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ALZOO™



For: ALZOO™

For Immediate Release

SUSTAINABLE PRODUCTS FOR HEALTHY PETS:
ALZOO™ LAUNCHES NEW PRODUCTS AT SUPERZOO 2023

One of the leading brands selected by veterinarians for its hypoallergenic, plant-based pet care will debut new products at SuperZoo.



For eco-minded pet parents seeking truly reliable solutions to everyday pet care and more, ALZOO™ provides solutions for every member of your furry family. In addition, ALZOO™ acts as a force for good in the world. Recently, ALZOO™ parent company, AB7 America, Inc., earned the prestigious B Corp® Certification, demonstrating the company's combined innovative spirit, technological expertise, and global perspective to create the most sustainable, efficacious, high-quality wellness products that let owners and their pets do more of what matters most in their life.

This Summer, ALZOO™ will debut its newest line of products designed with a focus on sustainability and innovation at [SuperZoo](#). With additions to their popular [concentrated shampoo](#), they will also add a [concentrated stain and odor remover](#), as well as a new [plant-based mobility collar](#) and [severe accident remover](#). Perhaps the most noteworthy of the ALZOO™ new product offerings is a new category of plant-based soft chews, designed for your dog's overall health and wellbeing. Please see below for more details on all ALZOO's new product innovations.

The ALZOO™ newest 2023 products include:

Concentrated Shampoos: Three new concentrated powders omit single-use bottles and never ship water while working wonders on your pet's bath routine. In three varieties (Soothing, Puppy Care, and Deep Conditioning) these shampoos will be a new go-to.

Mobility Collar: The first dog collar to naturally soothe joint discomfort with essential oils, the ALZOO™ clinically studied innovation showed to reduce stiffness and improve mobility within 3 days of usage. Each collar lasts up to 30 days and is waterproof.

Severe Accident Remover: This highly absorbent lavender powder easily cleans up the worst types of messes pets leave behind without leaving behind any residue.

Concentrated Stain & Odor Remover: A more sustainable option to remove pet stains and odors while reducing carbon footprint with NO water shipping and no single-use plastic.

Soft Chews (90-count): Potent, plant-based blend of ingredients specifically formulated to improve target areas for your beloved dogs:

- Wild Alaskan Salmon Oil and flax seed oil work wonders in **Skin & Coat Soft Chews**
- Probiotics, fennel, and other immune-supporting ingredients keep dogs' seasonal allergies in check in **Allergy Soft Chews**
- Botanicals like chamomile manage stress (from fireworks to car rides to separation anxiety) for **Calming Soft Chews**
- Powerful antioxidants support normal inflammation response in **Hip & Joint Mobility Soft Chews**.

If you are planning on being at **SuperZoo**, August 16 – 18 in Las Vegas, be sure to visit booth **#3909** to learn more about what ALZOO™ can do for you and your most important companion. Or you can look for them featured in the **New Products Showcase Section** of the show!

ALZOO™ plant-based products are now available on **Walmart.com**, in addition to **Amazon**, independent pet specialty retailers, as well as grocery and farm and feed stores across the country.

More about ALZOO™:

We use science, ingenuity, safe ingredients, and sustainable practices to empower you, your pet, and your family to engage in what matters most (without troublesome distractions like fleas, ticks, dirt, odors, stains, and stress). **ALZOO™** has complete lines of plant-based flea and tick solutions, a range of effective calming solutions, grooming products, and more. Our determination to create better quality products means you can do more adventuring, more cuddling, more exploring, more relaxing... more living. We help your pet do more, too, by staying protected and healthy. With our effective, eco-friendly formulations, we make it easy to be both a good pet parent and a good citizen of the Earth. After becoming a Benefit Corporation in 2022, ALZOO™ parent company, **AB7 America, Inc.**, earns the prestigious B Corp® Certification.

To learn more about ALZOO™, visit their **website** and **Instagram**.

