

**Contact:** [press@earthbath.com](mailto:press@earthbath.com)  
(310) 541.2800

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(with digital images)

## **PARABEN FREE SHAMPOO HAS GONE TO THE DOGS**

*earthbath® Leads the Pack with Paraben Free formulas for Dogs and Cats*

**San Francisco, CA (Aug. 30, 2009)** – In recognition of increasing concern over parabens in personal care products, earthbath Totally Natural Pet Shampoo is now paraben free. "Parabens are the most widely used chemical preservative in the world," said Paul Armstrong, CEO and founder of earthbath. "It is used in everything from soaps, lotions, and styling gels to pet shampoos. However, earthbath is concerned about the growing body of research that shows parabens may pose health risks to human health, including cancer and hormone disruption. These same health risks apply to dog and cats. As a result, we have proactively removed parabens from all our formulas so that we may continue to provide the safest formulas on the market to our loyal customers and their beloved pets."

earthbath Totally Natural Shampoo formulas continue to be made in the USA with human grade ingredients. They are naturally non-toxic, soap free, biodegradable, free of artificial dyes and fragrances, and pH balanced for pets' special needs. Most people would be surprised to find out that their dog or cat's skin is more sensitive than humans; and even baby shampoo can cause irritation and flaky skin in dogs and cats.

earthbath currently offers 12 different shampoos (MSRP \$14.99 to \$15.99) with natural essential oils like tea tree oil and peppermint oil that are designed to cleanse and condition. Specialized formulas offer relief from such problems as itching, hot spots, combating pests, skin sensitivity, allergies, odor control and more.

The earthbath Totally Natural Pet Shampoo line includes: Oatmeal and Aloe, Mango Tango, Tea Tree Oil and Aloe Vera, Eucalyptus and Peppermint, Hypoallergenic, Light Color Coat Brightener, Cat Shampoo and Conditioner, Orange Peel Oil, Mediterranean Magic Rosemary, Cream Rinse and Conditioner, Clear Advantages, and Puppy Shampoo. All formulas, with the exception of Orange Peel Oil, are compatible for use with topical flea and tick control products such as Advantage, Frontline, and Frontline Plus.

earthbath offers a comprehensive line of paraben-free pet grooming products, including Totally Natural Pet Shampoo, Totally Natural Grooming Wipes, Totally Natural Deodorizing Spritz, and Totally Natural Grooming Foam.

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For more information about any of earthbath's products, please visit the website at [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, 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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