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(with digital images)

**CONTROL WINTER PET DANDER WITH EARTHBATH'S
NEW WATERLESS GROOMING FOAM FOR DOGS**

Cold Weather Means Dogs Spend More Time Indoors Increasing Owners Exposure to Allergens Like Pet Dander. earthbath's Totally Natural Grooming Foam for Dogs Helps Control Dander While Leaving Dogs With Shiny, Supple Coats.

San Francisco, CA (Jan. 26, 2010) – Everyone wants to be inside when winter's chilly winds blow, and Fido is no exception. With doors and windows closed and the heater on everyone is comfy and cozy until some family members start to feel that familiar tickle in their noses. These closed environments, combined with longer intervals between pet baths, can mean a higher exposure to pet dander for those sensitive noses. earthbath's Grooming Foam for Dogs is the simple, natural way to control dander and leave dogs looking and smelling great.

To give a dog's coat a clean shine, simply pump out a few hands full of earthbath Totally Natural Grooming Foam, rub it on and towel it off. No water needed! Once the coat has fully dried it can be brushed to a show quality luster. Not only do dogs look better, the foam will also help alleviate human allergy problems by removing dander from the coat.

"Everyone wants to bring their pets inside when it's cold," says Paul Armstrong, CEO and founder of earthbath. "But this close proximity and closed environment means those who are sensitive will need to do something to control dander. This grooming foam is the perfect way to do that, especially when it's too cold for a regular bath."

Like all earthbath products, Totally Natural Grooming Foam for Dogs is designed for the well being of both dogs and the environment. Its ingredients are all natural, paraben free, phosphate free, biodegradable and pH-balanced for the sensitive skin of dogs. Shea butter, colloidal oatmeal, meadow foam seed oil and aloe vera are used to condition both coats and skin leaving dogs with a healthy shine and incredibly soft coat.

earthbath Totally Natural Grooming Foam for Dogs is available in two different varieties. Green Tea Leaf contains green tea leaf extract that is well known for its anti-oxidant properties and a fragrance everyone loves. Hypoallergenic is fragrance free for dogs with sensitive skin or allergies. All are safe for dogs and puppies over 6 weeks old.

For more information about earthbath Totally Natural Grooming Foam for Dog or any of its other all natural pet grooming products please visit the website www.earthbath.com.

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About the Company

Founded by Paul Armstrong in 1995, Earthwhile Endeavors, Inc. is a pioneer in natural pet grooming. The original line of three shampoos and one conditioner was developed and sold locally in San Francisco, CA. Over the past 14 years, the products have grown organically into a comprehensive line including Totally Natural Shampoo, Totally Natural Grooming Wipes, Totally Natural Deodorizing Spritz and Totally Natural Grooming Foam used by conscientious animal lovers around the world. earthbath products are natural, non-toxic, paraben free, phosphate free, biodegradable, and made in the USA with human grade ingredients.

Founder Paul Armstrong believes so much in the company's products that he uses only earthbath products in his own shower. He also unconditionally guarantees satisfaction on every product sold.

www.earthbath.com