

SheaMoisture
11 Ranick Dr. South
Amityville, NY 11701
Contact: Melody Zenck
Day Phone: 305.842.1989
Night Phone: 1.866.478.1925
Email: mzenck@sheamoisture.com

For Immediate Release

SHEA MOISTURE CONSIDERS RELEASE OF PET-FRIENDLY SHAMPOO PRODUCTS

In Hopes To Satisfy Demands And Reach A New Market Shea Moisture Is Contemplating The Idea of Broadening The Natural Benefits Of SheaMoisture Products To Pets.

AMITYVILLE, NY., (Dec. 11, 2021) – SheaMoisture newest campaign is to release shampoo and conditioning products safe for pets to use. Many customers were messaging SheaMoisture about how they wish they could use their cruelty-free, sulfate and paraben-free shampoo on their dogs so they too can have healthier, softer hair- well fur. SheaMoisture took in all their feedback and had begun the process to try out a pet friendly line, however, due to SheaMoisture philanthropy of being cruelty-free, as displayed with their PETA logo, the process has been made tedious to avoid testing on animals. They are working to come up with a solution of how and if they should release a pet friendly line free of all harmful ingredients that customers want so bad.

News has spread and many are concerned with how the products will be tested for safe use on their beloved pets. Ultimately SheaMoisture will have to decide whether to break the PETA promise in order to safely test their product ingredients onto pets with no harm in hopes to broaden to a new consumer market and satisfy their customers or scrap the idea all together by putting more effort into their human safe products, that have already been tested for generations.

About SheaMoisture

SheaMoisture is a personal care company focusing on hair care products such as shampoo, conditioner, hair masks, smoothies, gels, and leave ins and body washes, lotions, oils and scrubs. With the best, natural ingredients gathered from around the world, we leave out the harmful ingredients. SheaMoisture is the legacy of Sofi Tucker, a pioneering mother of four and entrepreneur, who sold Shea Butter, African Black Soap and homemade beauty preparations in Sierra Leone in 1912. We honor her vision by continuing to formulate with Shea Butter handcrafted by women in Africa. With every purchase you show support of our mission to reinvest back in our communities through community commerce. The legacy being to uphold a natural and sustainably produced company that has been tested and proven on the Tucker family for four generations and never on animals. All products are made organic and sulfate, paraben and cruelty free which is proudly displayed with the PETA cruelty- free bunny logo on their product packaging and website. For more information about SheaMoisture and our collections and product releases, please visit www.sheamoisture.com.

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If you'd like more information about Shea Moisture or to schedule an interview with Nadine Jackson, please call Melody Zenck at 305.842.1989 or email mzenck@sheamoisture.com