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LOOK FOR THE 'B Corp®' LABEL! ALZOO™ PET PRODUCTS PARENT COMPANY, AB7 AMERICA, INC. EARNS PRESTIGIOUS B CORP® CERTIFICATION

After becoming a Benefit Corporation last year, ALZOO™ Pet Products parent company AB7 America is now a Certified B Corp®

SUNRISE, Florida – [ALZOO™](https://www.alzoo.com) makes their commitment to sustainability official by becoming a Certified B Corporation®. The B Corp® label is recognized and trusted by consumers looking to support and use products from brands that are known to have the best social and environmental practices. [AB7](https://www.ab7.com) America, Inc., the developer of ALZOO™ products, is elated to have earned this rigorous certification that helps make the company's mission and day-to-day operations more transparent.

"Earning our B Corp® Certification is another step in our ethical operations framework that puts pets over profits with a focused commitment to our community, environment, employees, and customers. Before the certification, we held ourselves accountable with the highest standards as a Benefit Corporation. Now, we drive that accountability even further with public assessments of our business," *Philippe Chelle, CEO ALZOO™*.

In order for companies to achieve the B Corp® Certification, they must achieve 80 points or higher in B-Lab's rigorous assessment of 200-plus questions (the average company achieves 50 points following their initial assessment), including a legal requirement to make business decisions based on social and environment objectives instead of maximizing profit. Some of these include:

- Integrating ethics, responsibility, and transparency into the company's vision, value, and statutes.
- Providing excellent employee working conditions including compensation, social benefits, training, health, safety and more.
- Incorporating Diversity, Equity, Inclusion, and Supply Chain Management policies that advocate for and improve the social wellbeing of the communities in which they operate.
- Improving the environment as a sustainable and regenerative economy (reduction of the carbon footprint, impact on air, climate, water, land, and biodiversity).
- Benefitting customers with products and services that support the common good.

Throughout its 50 years in business, AB7 has assured customers that buying ALZOO™. means buying the best natural healthcare products for your pets and reducing harm to the planet. ALZOO™ uses science, ingenuity, safe ingredients, and sustainable practices to empower you, your pet, and your family to engage in what matters most. From pet care product formulas, to packaging, to the workplace environment, ALZOO™ continuously strives to raise the bar. They are a premiere member of the [Pet Sustainability Coalition](https://www.petcoalition.com) – a community that promotes natural, sustainable pet products with low carbon footprints and positive results in pets' and peoples' lives. Most recently, for the second year running, ALZOO™ participated in the Pet Sustainability Coalition's "[Earth Day Rally](#)" to Take 10,000 Actions for Environmental Change."

To learn more about ALZOO™, visit their [website](#) on [Instagram](#), on [Facebook](#), and on [LinkedIn](#).

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AFTER YEARS OF TOP SUSTAINABILITY PRACTICES AB7 America BECOMES BENEFIT CORPORATION

To become a Benefit Corporation, companies must commit to long-term ethical and environmental practices

SUNRISE, Florida – Since ALZOO™ Pet Products ([AB7 America, Inc.](#)) began, it has operated based on principles that best serve its employees, the customers (and their pets) and the planet. For years, [ALZOO™](#) has considered the environmental and social impact in every facet of its business model as it delivers natural pet products for everything from repellants to calming and grooming. In an exciting step forward in transparency and sustainability, AB7 America has officially changed its status to become a Benefit Corporation. ALZOO™ is also currently in the midst of its audit to earn B-Corp Certification, a separate, rigorous evaluation that further solidifies its sustainability and social accountability.

“As a company that aims to be a force for good in the world – creating products that make a positive, direct impact on people, their pets, and the community they live in, becoming a Benefit Corporation was the natural step forward for ALZOO™. Benefit Corporations must commit to high standards, purpose, accountability, and transparency surrounding all its operations – standards we are proud, and have always been proud, to uphold,” said ALZOO™ CEO, Philippe Chelle.

