FOR IMMEDIATE RELEASE
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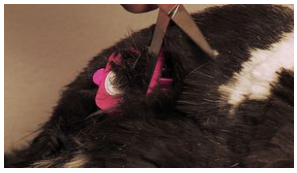
Scaredy Cut Introduces Improved, Innovative Home Grooming Kits for Dogs and Cats
Celebrates With Bonus Gift For Every Scaredy Cut Kit Purchased In-store

Los Angeles, Calif.— November 16, 2012—Scaredy Cut®, manufacturer of the gentlest pet grooming tool available, today presents new and improved Scaredy Cut kits for dogs and cats. The new eight-piece kits make in-home pet grooming easy for dogs and cats. Simple and silent, Scaredy Cut kits eliminate the anxiety and discomfort caused by buzzing electric clippers. To celebrate the introduction of the improved Scaredy Cut kits, Scaredy Cut will ship a free TINY TRIM™ scissor, an $11 value, to every customer who makes an in-store Scaredy Cut purchase through December 31, 2012 and then e-mails a copy of the receipt to Scaredy Cut.

"Stress is a serious health issue for dogs and cats," says Matthew Michel, inventor and owner of Scaredy Cut. "Scaredy Cut eliminates the stress and discomfort a pet can experience during grooming. This is important, not only because it improves a pet's health but also because it improves the relationship we have with our pets."

Pet Grooming Solutions
Scissors guarded by an attached comb replace electric clippers. Scaredy Cut combs are the very same combs used with electric clippers. The simple, low-tech Scaredy Cut kits allow for safe and gentle trimming of pet hair, eliminating the anxiety and stress caused by loud, vibrating electric clippers. Removal of tangled hair is no longer an uncomfortable hair-pulling experience since Scaredy Cut's scissor blades, cutting from both sides, do not pull fur during trimming. With a manufacturer suggested retail price of just $31.95, Scaredy Cut pays for itself after one use.



Improvements to Scaredy Cut Kits
• A new seventh comb has been added to allow for precise, short trims
• EZ-Flex Latches are easier to work and won't break or crack
• New, coated steel ergonomic handle for greater comfort and strength
• Finger inserts for comfort that can be removed for larger fingers
• Silencer pad to minimize noise

Scaredy Cut Celebrates With Bonus Gift with Purchase From Any Store
To celebrate the introduction of the improved Scaredy Cut kits, Scaredy Cut will ship a free TINY TRIM™ scissor, an $11 value, to every customer who makes an in-store Scaredy Cut purchase through December 31, 2012 and then e-mails a copy of their receipt to info@scaredycut.com. TINY TRIM™ features a serrated blade to grip fine fur and is ideal for tight spots like the ear, nose, face, and paw.

Video of the Gentle Scaredy Cut Process
• Cat being groomed using Scaredy Cut for Cats
• Dog being groomed using Scaredy Cut for Dogs

About Scaredy Cut
Scaredy Cut is the maker of the patented Scaredy Cut kit for Cats, Scaredy Cut kit for Dogs, and TINY TRIM scissor. The Scaredy Cut kits won the 2nd place "Best in Show" award at the 2011 Global Pet Expo, as well as the "Editors Choice" award from *Pet Product News International* in 2010. The Tiny Trim scissor is the number one selling pet grooming scissor on Amazon.com.

Pricing
• Manufacturer suggested retail price: $31.95

Availability
• The Scaredy Cut kit for Cats and the Scaredy Cut kit for Dogs are available for purchase at fine pet retailers like Petco. Visit http://scaredycut.com/dog/store.html to find the nearest retailer.

More Information
For more information on Scaredy Cut, contact Jane Skuta at press@scaredycut.com, jane@happyblackdog.info or (703) 608-8475.

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