

From: Nancy Trent/Pamela Wadler  
Trent & Company, Inc.  
594 Broadway – Suite 305  
New York, NY 10012  
212-966-0024  
[pam@trentandcompany.com](mailto:pam@trentandcompany.com)



For: **ALZOO**

**FOR IMMEDIATE RELEASE**

**SUSTAINABLE PRODUCTS FOR HEALTHY PETS:**  
**ALZOO LAUNCHES NEW PRODUCTS AT NATURAL PRODUCTS EXPO WEST 2023**

*One of the leading brands selected by veterinarians for its hypoallergenic, natural pet care will debut new products at the Expo West.*



For sustainably minded pet parents seeking truly reliable solutions to everyday pet-related nuisances, [ALZOO](https://www.alzoo.com) acts as a force for good in the world. The company combines its innovative spirit, technology 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.

To debut its newest line of products designed with a focus on sustainability and innovation, the ALZOO team is excited to set up shop at the [Natural Products Expo West](https://www.naturalproductsexpo.com). At the expo March 7 – 11 in Anaheim, California, be sure to visit booth #3411 (AB7America) to learn more about what ALZOO can do for you and your most important companion.

**ALZOO's newest products coming Spring 2023 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, ALZOO's 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, natural blends 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**.

Starting 2023, ALZOO natural plant-based products are now available on [Walmart.com](https://www.walmart.com), in addition to [Amazon.com](https://www.amazon.com), independent pet specialty retailers, 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, stains and stress). ALZOO has complete lines of natural 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. Currently pursuing its B Corp certification, ALZOO also produces most all its products in the U.S. and some in France.

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

# # #

**EDITOR'S NOTE: For more information about ALZOO and to arrange to speak with a company spokesperson, please contact Nancy Trent or Pamela Wadler at 212-966-0024 or [pam@trentandcompany.com](mailto:pam@trentandcompany.com).**

From: Nancy Trent/Pamela Wadler  
Trent & Company, Inc.  
594 Broadway – Suite 305  
New York, NY 10012  
212-966-0024  
[pam@trentandcompany.com](mailto:pam@trentandcompany.com)



**For: ALZOO**

**FOR IMMEDIATE RELEASE**

**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’s compliance with B Lab’s strict criteria to become a Benefit Corporation is in the following 5 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](#).

###

**EDITOR'S NOTE: For more information about ALZOO and to arrange to speak with a company spokesperson, please contact Nancy Trent or Pamela Wadler at 212-966-0024 or [pam@trentandcompany.com](mailto:pam@trentandcompany.com).**

From: Nancy Trent/Pamela Wadler  
Trent & Company, Inc.  
594 Broadway – Suite 305  
New York, NY 10012  
212-966-0024  
[pam@trentandcompany.com](mailto:pam@trentandcompany.com)



**For: ALZOO**

**FOR IMMEDIATE RELEASE**

**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's 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 Natural Repellent Flea and Tick Line:*

ALZOO Natural 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 Natural 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 Natural flea and tick shampoo for dogs – The natural 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 Etick 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+ natural powder – The G+ Natural 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 completes perfectly the line.

ALZOO Natural Repellent Spray for Dogs – This natural 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:*

Natural 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?

Natural 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 Natural Repellent Flea and Tick Line:*

ALZOO Natural 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 Natural 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+ natural powder – The G+ Natural 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 completes perfectly the line.

ALZOO Natural Calming:

ALZOO Calming collar for cat – ALZOO's 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 Natural calming spray for cat – This clinically proven calming spray can help to relax your pet during stressful situations.

ALZOO Natural 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 Natural 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.

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

###

**EDITOR'S NOTE: For more information about ALZOO and to arrange to speak with a company spokesperson, please contact Nancy Trent or Pamela Wadler at 212-966-0024 or [pam@trentandcompany.com](mailto:pam@trentandcompany.com).**

From: Nancy Trent/Pamela Wadler  
Trent & Company, Inc.  
594 Broadway – Suite 305  
New York, NY 10012  
212-966-0024  
[pam@trentandcompany.com](mailto:pam@trentandcompany.com)



**For: ALZOO**

**FOR IMMEDIATE RELEASE**

### **FACT SHEET**

**Why is it important to protect your pet against parasites?** It's important to maintain the well-being of your furry companion as failure to groom pets regularly can have serious health consequences including flea and tick infestations and more. With ALZOO's vast assortment of grooming products, pet owners everywhere can easily, effectively and naturally protect their pets with a trusted brand.

**Why should I make the switch to a natural plant-based grooming product?** Pet owners want to make sure they're using effective products to protect their pets against pests, but it's important to avoid any harmful ingredients that can irritate your pet's skin. ALZOO products are made with essential oils, minus the chemicals that can negatively impact you, your pet, and the environment.

**Is ALZOO's natural plant-based approach effective?** Absolutely! ALZOO uses ingredients that have natural benefits making them highly effective. From adding ingredients like peppermint and tree oil, ALZOO ensures our furry friends are left feeling refreshed and pampered, naturally.

#### **What signs should you look out for when your pet is infected with fleas?**

- You may notice excess scratching from your pet
- Hair loss and dry skin due to scratching
- Red pimples or bumps on your pets' groin, belly, under the legs, or at the base of their tail

#### **Why ALZOO?**

- Only natural repellent collar available on the market
- One of the only natural pet pest repellent brands available on the market
- Repels without the use of pesticides/insecticides
- Made of natural essential oils
- None of their products are tested on animals
- ALZOO's products are waterproof
- Known for high quality injected flea and tick collar

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

**EDITOR'S NOTE: For more information about ALZOO and to arrange to speak with a company spokesperson, please contact Nancy Trent or Pamela Wadler at 212-966-0024 or [pam@trentandcompany.com](mailto:pam@trentandcompany.com).**



From: Nancy Trent/Pamela Wadler  
Trent & Company, Inc.  
594 Broadway – Suite 305  
New York, NY 10012  
212-966-0024  
[pam@trentandcompany.com](mailto:pam@trentandcompany.com)



**For: ALZOO**

**FOR IMMEDIATE RELEASE**

**STORY IDEAS**

The Natural Flea and Tick Repellent All Dogs  
Need Protect Your Dog This July 4<sup>th</sup> with This  
Natural Repellent Must Have Essentials for All  
Dog Parents  
Protect Your Pooch from Unwanted Pests  
Protect Your Pets from Fleas and Ticks the  
Natural Way The Pet Solving Pet Product You  
Never Knew You Needed  
Effective Flea and Tick Repellents for Dogs According to Science  
This Brand has an Entire Product Line to Protect Your Dog from  
Ticks and Fleas Avoid Harmful Chemicals with ALZOO Natural  
Repellents for Your Pets  
The Holistic Brand Keeping Your Pets Safe

**###**

**EDITOR'S NOTE: For more information about ALZOO and to arrange to speak with a company spokesperson, please contact Nancy Trent or Pamela Wadler at 212-966-0024 or [pam@trentandcompany.com](mailto:pam@trentandcompany.com).**