



BELLROCK GROWERS

## NEWS RELEASE

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### **Bell Rock Growers to Showcase Pet Greens® Grooming Line at Global Pet Expo** *Pet Greens® Therapeutic Shampoos and Conditioners Deeply Nourish and Condition, Offer Healing Benefits of Wheat Grass and Oatmeal*

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**ORLANDO, Fla.** (March 25, 2010) – Bell Rock Growers, the pioneer grower and supplier of green nutrition products for pets, introduces a new therapeutic grooming line made with soothing and healing wheat grass, oatmeal and botanical blends in six specialty formulas. Formerly known as Wags and Tails, the new Pet Greens® Grooming Line is designed for dogs of all ages, skin conditions and coat types. The Puppy formula is a gentle blend that is also suitable for kittens and adult cats. Pet Greens Grooming Line will be showcased during the pet industry's largest annual trade show, Global Pet Expo March 25-27, 2010, at the Orange County Convention Center in Orlando, Florida (booth 2262).

Pet Greens Grooming Line is specially formulated to deeply nourish and condition a dog's skin and coat, while offering the remarkable healing benefits of wheat grass and oatmeal. Wheat grass is rich in chlorophyll and antioxidant vitamins that soothe and heal dry skin while protecting the overall health of a pet's skin and coat. Oatmeal relieves the itching and irritation that can result from dry or cracked skin.

"Our new Pet Greens Grooming Line is a great way to turn a routine dog wash into a therapeutic treatment that restores the health and vitality of your dog's skin and coat," says Bell Rock Growers Co-Founder Catherine Hoffmann.

Pet Greens Grooming Line contains five percent added wheat grass. Soap and detergent free, the mild coconut cleansers and conditioners will not remove topical flea products, such as Advantage®, Frontline® or Bio Spot®. All Pet Greens Grooming Line products are made with wheat grass and oatmeal, and contain botanical blends in six varieties:

- **2 in 1** – mild coconut cleanser with conditioning papaya and botanical blends for healthy skin and coat;
- **Puppy Shampoo** – contains moisturizing and naturally antibacterial Aloe Vera. This gentle, soap-free formula is also great for kittens and adult cats;
- **Senior Shampoo** – made with Kava to relieve stress, condition and revitalize an older dog's coat;
- **Odor Control Shampoo** – a proprietary blend of odor-neutralizing ingredients doesn't just mask odors – it actually destroys them at a molecular level;
- **Sensitive Shampoo** – mild coconut cleanser with Chamomile flower added to calm and heal irritated skin; and
- **Deep Conditioning** – made with restorative and softening vitamin E and papaya.

Pet Greens Grooming Line has a suggested retail price of \$12.99 for 16 oz. bottles of shampoos and conditioners. Retailer prices may vary. Retailers and distributors are invited to visit Bell Rock Growers at Global Pet Expo (booth 2262) to view the new line on display, place orders and receive exclusive show offers.

#### **:: About Bell Rock Growers**

Based in San Marcos, Calif., Bell Rock Growers is a certified organic grower of live wheat grass and the pioneer supplier of green nutrition products for pets. The company's complete line of products Powered with Green Nutrition® include: certified organic Pet Greens® Live Pet Grass®; eight varieties of Pet Greens dog and cat treats made with wheat grass; certified organic Pet Greens Garden self-grow wheat grass kits; earth-friendly, therapeutic Pet Greens Grooming Line made with wheat grass and oatmeal; Pet Greens Live Catnip; and Pet Greens premium dried Catnip Buds. For more information, visit [www.bellrockgrowers.com](http://www.bellrockgrowers.com).

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