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Afraid of Feeding Your Pet Food from the Retail Store? Why Not Cook a Nutritious Meal on Your Own?

Halo, Purely for Pets, America's Pioneer Company in Holistic Pet Products Provides Free Dog and Cat Food Recipes on Its Website

(Wednesday, March 28, 2007) For Immediate Release—In an effort to calm the panic of dog and cat owners caused by recent product recalls, Andi Brown, founder of **Halo, Purely for Pets**, one of America's first holistic pet care companies, boldly offers free recipes on the company's website, www.halopets.com. These natural and nutritious meals, which can be cooked in your own kitchen, were originally published in Andi Brown's book, *The Whole Pet Diet: Eight Weeks to Great Health for Dogs and Cats* (Ten Speed Press). If you're kitchen-challenged, some of these recipes, including the best-selling Spot's Stew®, are available in food stores across the country, including Petco, Whole Foods and The Vitamin Shoppe. (Halo products have NOT been the subject of any recall.) Halo reports that sales of Spot's Stew® For Dogs have increased an average of 60% since the product recalls began.

Andi Brown, who has been on a seventeen-year mission to educate pet lovers about the typical unsavory ingredients found in commercial pet foods, says that her primary concern is purely for pets, not profits - unlike some of the companies subjected to the recall. "It's shocking what commercial feed companies can add to their food," says Andi, who's calling to help others arose when she believed the "premium," veterinarian-prescribed, commercial food she fed her own cat was

surprisingly contributing to his health problems. "After I learned the allowable residues that can be found in pet food, I wanted to share my findings with everyone who was desperate to discover how to have healthier pets; and word spread quickly as others put their own pets on my natural whole food regimen."

Andi subsequently founded Halo, whose holistic pet foods, with the highest quality natural ingredients, remain available to all pet owners who want to shield their pets from the ravages of mass-produced foods such as those recalled recently. Andi states, "Changing your pet's diet is not a scary proposition. With Americans now lining up at Whole Food Markets® and other health food stores for themselves, why not embrace the same philosophy when it comes to the well-being of our pets?"

In seventeen years, Halo has distributed over 1 million orders, with over 30 exclusive items, made entirely with natural, wholesome ingredients and no fillers. The company will also launch a new line of food products, and new packaging in the immediate future.

To interview Andi Brown, contact Justin Loeber, Mouth Public Relations, 212-260-7576; Justin.Loeber@MouthPublicRelations.com or visit us at www.MouthPublicRelations.com

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