



**Media Contact:**

Alyson Brodsky

Matrix Partners

847-863-8278

[abrodsky@matrix1.com](mailto:abrodsky@matrix1.com)

**STAY ECO-FRIENDLY WITH SUSTAINABLY YOURS™**

*Uniquely Formulated Natural Cat Litter Now Available in 26 lb Bag Option*

**SuperZoo Booth #1905**

**PEMBROKE PARK, Fla.** – Petfive’s eco-friendly cat litter brand, Sustainably Yours, is happy to announce the release of a 26 lb bag size. Containing double the amount of litter than the standard Sustainably Yours bags, this new size is ideal for multi-cat households and will continue to keep pet owners satisfied with an unparalleled litter experience.

Sustainably Yours prides itself on effectively combining two biodegradable ingredients – corn and cassava – into an innovative formula. While its unique, light color increases visibility and enables owners to easily observe changes in their pet’s urine, the litter also eliminates odors and clumps more efficiently than competing eco-friendly brands. Additionally, it is chemical and fragrance-free, produces virtually zero dust and can be flushed, addressing many of the issues that have previously plagued cat owners.

“Sustainably Yours is a definite game-changer for any cat owner and we are always looking for ways in which we can expand and reach new demographics,” says Pedro Bastos, CEO at Petfive. “Our hope is that by doubling the bag size, we will appeal to larger households, since it is perfect for pet parents with multiple cats, or even anyone simply looking to stock up on our litter.”



In addition to its two sizing options, Sustainably Yours can be purchased in two varieties: Multi-Cat and Multi-Cat Plus, for advanced odor control. The brand also works hard to give back by donating a percentage of its proceeds to the Rainforest Trust, a top charity-rated organization that strives to protect and sustain threatened habitats by purchasing acreage in threatened rainforests worldwide.

To learn more about Sustainably Yours, please visit [www.sylitter.com](http://www.sylitter.com).

**About Petfive Brands**

Petfive recently introduced Sustainably Yours to appeal to Millennials and people that are interested in conserving and protecting the environment. This value-added cat litter line will be exclusively available through independent pet retailers. Sustainably Yours was recently named a finalist in Natural Child Magazine’s Eco-Excellence Awards for their commitment to a high quality, eco-friendly product and won a 2019 *Pet Insight* Vanguard Award for Natural Litter. Petfive, founded in 2015, has corporate offices in Brazil (Rio de Janeiro) and the United States (Pembroke Park, FL). The company’s mission is to offer problem-solving products that improve the relationship between pets and people. The Petfive name is inspired by the “high five” owners often share with their pets. For the full story, visit [www.petfive.com](http://www.petfive.com).

###

**Media Note: Interviews and images are available upon request.**