For companies to incorporate as a Benefit Corporation, they legally commit to ethical practices from stakeholder/board decision-making that lay the foundation to continuously align their mission with B Lab’s Impact Assessment for social, environmental, and ethical practices. ALZOO™ compliance with B Lab’s strict criteria to become a Benefit Corporation is in the following five areas:

1. Governance of its overall mission, ethics, responsibility, transparency, and the ability to integrate these into the company vision, value, and statutes.
2. Employees benefit from better working conditions and environments (including compensation, social benefits, training, health, and safety and more).
3. Companies striving for certification aim not only to incorporate Diversity, Equity, Inclusion and the best Supply Chain Management policies to make a positive impact on their employees, but they also develop partnerships and advocate for adoption of practices that improve the economic and social wellbeing of the communities in which they operate, to enhance the lives of all people and take better care of our planet.
4. Dedicated to improving the environment as a sustainable and regenerative economy (reduction of the carbon footprint, impact on air, climate, water, land, and biodiversity).
5. Benefit its customers with products and services that support the common good.

Starting 2023, ALZOO™ natural plant-based products are now available on [Walmart.com](#), in addition to [Amazon.com](#), independent pet specialty retailers, and farm and feed stores across the country.

About ALZOO™:

[ALZOO™](#) uses science, ingenuity, safe ingredients, and sustainable practices to empower you, your pet, and your family to engage in what matters most (without troublesome distractions like fleas, ticks, dirt, stains, and stress). Their determination to create better quality products means you can do more adventuring, more cuddling, more exploring, more relaxing ... more living. They help pets do more, too, by staying protected and healthy. With

effective, eco-friendly formulations, they make it easy to be both a good pet parent and a good citizen of the Earth. ALZOO™ does more so you can too.

ALZOO™ develops, with the support of its employees and parent company located in France ([AB7 Group](#)), a global internal dynamic to ensure its environmental, social and societal values, and commitments that are ubiquitous throughout all company operations.

To learn more about ALZOO™, visit their [website](#) and on [Instagram](#).

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ALZOO™ is the Only Brand That Manufactures a Full Range of Prevention Products for Pets in the US

ALZOO™ natural pest pet repellents are the must-have products pet owners everywhere have been waiting for.



Sunrise, FL- We love our pets, and more often than not, they're considered extensions of our family. So why use harsh chemicals when you can use a natural repellent to help protect your pets from parasites? [ALZOO™](#) is proud to announce the U.S launch of its pet care line for dogs, cats and horses devoted to manufacturing products that not only help keep pets free of ticks, fleas, and lice, but protect the environment and humans as well. By utilizing gentle formulas and ingredients such as great smelling essential oils, ALZOO™ has created a one-of-a-kind natural pet care line that keeps everyone safe.

While most flea and tick products require that your pet must be bitten first, ALZOO™ products repel the parasites so that they never come into contact with your pet. What's more is that laboratory tests show how the active ingredients in ALZOO™ products both reduce the incidence and severity of bites.

Flea & Tick collars containing organophosphates are dangerous for both human health, especially children's health, as well as pets' health. Even worse, while adults or children are petting their pets, insecticides are absorbed through the skin and may harm the nervous system. Same goes for your pets. Yikes! This is why ALZOO™ has developed natural repellent products to not only take care of pets' health, but their humans as well.

ALZOO™ pet essentials are perfect for companions of all shapes and sizes (pups as well!) and include the following product lines:

DOG

ALZOO™ Plant-Based Repellent Flea and Tick Line:

[ALZOO™ plant-based flea and tick collar for puppies, dogs, and large breed dogs](#) – This non-toxic and environmentally friendly collar effectively protects your dog from ticks, fleas, dust mites and mosquitoes. These waterproof collars are free from PVCs and Phthalates and provide up to four months of protection for your dog. The best part? It's great for small dogs, including puppies!

