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DE-FUNK THE SKUNK!

NuHemp Organic Botanicals Launches Omega Zapp Skunk Odor Pet Shampoo

Guelph, Ontario (May 1, 2007) – Pets and their human companions know that summer is the stinkiest time of year. Hot weather unleashes and enhances a wide array of stenchs that are a joy for pets to roll, swim, dine and tromp in.

Unfortunately, what is perfume to them is nauseating for their human friends and potentially harmful to their health.

NuHemp™ Organic Botanicals has launched **Omega Zapp™ Skunk Odor Conditioning Shampoo** at the right time for the pet stinky season. Now, pet enthusiasts combating odor problems no longer need to rely on harsh cleaning chemicals that may hurt their skin and coat, or homemade experiments that simply don't work.

Healthy Organic Ingredients Clean Deep to Remove Odors – and are Gentle on the Skin & Coat

People aren't the only creatures benefiting from the hot natural and organic trend that is sweeping the continent. Omega Zapp is the latest addition to the NuHemp Organic Botanicals line of **all-natural, 100% biodegradable, hypo-allergenic** shampoos and conditioners that was launched in 2006. Like the other products in this innovative line of premium grooming products, Omega Zapp treats pets like members of the family by featuring human-grade certified **organic** ingredients, therapeutic essential oils and **nutritious hemp seed oil**. Organic Alfalfa, Chamomile, Echinacea, Nettle, Red Clover, Apple Cider Vinegar and Coconut Oil are examples of the healthy ingredients in Omega Zapp, which is offered in a 355 ml ready-to-use bottle for \$9.99, and in a 4 Liter concentrate (1:3) for professionals for \$59.99.

Designed by pet grooming experts to quickly and safely remove all kinds of tough odors including skunk, Omega Zapp is enriched with essential botanical ingredients that do more than merely cover up smells. In just one application, the revolutionary deep cleansing formulation removes the odor source and leaves the coat fresh and clean, yet it is gentle and actually feeds the skin and provides the coat with nutrients.

What is *not* in Omega Zapp is just as important as its healthy ingredient list. It is free of sulfates, polypropylene glycol, diethanolamine (DEA), and synthetic fragrances, dyes and detergents found in many pet washes that may remove natural oils, dry out a pet's skin and coat, and cause irritation and toxicity. "My clients love how their pets feel after visiting the salon and I am thrilled that NuHemp Organic Botanicals allows me to give my clients an all-natural choice when bathing their dogs," says Donna Doucette-Biddiscombe of the Pet Salon Grooming Center at the Guelph Animal Hospital.

To meet the needs of health-minded pet enthusiasts, NuHemp has carefully designed a comprehensive line of natural grooming products that promotes optimal skin health and lush, manageable coats. In addition to Omega Zapp, the

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NuHemp Organic Botanicals family of premium grooming products includes: Omega Sudz “3 in 1” Shampoo w/Oatmeal; Omega Therapy Tree-Tar Shampoo w/Oatmeal; Omega Eazz “2 in 1” Conditioning Shampoo w/Oatmeal; Omega Gleam Conditioner w/Oatmeal; and Omega Shine™ Conditioner, Detangler & Revitalizing Spray. Made in small batches to ensure freshness and maintain nutrient integrity, each product is formulated with botanical ingredients to manage different types of skin and coat conditions. All of these products are offered in ready to use bottles as well as 4 Liter (1 gallon) 1:16 *economy-size concentrates designed for professional groomers.*

NuHemp – A Holistic Brand of Natural Pet Nutrition & Wellness Products

NuHemp products are designed to nourish pets inside and out. The NuHemp Organic Botanicals “beauty care” line is a part of the holistic NuHemp brand of natural pet nutrition and wellness products created by *KicX Nutrition Inc.* The innovative product development company is committed to providing the best nutritional supplements, treats and grooming products to optimize the health and well being of pets. In addition to the Organic Botanicals, the NuHemp portfolio of natural pet products offers cutting-edge nutraceuticals that provide dogs the nutrients they need to support health, vitality and longevity, including gourmet Omega Sauces, 2-Chomp Munchies, PrOmega Powder, PAWZitive Therapy Conditioning & Protection Stick and an MSM Soothing Topical Gel. To learn more visit www.nuhemp.com.

The common foundation for all of the NuHemp products is the synergistic formulation of hemp (either oil or meal), all-natural holistic ingredients and nutraceuticals (MSM, FOS and Glucosamine). “NuHemp's therapeutic gourmet functional foods, supplements and grooming products help provide dogs with the essentials for a long, happy and healthy life,” says Doug Daymond, President of KicX Nutrition, Inc.

Why Hemp Seed Oil? – A Hot New Personal Care Ingredient for People and Pets

A popular ingredient in personal care products for people, hemp seed oil is one of the world’s richest sources of essential fatty acids (omega-3 and omega-6), which makes it an excellent natural emollient and moisturizer. Products containing hemp seed oil are known to reduce skin discomfort by soothing & restoring dry and damaged skin and increasing moisture retention capacity, which imparts gloss and manageability to hair.

KicX Nutrition Inc. is an established, innovative and vibrant product development company that has injected new energy into both the retail and commercial sectors by introducing natural, environmentally-responsible product solutions that perform. KicX is both a provider and marketer of lifestyle, value-added pet and human products. To learn more about KicX Nutrition Inc. and its exciting new line of NuHemp products, call (519) 836-8443, or visit www.nuhemp.com.