pet. On the flip side, regular grooming appointments can be inconvenient and expensive. Because of these reasons, many owners avoid the nail trimming task altogether. PPI's Zen Clipper Precise™ is a game-changing product that will give pet parents the confidence and peace of mind they deserve while trimming their pet's nails thanks to its unique feature that *"Clips the Tip, Not the Quick!"*

Features of the Zen Clipper Precise™ Include:

- First and only adjustable nail clipper that's safe, even when your pet moves.
- The adjustable blade limits that amount of nail being clipped.
- Made from high-quality stainless steel for a long-lasting, sharp-clipping edge and blades.
- The cushioned non-slip handle and stainless steel makes for a comfortable clipper that is durable, attractive and easy to use.
- Designed in the USA.
- Zen Clipper is especially helpful for pet owners with limited near vision since it will prevent you from cutting off too much of the nail, even if you cannot see up close.
- Suitable for any size pet from dogs to cats, birds to reptiles!

In addition to demos, PPI will be gifting the Zen Clipper Precise™ to all media that visit their booth. Other PPI products that will be showcased at SuperZoo include: Bandana Bowl™ (portable water/feeding bowl and/or cooling collar), Paw Plunger® (the #1 selling paw cleaner in America), SmartLeash® (the first and only retractable leash that automatically stops your dog when running or lunging), and Venison Joe's Gourmet Pet Chews.

About PPI:

Pet Product Innovations LLC was founded by pet industry veteran David Levy to bring the highest-quality, most innovative pet products to independent retailers in the US and Canada. The company is on a mission to offer products that solve real life problems for pet owners, and is committed to serving their retailer partners, customers and of course the dogs and cats who will benefit most. Learn more about PPI at: <https://www.petppi.com/>.

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