

*(Sample piece; not an actual client/project)* **Copywriting – Product Description / Promotion**

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## **CATNIP N CHILL Crunchy Cat Treats by Shameless Pets: Pet AND Planet-Approved!**



**Have you ever wondered how to combine your love for your feline family members with a conscientiousness and compassion for the environment? You've met your match with Shameless Pets cat treats.**

With the first ingredient being chicken, Catnip N Chill crunchy cat treats use upcycled sweet potatoes as their second ingredient to facilitate your cat's digestion and save misshapen or discarded sweet potato crops from ending up in a landfill or scrap pile. Best yet, these treats

actually include catnip herbs to sweeten these satisfying treats with the relaxing effect of catnip; good clean fun for your cats (and particularly helpful for felines who may be on the anxious side).

Not only do our treats themselves serve multiple purposes for safe and healthy supplements to your kitty's diet, but the *packaging* they come in is equally good for the planet. With the overabundance of plastic production and the pressure this puts on recycling efforts, we are proud to proclaim that our bags are constituted of 25% recycled plastic bottles and milk jugs.

Product Highlights we love:

- Made with wholesome chicken and upcycled sweet potatoes (saved from being discarded in crop scrap heaps)
- Aids digestion
- Includes actual catnip to aid chillaxation!
- Can be fed as a supplement to your cat's regular diet (12-18 treats per day, depending on the size of your kitty)
- Made in the USA (meaning no extravagant shipping or manufacturing costs)
- Container bag made from 25% recycled material
- Treats contain NO corn or soy
- Cats love the taste and crispy-crunchy texture (we know - they told us!)

If ever there was a compassionate, all-around awesome treat to invest in for your pet, this is it! You can't go wrong with providing healthy, planet-friendly goodness from a company that places emphasis on the wellbeing of animals and the environment at every step of their production process.

We invite you to kick back, crack open a blissful bag of Catnip n Chill (for your cat; as tempting as it may be to try them), and please your kitty's palette while protecting our precious planet for generations of paws to come.



*\*\* P.S.! Order now and save on the cost - by ordering online, you will receive a complimentary bag with your purchase, but you can choose to set up recurring deliveries or buy in bulk. Either way, you get to snag it at a portion of the cost that it's sold for at your local grocery stores!*