

HUGGLEHOUNDS®

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HUGGLEHOUNDS® EXPANDS HUGGLEFLEECE® LINE, INTRODUCES NEW KNOTTIES®

Denville, New Jersey – HuggleHounds®, a division of Allure Pet Products, has announced the expansion of its HuggleFleece® family of products. With the launch of HuggleFleece Men toys, customers can now say hello to more softness, more comfort and more fun! HuggleFleece® mats, toys and pouf beds have proven a smash hit, with shoppers falling head over heels with HuggleFleece’s soft material and durability. The synthetic lambswool features the same attributes as natural lambswool –absorbent, hypoallergenic and stain resistant. When this luscious sink-in-soft material is crafted into mats and beds, they keep dogs comfortable while cushioning joints, regulating body temperature and wicking away moisture. As HuggleFleece® toys, the material provides the same, soft feel for pups, with an impossible-to-resist feel. Now, we’ve welcomed new members to the family - our fun HuggleFleece Man in both Natural and Grey, and available in Regular and Super-Size versions, for an extra big bite of baby-softness.

In addition, HuggleHounds® is introducing a new member to its family of award-winning Knotties® - HuggleMutts. While the definition of mutt reads "dogs of doubtful pedigree", HuggleHounds® believes mutts are just about the most huggable, loveable pups around! This latest collection celebrates these unique, one-of-a-kind pooches who seem to have a special way of melting hearts. Preferably referred to as “mixed breeds”, these adorably individual HuggleMutts are the newest addition to HuggleHounds® Original Knotties™ family! Each one of these fabulously fun items reflects the originality we love about mixed-breeds, and the collection includes three “mutts” in small size, and three in large. The most fun? Trying to identify *exactly* which pups – both mom and dad - might have given rise to these marvelous mutts.



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