[ALZOO™ plant-based flea and tick spot-on](#) – This non-toxic and environmentally friendly topical effectively protects your dog from ticks, fleas, dust mites and mosquitoes. The active ingredients support is natural based almond oil; almond oil protects skin from the active essential oils, helps spread the active ingredients throughout the body and protects the active ingredients from being washed out after rain fall or pool parties! Re-apply after shampooing your dog. 1 tube lasts 1 month.

[ALZOO™ plant-based flea and tick shampoo for dogs](#) – The plant-based repellent shampoo for dogs protects your pup against external parasites. Bonus points because it leaves hair clean and shiny. It also features peppermint oil.

[ALZOO™ tick remover](#) – This easy-to-use hook is perfect for catching ticks of all sizes. Just rotate the hook and pull from any direction.

[ALZOO™ G+ plant-based powder](#) – The G+ plant-based powder keeps pests out of your pet's home environment and is effective against fleas, ticks, and mosquitoes. The powder can be applied to carpets, pet beds, dog houses, and more. This product has a killing effect and perfectly completes the line.

[ALZOO™ plant-based repellent spray for dogs](#) – This plant-based repellent spray for dogs covers the dog's hair and forms a true barrier that repels fleas, ticks, mosquitoes, and flies.

Good news! These products can be combined for increased efficacy depending on the infestation level

ALZOO™ Natural Calming Line:

[Plant-based calming spray for dog](#) – This clinically proven calming spray can help to relax your pet during stressful situations. July 4th, New Year's Eve anyone?

[Plant-based calming diffuser and refill for dog](#) – This clinically proven calming diffuser can help to relax your dog during stressful situations and includes ingredients such as Valerian and Lavandin Oil.

[Calming collar for dog](#) – Perfect product for your pet before stressful situations.

CAT

ALZOO™ Plant-Based Repellent Flea and Tick Line:

[ALZOO™ plant-based flea and tick collar for cat](#) – This non-toxic and environmentally friendly collar effectively protects your cat from ticks, fleas, and lice. Each collar provides up to four months of protection for your cat. Our collars are free from PVCs and Phthalates.

[ALZOO™ plant-based flea and tick spot-on](#) – This non-toxic and environmentally friendly topical effectively protects your cat from ticks, fleas, dust mites and mosquitoes. The active ingredients support is natural based almond oil; almond oil protects skin from the active essential oils and helps spread the active ingredients across the cat body. 1 tube lasts 1 month

[ALZOO™ G+ plant-based powder](#) – The G+ plant-based powder keeps pests out of your pet's home environment and is effective against fleas, ticks, and mosquitoes. The powder can be applied to carpets, pet beds, dog houses, and more. This product has a killing effect and perfectly completes the line.

ALZOO™ Plant-Based Calming:

[ALZOO™ calming collar for cat](#) – ALZOO™ anti-stress collar is the practical solution to calm your cat in a natural, non-toxic way. Once attached to the neck of your pet, it releases the natural essential oil of Nepeta Cataria containing a substance called nepetalactone, well known for its calming properties in cats.

[ALZOO™ plant-based calming spray for cat](#) – This clinically proven calming spray can help to relax your pet during stressful situations.

[ALZOO™ plant-based calming diffuser and refill for cat](#) – This clinically proven calming diffuser can help to relax your cat during stressful situations and is made with Nepeta Cataria.

HORSE

[ALZOO™ plant-based herbal collar for horses](#) – This non-toxic and environmentally herbal collar for horses works by sebum diffusion throughout your horse's body. Protects against mosquitoes, horseflies,

gadflies, and midges. Some of the ingredients include Melaleuca Alternifolia Leaf Oil (Tree Oil) and Lavandin Oil.

[ALZOO™](#) products are made in the USA and can be purchased online via the e-commerce site as well as on Amazon and independent pet retailers, with distribution continuing to grow. For more on ALZOO™ visit alzoo-vet.com

Starting 2023, ALZOO™ plant-based products are now available on Walmart.com, in addition to Amazon.com, independent pet specialty retailers, and farm and feed stores across the country.

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