



mouth : public relations

250 Mercer Street (Suite C-403) New York, NY 10012

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Mouth Public Relations Signs America's Pioneer Holistic Pet Care Company, Halo, Purely for Pets

Firm will also promote Andi Brown, the company's founder and director, and author of, *The Whole Pet Diet: Eight Weeks To Great Health for Dogs and Cats*

(November 2, 2006) FOR IMMEDIATE RELEASE—Justin Loeber, President, Mouth Public Relations, LLC announced today that the firm has signed Halo, Purely for Pets, America's premier holistic pet care company that prepares natural and nutritious fresh foods for dogs and cats in a USDA-approved kitchen. Mouth Public Relations will also promote Halo's founder and director, Andi Brown, who will be publicizing her company's products along with her book, *The Whole Pet Diet: Eight Weeks To Great Health for Dogs and Cats* (published by Celestial Arts, an imprint of Ten Speed Press.)

Halo, Purely for Pets was formed in 1990 from Brown's Palm Harbor, Florida living room with only \$3,000 and three products. Today, Brown directs the production of more than 30 natural foods, supplements, and grooming aids—and she soon will be celebrating her endeavors by promoting her book and products on television, radio, and print, as well as on tour around the country.

For Brown, holistic pet care is much more than a vocation, it's a personal mission rooted in the frustration she felt in 1986 when her cat Spot suffered a severe intestinal disorder that veterinarians deemed "untreatable." The solution, Brown discovered—a home-cooked stew, which Halo now sells as Spot's Stew®, made with fresh chicken and vegetables—was the answer that countless prescription medications and "scientific" pet foods failed to provide.

Today, Spot's Stew is sold nationwide and is a necessary, nutritional staple in American pets' diets. Thousands of loyal owners write in to say that their pets with physical ailments such as allergies, digestive disorders, heart, liver, and kidney disease, look much brighter and clearly feel better after enjoying a regimen of the wholesome ingredients found in the company's products. "Spot's Stew also improves the performance of healthy pets' metabolism by providing a nutritionally balanced diet." Says Brown: "With the \$12 billion commercial pet food bursting at the seams, Americans are desperate to discover how to put their pampered pets on the road to wellness. I decided to create my company to counterbalance an industry that continues to churn out the poorest of quality—as well as hazardous materials—in their food. Just read the labels! Halo, Purely for Pets is proud to produce and distribute glorious foods for our favorite friends!"

For those of us who pride ourselves on cooking for family and now for pets, Brown shares her healthy recipes and holistic philosophy in her book, *The Whole Pet Diet* (www.thewholepetdiet.com). And for the kitchen-challenged pet lover who finds it difficult to even boil water, Halo products including Spot's Stew are available at thousands of pet and health food stores across the country, or by visiting the company's website, www.halopets.com.

Brown's publicist, Justin Loeber, says, "What better way to launch a PR firm than with a company called Halo! Andi Brown and her team are dream clients, and I'm honored to work with them." Brown says, "We've worked with a lot of PR firms, but Justin's Mouth Public Relations was recommended to me by some of the top media producers in the country. Since the art of publicity and marketing is an avant-garde science, Justin's reputation and energy really spoke to me. We look forward to a long and prosperous relationship with Mouth Public Relations."

For more information about Andi Brown and Halo, please call Justin Loeber, Mouth Public Relations at 212-260-7576, or visit www.MouthPublicRelations.com.

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