

ATTENTION: CALENDAR, PHOTO & ASSIGNMENT EDITORS  
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### **Practical Pampering: Muttropolis Launches Eco-Friendly Pet Section**

SOLANA BEACH, Calif.- At Muttropolis, it's easy to be green. With so much "green" on everyone's mind these days it's no surprise even the pet industry is doing its part to offer pet parents environmentally advanced pet products to help contribute to the well-being of the planet while still pampering those beloved pets! As one of the "earth friendly American companies" Muttropolis realizes that pets too can minimize negative impacts on the environment. As furry companions live in over sixty percent of our households, "chews-ing" products that are also eco-friendly will limit negative impacts the environment in the long run.

To further celebrate the bond between pets and their parents Muttropolis launched an Eco-Friendly Pet Section in conjunction with April's nationally recognized Earth Day earlier this year. Muttropolis is proud to work with the following Earth Friendly companies: Earth's Balance, a company dedicated to creating safe and natural products that work with Nature; Lani Dig Your Dog, is green and clean, filling a void in the dog grooming products category by offering products that appeal to hip, design minded, green conscious dog diggers. Ruff Wear knows that their products need to be environmentally responsible so they build products that last and last, eliminating the need to continually replace gear.

Harry Barker is azo-dye-free which is important as Azo dyes and pigments resist biodegradation are difficult to remove from an ecosystem and create toxic by-products that may be potential carcinogens. Katie's Bumpers has been using pre-consumer recycled materials before it was in style, since 2002. Spike creates Bio-degradable Business Bags made from real corn, so they biodegrade completely in 45 days unlike regular plastic pick-up bags, that can take up to 1,000 years to decompose. Simply Fido has introduced

organic pet friendly toys and apparel made with a natural water based dying process to keep promoting the healthier life style of our pets, our family. Organic products do not contribute to environmental pollutants and hazardous waste. Organikat also believes in making a minimal environmental impact and makes organic and Pesticide Free catnip. We

“People love the fact that all our Orbee-Tuff toys are non-toxic and recyclable. It’s a ‘feel-good’ purchase and it has helped grow our business because in the pet toy market, it’s a very unique offering,” Catherine Frost, the Director of Marketing at Planet Dog. “Our Hemp line of collars and leashes is a best-seller. It has been since we introduced it as one of our very first products.”

Sustainability and luxury combine to make organic and recycled pet products a practically perfect purchase. Muttropolis’ selection of organic and recycled eco-friendly dog products range from organic cotton dog toys and dog tees to biodegradable poop bags and blankets made with Azo-free natural dyes. These Eco Products will divert over 25 tons of plastics from landfills a year – giving your pet a comfortable place to rest and doing our part to protect planet Earth. From our products to our natural craft shopping bags with 30% recycled content we strive to be a green retailer. We`re committed to a better planet, one pet at a time. No compromises. Your pets are important to us so we strive to use only the best materials in our products and work with worthy vendors.

#### About Muttropolis

Muttropolis is a pet specialty retailer with five store locations in California, Arizona and Colorado and a significant online presence. Muttropolis has become a great retail source for consumers to find a selection of unique, yet practical pet supplies and accessories including design-driven cat supplies, home furnishings, bedding, ergonomic raised feeders, travel accessories, gear, all-natural treats and more. Muttropolis is the brainchild of dyed-in-the-wool “pet parents” who share a passionate love for animals and wish to give something back to the animals that provide such unconditional love and companionship. We also support regional animal shelters by donating our beds and toys and contribute to animal fundraising efforts nationwide. For more information log on to [www.muttropolis.com](http://www.muttropolis.com).

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