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Pure Pooch line of all-natural grooming products for dogs receives Animal Wellness Magazine's Stamp of Approval

Miami FL – June 7, 2010 – Pure Pooch today announced that *Animal Wellness Magazine* has designated the entire Pure Pooch line of all-natural grooming products for dogs the Animal Wellness Stamp of Approval and featured the line as a "Product Pick" for their June/July issue.

"It is an honor to be singled out by Animal Wellness Magazine and receive their Stamp of Approval," shared Ron Akanowicz, managing partner at Pooch Enterprises. "To receive this designation is testament to our commitment to quality, natural, and healthy grooming products for dogs."

"Animal Wellness Magazine is very careful about the type of products we select for our 'Stamp of Approval' designation," shared Dana Cox, editor-in-chief of Animal Wellness Magazine. "Our readers trust that we choose only the highest quality products, therefore we hand select and only provide our 'Approved' designation to those products we feel meet our high standards. The Pure Pooch line of grooming products for dogs is a great addition to our list of 'Approved' products."

The entire Pure Pooch all-natural line of shampoos for dogs are made with natural coconut-based cleansers, plant-derived conditioners, and organic-enzyme deodorizers that safely and effectively clean and yet are gentle enough for regular use. Pure Pooch contains Provitamin B5 and plant-derived conditioners to moisturize, prevent tangling, and soften the coat without stripping the skin of its natural protective oils.

All Pure Pooch shampoos are soap-free and contain a blend of natural neem and citronella oils to help protect dogs from pests in the great outdoors, and yet won't neutralize any needed flea and tick treatments when used as directed.

The full line of Pure Pooch all-natural grooming products, including Calm & Gentle, Really Clean and Bright & Clean, are available for purchase via retail or wholesale, at retail stores in the US, or via the Pure Pooch website at purepooch.com. For more information visit the Pure Pooch website at purepooch.com, email sales at sales@purepooch.com or call 786-853-1666.

About Pure Pooch

The inspiration for Pure Pooch started with Pure Pooch managing partner Ron Akanowicz's dog, Sophie, a Maltese-Lhaso Aspa mix. He wanted a gentle, effective, and natural shampoo for Sophie's pink, sensitive skin and it was a challenge to find. That's when Ron and one of the company's partners, began to create a formula that uses natural ingredients and quickly developed the three foundational lines: Bright & Clean, Really Clean, and Calm & Gentle. Each one in the line of Pure Pooch all-natural dog shampoos uses coconut-based cleansers and a blend of plant-derived conditioners and deodorizers. The company founders are committed to creating products that are safe and effective for pets, as well as safe and sustainable for the environment. Their products are free from petroleum and parabens, are biodegradable, never tested on animals, and made in the U.S.A. Pure Pooch donates 2% of its proceeds to shelters and rescues.

About *Animal Wellness Magazine*

Animal Wellness Magazine's mission is to help people improve the quality of life of their dogs and cats by providing the leading information on integrative approaches to health and lifestyle, and to support the human/animal bond that brings joy to us all. For more information or to subscribe to *Animal Wellness Magazine*, visit animalwellnessmagazine.com, or call 866-764-1212.

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