



## **earthbath Management Team Announces Acquisition of SheaPet Brand of Skin and Coat Care**

*earthbath expands its share of the all-natural pet grooming products market with acquisition of the boutique brand SheaPet. SheaPet features a line of environmentally conscious skin and coat care products containing “fair trade” organic shea butter produced by women run cooperatives in rural Uganda.*

San Francisco, CA ([PRWEB](#)) March 17, 2010 -- earthbath, manufacturer of all-natural pet grooming products, has completed the deal to acquire Santa Cruz, Calif.-based SheaPet, a boutique brand of premium skin and coat care products.

“SheaPet was founded on the same principles that we used to create [earthbath](#),” said Paul Armstrong, CEO and founder of Earthwhile Endeavors. “The company’s line of pet shampoos and conditioners use only all natural botanicals, produced in an environmentally conscious manner with no animal testing. I was particularly interested in their use of fair trade organic shea butter.”

SheaPet buys the shea butter used in its products from the Northern Uganda Shea Processors Association ([NUSPA](#)), a cooperative run by women in rural Uganda. Shea butter, long valued for its therapeutic properties as a moisturizer, is harvested, pressed and sold at fair trade prices allowing these women to invest in their future and that of their families.

“I really like that the sales of SheaPet products help sustain and support fair trade which in turn dramatically increases the household income of the women in NUSPA,” added Armstrong. “Sales of these products truly benefit both pets and people.”

The same team will manage SheaPet and earthbath products, but the brands will operate and be manufactured by separate entities. The acquisition of the boutique SheaPet brand of premium skin and coat care products creates the perfect compliment to earthbath line of products that are made from all natural human grade ingredients and pH-balanced for sensitive pet skin.

They are free of harsh soaps and chemicals, animal ingredients and animal 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!™”

About Earthwhile Endeavors, Inc

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 15 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 all natural, non-toxic, paraben free, cruelty free, biodegradable, and made in the USA with human grade ingredients.

###



### **Contact Information**

**Jo Hunt**

Earthwhile Endeavors, Inc

<http://www.earthbath.com>

(310) 541.2800

### **Online Web 2.0 Version**

You can read the online version of this press release [here](#).

### **PRWebPodcast Available**

[Listen to Podcast MP3](#) [Listen to Podcast iTunes](#) [Listen to Podcast OGG](#)