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## **New *Brush Buddy* for Dogs Lets Owners Clean, Dry, Brush, Massage And Bond With Their Pooches**

*Four-in-One Product Is Perfect for Active Dog Owners*

**SANTA BARBARA, Calif., Feb. 12, 2008** — Dog owners wishing they had one product to handle all the occasions their dogs need a quick clean, brush and massage can celebrate today with the launch of The Brush Buddy, a new pet product for dogs who love to be loved while getting groomed.

In addition to helping keep dogs well-groomed – and homes and cars free of wet paw prints and dog hair – the Brush Buddy promotes bonding and affection between owners and their dogs.

"The brush side of the Brush Buddy removes dirt, shedding hair and provides a great massage for dogs, while the towel side dries them off," said David Fortson, co-founder of the Brush Buddy. "But what makes the Brush Buddy unique is its design, which encourages owners to embrace and love their dogs while using it."

Fortson added: "Dogs love the feel of the Brush Buddy and all the extra attention their owners give them, while their owners enjoy giving their dogs the love they crave while getting them clean and dry. We like to say that 'when you put the Brush Buddy around your dog, you put your arms around your dog, and when you put your arms around your dog, they love you forever.'"

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## **The Brush Buddy**

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Fortson came up with the idea for the Brush Buddy after a day at the beach with his dog, Roman. When they went back to the car, Fortson found he'd forgotten to bring along a towel and brush to clean Roman and keep sand from getting inside his vehicle. Realizing that fellow dog owners must often find themselves in the same situation, Fortson spent the next year developing the Brush Buddy with company co-founder John Stump.

### **For the Active Dog Owner**

Designed to be used both inside and outside the home – it can be placed under car seats, in handbags or backpacks, hung by the front door, or left outside the house – the Brush Buddy is great for people who lead active lifestyles with their dogs.

"We see the Brush Buddy as essential gear for people who take their dogs hiking and biking, for instance, or to the beach and dog parks," explained Fortson. "Before their dog gets back into the car or goes back into the house, they can use the Brush Buddy to quickly get their pooch clean and dry."

Weighing 1.5 lbs and measuring 2 feet 4 inches long and 10 inches wide, the Brush Buddy's compact design makes it easy to transport and store. In addition, when dogs hop out of the car or off the sofa, their owners can use the Brush Buddy to wipe away pesky dog hair. The Brush Buddy is machine washable and easy to maintain, requiring just a shake to remove hair, sand and dirt from the rubber bristles.

### **Brush & Towel Combo**

The high-quality, sturdy Brush Buddy consists of:

- **Soft and flexible rubber bristles.** The brush side of the Brush Buddy contains thousands of soft and flexible rubber bristles that can be used on any part of a dog, including sensitive areas like the face, paws and belly. In addition to brushing and massaging dogs, the rubber bristles have a cleaning function: they attract hair like a magnet from dogs, car seats and around the home.

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## **The Brush Buddy Page Three**

- **Plush terrycloth.** Made of 100 percent cotton, the green and tan-colored towel side of the Brush Buddy absorbs water quickly from wet paws and fur, leaving dogs clean and dry.
- **Ergonomically-designed hand pockets.** Dog owners can use the ergonomically-designed hand pockets on each end of the Brush Buddy to grip their dog's body and move around it, drying, brushing and massaging with ease.

"The demand from discriminating pet parents for products like the Brush Buddy that make their lives easier and their pets happier continues to grow," stated Fortson. "We're pleased to offer a product that's convenient, functional and strengthens the emotional bonds between owners and their dogs."

### **Availability & Cost**

The Brush Buddy will be available for purchase online for \$29.95 in February 2008 at [www.thebrushbuddy.com](http://www.thebrushbuddy.com). The company also plans to make its product available at retailers nationwide later in the year.

### **About Rough & Tumble**

Rough & Tumble LLC, a privately-owned company based in Santa Barbara, Calif., develops products that brings people and animals closer together.

Rough & Tumble incorporates environmentally responsible practices into its business. The company uses 100 percent recycled rubber and packaging in its manufacture of the Brush Buddy.

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