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PET PRODUCT COMPANY HELPS ANIMAL OWNERS STRETCH PET CARE BUDGET
Scratchnall® Self-Grooming/Scratching Pads Designed to Supplement Animal Acupressure

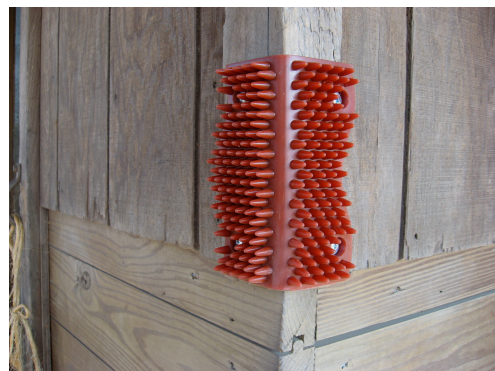
DILLSBURG, Pa. – All pet owners know their animals can be a costly investment. Food, supplies, vet bills and any number of unforeseen needs can certainly add up. Pennsylvania-based Scratchnall knows the many challenges pet owners face, and it is proud to announce it is helping people maximize their pet care dollars. The company has designed its high-quality, American made self-grooming/scratching pad with an added benefit. When properly placed, Scratchnall pads can also work to improve well-being through animal acupressure.

“Depending upon where an animal scratches on its body, and where pressure is applied, Scratchnall has the ability to touch many key acupressure points,” Cynthia Garry, Scratchnall’s inventor, said. “Each individual Scratchnall pad has 214 raised nubs, so it’s like 214 little fingers are able to go to work at any given time stimulating blood flow and energy.”

Scratchnall pads are made to be used in stables, barns, kennels, zoos and homes. The pads are uniquely designed to be interlocking. They can be used separately, or any number of pads can be used together to create surfaces in any size or shape. They also easily bend to fit around corners.

Scratchnall pads were invented by senior entrepreneur and pet owner Cynthia Garry. She uses three pads for her horse, Sundance, and her donkey, Teddy. The pads are placed over the top of their stalls’ dutch doors as well as other places for additional enrichment. Along with donkeys and horses; cats, cows, lynx, pigs, deer, dogs, goats, rabbits, sheep, people, an octopus – yes, even an octopus – have grown to love her invention. There are various videos posted on the Scratchnall website (<http://www.scratchnall.com>) that show different animals enjoying their turns.

Acupressure, which is often considered an alternative or complementary therapy to traditional medicine, is an ancient form of Chinese medicine that uses fingers to stimulate energy points in the body. While it is not a substitute for regular veterinary care, acupressure can be used on animals just like it is on humans. Experts say acupressure – which people have been using to care for animals for at least 4,000 years – relieves pain, stress, sore or stiff muscles, removes toxins, improves flexibility, increases circulation, relaxes and can calm aggressive behavior. While it does have a proven track record of success, clinics where animal acupressure is performed, as well as classes to learn how to do it, can be expensive. Scratchnall pads are \$11.99 each with a free shipping offer.



Each Scratchnall self-grooming/scratching pad has 214 raised nubs. The nubs can touch many key acupressure points depending on where an animal applies pressure through scratching.

“Scratchnall pads are not only affordable they are available to animals 24/7. You do not have to be there for animals to use them,” Garry said. “If your animal has skin issues, or could benefit from acupressure, Scratchnall pads can certainly help stretch your pet care budget.”

For more information on Scratchnall products, please call (888) 9-SCRATCH, or send an email to getnoticed@thewriteplacepr.com.

About Scratchnall

Scratchnall is located in Dillsburg, PA, and was founded in 2008 by Cynthia Garry with the goal of helping all animals. Garry is a lifelong animal lover who donates her time to help various animal transport groups, and even went to Mississippi to help in the aftermath of Hurricane Katrina. Her goal is to grow her business in order to donate to reputable spay/neuter organizations that help end animal suffering and pet overpopulation. Garry is also a StartupNation Home-Based 100 competition award-winning business owner.

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