

FOR IMMEDIATE RELEASE

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BEST FRIENDS & JOHN PAUL PET

**John Paul Pet™ launch of Awapoochi line to benefit
Best Friends mission to end pet homelessness**

Kanab, UT — It's summertime—that adventurous time of year when dogs and their people are hitting the trail. So, at the end of a hot busy day of romping through the great outdoors, what could be better than a relaxing canine bubble bath with a luxurious new shampoo from the innovators at John Paul Pet?

Even better, during the month of July, national animal welfare organization Best Friends Animal Society® will have exclusive pre-launch rights to sell John Paul Pet's Awapoochi shampoo in the online [Best Friends Store](#) as well as at the Society's sanctuary gift shop located in Kanab, Utah. For every bottle sold between July 1 and July 31, John Paul Pet™ will donate \$1 to Best Friends.

John Paul Pet products were created by John Paul DeJoria, Co-Founder and Chairman of the Board of Paul Mitchell, and are specially formulated to meet the needs of our four-legged friends. DeJoria adds "We are very excited about our relationship and partnership with Best Friends Animal Society. At John Paul Pet, we appreciate the kind work they do for the animals and support their philosophy and culture. We share the goal of making animals better off in the world. Peace, love and happiness."

"Best Friends Animal Society is so appreciative of the generosity of John Paul Pet, which will help us fund our work with local rescue groups and shelters to reach our goal of 'No More Homeless Pets,'" said Gregory Castle, chief executive officer of Best Friends Animal Society.

John Capra, John Paul Pet Co-Founder, also noted "John Paul Pet is excited to share the opportunity of this exclusive pre-launch of our Awapoochi line with Best Friends Animal Society in order to support the Best Friends commitment of 'a better world through kindness to animals.' Along with our partners Paul Mitchell and Paul Mitchell Schools, John Paul Pet promotes the 'Behind the Bottle' culture of bringing people, passion and programs together in an effort to create a better world."

And, Awapoochi is not just for dogs, felines also will fancy these products made with the Awapuhi plant, legendary for its moisturizing benefits.

VIDEOS:

Trip to Best Friends Animal Society's sanctuary by volunteers from Paul Mitchell Schools:

<http://www.youtube.com/user/JohnPaulPetProducts#p/a/u/3/65tUq-iLWw>

John Paul Pet Product Overview:

<http://www.youtube.com/user/JohnPaulPetProducts#p/a/u/1/iyvCKqwNcBM>

About John Paul Pet:

[John Paul Pet](#) is dedicated to the proper care of all pets and we actively support outreach programs that enrich the lives of all animals worldwide.

With more than 30 years in the professional salon business, we know what it takes to keep hair and skin healthy. And, the same experience applies to our animal companions. Just as you care what goes into your pet's food; it's equally important to care about what goes on their coat and skin. John Paul Pet has developed the first comprehensive system of pet care products that not only improves your pet's appearance, but their overall health as well.

With our botanically enriched shampoos, conditioners and hygienic pet wipes, you can now deep clean, deodorize and maintain your pet from head to tail - eyes, ears, teeth, paws and coat. Regular care and attention to these critical areas will make for a happier pet and a healthier life.

John Paul Pet also follows in the footsteps of our founders with our “Behind the Bottle” culture that brings people, passion and programs together in an effort to create a better world. It is this culture that sets us apart, making John Paul Pet one of the most trusted brands in the industry. We partner with Paul Mitchell Schools across the United States to give back in order to help animals in need on a local, regional and even national level. This is done through our John Paul Pet Clubs, an extensive network of amazing Future Professionals within the Paul Mitchell Schools network, with the simple goal “to promote the benefits of proper care and hygiene for pets while increasing awareness of animal-related issues and to volunteer within the community to support animal-friendly causes through education, outreach and love.”

For more information on the first comprehensive system of pet grooming and hygiene products, contact us today. Visit www.johnpaulpet.com or call 888.588.1119.

Follow John Paul Pet on Twitter: <http://twitter.com/JohnPaulPet>

Join us on Facebook! www.facebook.com/JohnPaulPet

About Best Friends Animal Society®:

[Best Friends Animal Society](http://www.bestfriends.org) is a nonprofit organization building no-kill programs and partnerships that will bring about a day when there are No More Homeless Pets®. The society's leading initiatives in animal care and community programs are coordinated from its Kanab, Utah, headquarters, the country's largest no-kill sanctuary. This work is made possible by the personal and financial support of a grassroots network of supporters and community partners across the nation.

To become a fan of Best Friends Animal Society on Facebook go to:
<http://www.facebook.com/bestfriendsanimalsociety>

Follow Best Friends on Twitter: <http://twitter.com/BFAS>

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