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### Eco Pet Products

ECO-SMART brand Deeply Clean has tapped into a niche corner of the pet market with a new range of environmentally-friendly cleaning and grooming products.

The cleaning specialist has developed a line of products that reduce the amount of chemicals needed when keeping your pets and their surroundings clean and fresh.

The “green” range includes a ‘**DOGGY WASH MITT**’, ‘**DOGGY DRY**’ towel, ‘**BOWL & ACCESSORIES CLEANING PAD**’ and ‘**TANK CLEANING PAD**’.

The new collection was officially launched at Glee PetIndex in September and has attracted a high amount of interest from large pet chains, online pet stores and independent retailers.

Deeply Clean, which also manufactures 100% chemical-free cleaning products for around the home, is one of only a handful of companies to introduce eco-friendly products into the pet industry.

The range comprises:

\* **Doggy Wash Mitt:** A clever wash mitt that works with water to help clean your dog’s coat while dramatically reducing the amount of shampoo needed. Its thousands of non-scratch bristles will bury deep into his fur to capture and remove dirt and dust particles, leaving his coat looking, feeling and smelling spotlessly clean. It also protects the hands and makes cleaning quick, easy and fun.

\* **Doggy Dry:** A fast-drying, super-absorbent towel made from double thickness ultramicrofibre. Uniquely designed with special hand pouches that make drying quick and easy, while keeping *you* clean and dry.

\* **Pet Bowl & Accessories Cleaning Pad:** A dedicated cleaning pad that tackles even the most stubborn of stains on all your pet accessories. This clever wash pad required no harsh chemicals to really deep clean bowls, collars, toys and accessories – making it practical, eco-friendly, and quite simply, essential.

\* **Tank Cleaning Pad:** A special pad for cleaning your tanks or aquariums *without* chemicals and *without* scratching. Foam-padded to cut through algae, dirt and stains on glass, plastic and acrylic tanks.

The wash mitt and two cleaning pads are made from Deeply Clean's own eco-friendly macrofibre material, which deep cleans *without* the need for harsh and costly chemicals. Its unique fibres work with water to lift and remove ingrained dirt and hold onto it until it is rinsed away.

All four pet products are available through one of the UK's largest online pet stores [www.pet-supermarket.co.uk](http://www.pet-supermarket.co.uk). For more information about the brand visit [www.deeplyclean.com](http://www.deeplyclean.com).

ENDS

#### **Notes to Editors:**

Ecological Cleaning Options Ltd manufactures Deeply Clean branded eco-smart cleaning products. The company specialises in the cleaning power of macrofibre and the drying abilities of ultramicrofibre.

It supplies an extensive range of environmentally-friendly household cleaning products to Sainsbury's, Dobbies, Oxfam, Lakeland and online shop [www.EthicalSuperstore.com](http://www.EthicalSuperstore.com).

Its household products include Bathroom and Kitchen packs, Handy Mitts, Bath & Shower Pads and Multi-Purpose Cloths. For more information visit [www.deeplyclean.com](http://www.deeplyclean.com).

Its pet range is available through a growing number of independent stores, as well as [www.pet-supermarket.co.uk](http://www.pet-supermarket.co.uk), [www.pawplunger.co.uk](http://www.pawplunger.co.uk) and [www.pets-online-world.com](http://www.pets-online-world.com) The company is also in talks with Pets at Home.

All Deeply Clean's cloths, pads and mitts are machine washable at an eco-friendly 30°C and its packaging is made from recycled card. Macrofibre is made from 100% recycled material.

For more information and high quality digital images contact Kate Stanley on 01642 711 133 or email [kate.stanley@deeplyclean.com](mailto:kate.stanley@deeplyclean.com).