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(with digital images)

## **GROOMING CATS JUST GOT A WHOLE LOT EASIER**

*Cat Owners Everywhere Rejoice over earthbath®'s Totally Natural Grooming Products*

**San Francisco, CA (Aug. 30, 2009)** – Giving a cat a bath in the traditional manner with soap and water will most usually result in one very unhappy cat, and a human in need of first aid. Now earthbath's Totally Natural Grooming Foam for Cats and Totally Natural Cat Wipes allow cat owners to give kitty the desired shiny and soft coat without the drama of old fashioned methods.

To give a cat'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 cats look better, the foam will also help alleviate human allergy problems by removing dander and residual cat saliva from the coat.

“Most people think that cats do a pretty good job of cleaning themselves,” says Paul Armstrong, CEO and founder of earthbath. “But unlike a cat's tongue, our foam contains fine conditioners and emollients that will leave a cat looking and smelling better than ever before.”

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

For those quick in between bath touch ups, earthbath offers Totally Natural Cat Wipes, perfect for dirty paws, undercoats, muzzles and bottoms. These extra-large, pre-moistened wipes are naturally mild, lanolin free, pH-balanced and will not remove topical flea control products. Exotic Hawaiian awapuhi extract conditions and shines the coat while aloe vera, and vitamin E work to moisturize both coat and skin.

earthbath Totally Natural Grooming Foam for Cats and Totally Natural Cat Wipes are 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 with cat-like elegance. Hypoallergenic is fragrance free for cats with sensitive skin or allergies. All are safe for cats and kittens over 6 weeks old.

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“We think that any pet owner who tries our all natural cat grooming products will agree they are a great solution to an age old problem,” added Armstrong. “They’re easy to use, the results are fantastic and nobody, especially the cats, gets upset.”

For more information about earthbath Totally Natural Grooming Foam for Cats, Totally Natural Cat Wipes, or any of their other all natural pet grooming products please visit the website [www.earthbath.com](http://www.earthbath.com).

### **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.

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