

OMI INDUSTRIES INTRODUCES NEW ODOR NEUTRALIZING PET SHAMPOO **Fur Fresh Shampoo stamps out stinky dog (& cat) smells without a masking perfume!**

BARRINGTON, ILL (June 29, 2007) – OMI Industries, the manufacturer of the Fresh Wave® Odor Neutralizer for Stinky Pets line announces its newest product -- "Fur Fresh Shampoo".

The Fresh Wave line features a variety of products that naturally neutralize odors associated with people and pets throughout the home.

Fresh Wave® Odor Neutralizer for Stinky Pets Fur Fresh Shampoo features the brands' proprietary formula with an added twist.

"We've included coconut oil and chrysanthemum derivatives which are known as natural flea repellants," states Kathleen Quinn, OMI director of marketing – who works on brand development of the companies products.

Fur Fresh Shampoo is comprised of a blend of ingredients including derivatives of coconut oil, natural extracts of lime, pine needle, aniseed, clove, cedar wood, and chrysanthemum.

Fresh Wave products are not tested on animals, but did have an opportunity to get some excellent feedback from the "NorthShore Dog Nanny" who is also a professional dog groomer!

"Fur Fresh was an amazing surprise to me," says Mary Baque, the NorthShore Dog Nanny, "I have been involved in the AKC Clubs, AKC pure bred training and showing for more than 21 years – so I have seen and tried just about everything! This is a mild shampoo that leaves a shiny coat, removes odors without adding a perfume. And for those times when a dog gets extra smelly – this shampoo is a gem."

Baque also says that skunking can be a problem that no pet owner (or groomer) wants to tackle – but with the Fresh Wave® Odor Neutralizer for Stinky Pets they can.

"This line offers a variety of products that will eliminate the skunk odors completely," Baque says, "and not just from the pet but from your shop or home, too!" In fact, since Fresh Wave products have been so successful for eliminating skunk odors the pet line includes a "skunker set" for that purpose.

Fresh Wave® Odor Neutralizer for Stinky Pets – Skunker Set

The Skunker Set retails for \$50 and includes:

- 8 ounce Spray: spray your home, the car, the pet when odors are prevalent. You may want to spray your car before putting Fido in to go to the groomer.
- 16 ounce Crystal Gel: if your skunked pet came back into the house – simply open a crystal gel and leave out to absorb and neutralize odors.
- 32 ounce Fresh Wash Additive: this is an all purpose additive that can be used to get residual skunk odors out of pet bedding (use in laundry), carpets (use in a carpet steamer or extractor) as a final rinse or in the cleaning water and even in a vaporizer to remove odors tracked throughout the home.

Fur Fresh Shampoo is sold separately from the kit at a suggested \$14. Take some to the groomer, or if you want to wash your pet yourself – make sure to have the Skunker Kit on hand – for getting rid of the residual odors that you'll find in your home.

Fur Fresh pet shampoo is available at specialty retailers and pet boutiques. To find out where you can purchase Fresh Wave Odor Neutralizer for Stinky Pets Fur Fresh Shampoo go online to [HYPERLINK "http://www.fresh-wave.com"](http://www.fresh-wave.com) www.fresh-wave.com and click on the store locator.

The NorthShore Dog Nanny – Mary Baque, is a groomer, trainer and has won numerous awards for showing pure bred dogs throughout the country. Baque can be reached at northshoredognanny.com or call her at 1-224-456-9541.

[OMI Industries](#), an international odor management firm that manufactures the Ecosorb®, MUNI, Ecosorb iAQ and Fresh Wave® product lines for industrial, commercial and consumer markets. They are headquartered in Barrington at 18-6 East Dundee Road, Suite 101, Illinois, 60010 can be reached at 847-304-9111. They have product and equipment manufacturing facilities in Houston, Texas and Rising Sun, Indiana, research and development laboratories are in Newbury Park, California. Ecosorb® and Fresh Wave® are registered trademarks of OMI Industries.