



mouth : public relations

Contact:
Justin Loeber or Taiwo Whetstone
212-260-7576
Media@MouthPublicRelations.com

Andi Brown, Founder of Halo, Purely for Pets Launches a New Blog To Provide Advice to Wary Pet Owners

(Monday, May 7, 2007) For Immediate Release—Andi Brown, founder of **Halo, Purely for Pets**, one of America's first holistic pet care companies, has launched her new blog, **Natural Pet Care by Andi Brown** (<http://NaturalPetCarebyAndiBrown.blogspot.com>). Says Brown, "I've decided to launch this blog—not only to be more in touch with my consumers but also to help ease their concerns during this very difficult time within the pet food industry. I am creating a safe haven for people to ask questions and find useful information." Since its founding in 1980, Halo has distributed over 1 million orders, with more than 30 exclusive items, most notably its famous Spot's Stew®. All Halo products are made entirely with natural, wholesome ingredients, such as real meat and vegetables. They contain no fillers or preservatives and are prepared in a USDA-approved facility. The company will also launch a new line of food products this summer.

Natural Pet Care by Andi Brown offers the best advice on holistic health, including recipes for your dog or cat. These natural and nutritious meals were originally published in Brown's book, *The Whole Pet Diet: Eight Weeks to Great Health for Dogs and Cats* (Ten Speed Press). However, 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 Market, Wild Oats and The Vitamin Shoppe, amongst others. In fact, since the commercial pet food recall was announced, sales of Halo's Spot's Stew® For Dogs have increased an average of 60%.

Andi Brown has been on a twenty-year mission to educate pet lovers about the typical unsavory ingredients found in commercial pet foods, and says that her primary concern is purely for the pets, not the profits, unlike some of the companies subjected to the recall. "It's shocking what commercial feed companies can add to their food," says Brown, who's calling to help others arose when she learned the "premium," veterinarian-prescribed, commercial food she fed her own cat was surprisingly contributing to his health problems. "After I discovered what were allowable residues that can legally 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 Brown subsequently founded Halo, whose holistic pet foods, with quality ingredients, remain available to all pet owners who desire to shield their pets from the ravages of mass-produced foods such as those recalled recently. She states, "Changing your pet's diet is not a scary proposition. With Americans now lining up at their local health food stores for themselves, why not embrace the same philosophy when it comes to the well-being of our pets?"

To read Andi Brown's blog, please click onto

<http://NaturalPetCarebyAndiBrown.blogspot.com>, or click onto the Halo website at

www.halopets.com. To interview her, please contact Justin Loeber or Taiwo Whetstone,

Mouth Public Relations, 212-260-7576; Media@MouthPublicRelations.com or visit us on the

web at www.MouthPublicRelations.com

#