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## **NuHemp Botanicals Treat Pets Just Like Family**

*The New Collection of Natural Pet Shampoos and Conditioners is Enriched with Healthy Organic Ingredients and Features Moisturizing Hemp Seed Oil*

**Guelph, Ontario (August 23, 2006)** - Natural and organic products are hot, and humans aren't the only creatures benefiting from this healthy trend. **NuHemp™ Botanicals** is a new line of all-natural shampoos and conditioners for pets which features certified organic ingredients, therapeutic essential oils and hemp seed oil.

NuHemp products are designed to nourish pets inside and out. The new natural "beauty care" line is a perfect holistic addition to the NuHemp brand of natural pet nutrition and wellness products created by *KicX Nutrition Inc.*, an innovative product development company that is committed to providing the best nutritional supplements, treats and grooming products to optimize the health and well being of pets.

More people than ever are reading ingredient labels to protect their health and the well-being of their loved ones. To meet the needs of health-minded pet enthusiasts, NuHemp has carefully designed a line of natural grooming products that promotes optimal skin health and lush, manageable coats. NuHemp Botanicals shampoos and conditioners are 100% biodegradable and are formulated with only premium human-grade ingredients such as organic Chamomile, Nettle, Red Clover and Alfalfa.

What is *not* in these innovative grooming products is just as important as the healthy ingredient list. NuHemp Botanicals shampoos and conditioners are free of sulfates, polypropylene glycol, diethanolamine (DEA), and synthetic fragrances and dyes found in many pet washes. Dogs should be bathed every month to remove accumulated toxins that can make them more susceptible to disease, but grooming with improper detergent-based products may remove natural oils and dry out a pet's skin and coat. NuHemp Botanicals feed the skin and provide the coat with all the necessary nutrients, without the artificial ingredients that can cause irritation and toxicity.

The NuHemp Botanicals line consists of four products: Omega Sudz "3 in 1" Shampoo w/Oatmeal; Omega Therapy Tree-Tar Shampoo w/Oatmeal; Omega Eazz "2 in 1" Conditioning Shampoo w/Oatmeal; and Omega Gleam Conditioner w/Oatmeal. 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. The MSRP is \$9.99 for each 355 ml bottle.

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In addition to the new line of 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. 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, FortiFeed™ and BioMOS™). “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.

### ***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 make 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.kicxnutrition.com](http://www.kicxnutrition.com).

### ***NuHemp Botanicals – A Summary of The Products***

***Omega Sudz “3 in 1” Shampoo w/Oatmeal*** - A unique 3-in-1 shampoo that moisturizes, brightens and deodorizes pet coats all in one simple step. Enriched with certified organic ingredients for animals with normal to dry coats, it cleans and beautifies, giving the coat a fresh clean smell, and a naturally healthy glossy shine.

***Omega Therapy – Tree-Tar Shampoo w/Oatmeal*** - A soothing and moisturizing therapeutic shampoo enriched with certified organic ingredients for animals with skin and coat problems. Controls redness, itching, dandruff, hot spots and flea allergy dermatitis.

***Omega Eazz – “2 in 1” Conditioning Shampoo w/Oatmeal*** - A rich and lustrous moisturizing conditioning shampoo enriched with certified organic ingredients for animals with normal to dry coats. Cleans, conditions and beautifies your pet’s coat, making it soft, shiny and more manageable.

***Omega Gleam – Conditioner w/Oatmeal*** – A light and natural moisturizing conditioner enriched with certified organic ingredients for animals with normal to dry coats. Neutralizes foaming agents and makes coat soft, shiny and more manageable. Helps reduce dandruff and protects coat against static, matting and moisture depletion.

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