

earthbath[®]

Company Profile

Paul Armstrong founded Earthwhile Endeavors, Inc., parent company of earthbath, in 1995 after a chance encounter with three buddies in San Francisco who had developed a natural, effective pet shampoo but didn't know what to do with it. Well, Paul knew a great product when he saw one (as did his cat Miles), and he was determined to share it with pet lovers everywhere. This is how earthbath was born.

Today earthbath still operates on those same principles of responsibility to pets, the environment and each other. All earthbath products are made in the USA from all natural human grade ingredients and pH-balanced for sensitive pet skin. What you won't find in any earthbath product are parabens, phthalates, phosphates, soaps, artificial fragrances and dyes, animal ingredients or by-products. earthbath CEO and founder Paul Armstrong is so serious about the quality of the company's products that he personally tests every product on himself before it is released, giving real meaning to the company's tagline: "People Tested and Pet Approved!"

The results are premium, all natural grooming products that clean without removing vital skin oils or leaving behind any drying soap residue. Conditioners, exotic extracts and essential oils are combined for relief from itching and hotspots, combating pests and odor relief while leaving pets with shiny, luxurious coats and healthy skin. All of this is accomplished while ensuring that no elements in the manufacture, packaging or use of these products will harm the environment.

Top groomers, veterinarian hospitals and even the San Francisco Zoo trust and use earthbath products in their daily practices. earthbath is so confident that all customers will be just as happy with their products that they offer an unconditional satisfaction guarantee with every sale.

Everything that earthbath does today can be traced to the two basic principals that the company was founded on: we love our pets and we love the world we live in. The company's success was born from a commitment to service, product quality, the environment and an on going desire to create innovative new products for customers and their pets. Their promise is to continue this mission while always putting principles on par with profits.