



FOR IMMEDIATE RELEASE

Media contact: Jane Skuta  
(213) 341-1088, ext. 5  
press@sleepypod.com

## Sleepypod Introduces Little Germs Organics for Travel and Home Organic Deodorizing Cleansers are Nontoxic and Safe to Use Around Pets and Children

September 12, 2012—Pasadena, Calif.—Sleepypod, a pet products company known for its innovative pet products, today introduces Little Germs Organics. Little Germs Organics are 100 percent organic, deodorizing cleansers that are safe to use around pets and children. The safe and effective, made in the USA formulas leave pet and kid areas clean without harmful chemicals or fumes.

Every Little Germs Organics product contains natural essential oils such as lavender oil, mint oil, or grapefruit oil that are valued for their antiseptic and antibacterial properties, in addition to their soothing, aromatic benefits.

“We created Little Germs Organics because our own pets are allergic to most household cleansers,” says product designer and Sleepypod owner Michael Leung. “While searching for a safer way to clean around our pets and children, we developed this amazing line of USA made organic products. At first we were skeptical about the performance of 100 percent organic cleansers. However after thorough testing, we were overwhelmed by the ability of our Little Germs Organics formulas to deodorize, cut grease and grime, and clean without leaving streaks.”

### Sleepypod Safe Product

Like Sleepypod’s other products, Little Germs Organics are safe products. Each Little Germs Organics product is free of volatile organic compounds (vocs), hypoallergenic, biodegradable, non-toxic, pH balanced, and cruelty-free tested. So in addition to being safe for your family and pets, Little Germs Organics are safe for the environment.



### Pet Travel Made Easier by Thoughtful Packaging

In addition to 16 ounce bottles of All-Purpose Cleaner, Stain and Odor Remover, Cat Litterbox Odor Remover, and Dog Urine Odor Remover, the Little Germs Organics line of products includes a Dog Travel Kit and a Cat Travel Kit. Each kit is packaged in a TSA-approved, re-sealable, heavy duty, plastic bag and contains 2 ounce bottles of All-Purpose Cleaner, Stain and Odor Remover, Dog Urine Remover or Cat Litterbox Odor Remover, Dog or Cat Shampoo and Conditioner, and Dishwashing Liquid.

“Mishaps happen, on the road or at home,” says Leung. “As avid travelers, we found we were never fully prepared for the unexpected accidents that occur when traveling with our pets. That’s why we developed Little Germs Organics Stay Clean Travel Kits for Dogs or for Cats. These sets of five products address most cleanup emergencies that we’ve encountered while traveling.”





FOR IMMEDIATE RELEASE

Media contact: Jane Skuta

(213) 341-1088, ext. 5

press@sleepypod.com

### Little Germs Organics Products & Pricing

- **Stay Clean Travel Kit for Dogs** msrp \$18.99
  - All-Purpose Cleaner – made with grapefruit oil (2 ounces)
  - Stain and Odor Remover – made with lavender and mint oils (2 ounces)
  - Dog Urine Odor Remover – made with grapefruit oil (2 ounces)
  - Dog Shampoo and Conditioner – made with lavender oil (2 ounces)
  - Dishwashing Liquid – made with grapefruit oil (2 ounces)
- **Stay Clean Travel Kit for Cats** msrp, \$18.99
  - All-Purpose Cleaner – made with grapefruit oil (2 ounces)
  - Stain and Odor Remover – made with lavender and mint oils (2 ounces)
  - Cat Litterbox Odor Remover – made with grapefruit oil (2 ounces)
  - Cat Shampoo and Conditioner – made with lavender oil (2 ounces)
  - Dishwashing Liquid – made with grapefruit oil (2 ounces)
- **All-Purpose Cleaner** – made with grapefruit oil (16 ounces), msrp \$8.99
- **Dog Urine Odor Remover** – made with grapefruit oil (16 ounces), msrp \$9.99
- **Cat Litterbox Odor Remover** – made with grapefruit oil (16 ounces), msrp \$9.99
- **Stain and Odor Remover** – made with lavender and mint oils (16 ounces), msrp \$9.99

### Features

- Free of volatile organic compounds (vocs)
- Hypoallergenic
- Biodegradable
- Non-toxic,
- pH balanced
- Cruelty-free tested

### Availability

Little Germs Organics will be available for consumer purchase in Sleepypod's online store beginning October 9, 2012. Visit <http://sleepypod/shop/>

### About Sleepypod Products

Bold and functional, Sleepypod products are clever enough to have won a slew of awards and stacks of praise from veterinarians, pet industry experts and media, even earning a spot in the *Metropolitan Home* "Design 100" alongside iconic products like the iPhone and the Smartcar. Thoughtful design features transform ordinary pet products from insipid to inspired.

Busy pet-owner lifestyles demand pet products that are not only versatile but also exceptional enough to baby the pets that mean so much to us. Sleepypod understands the importance of pets in their owners' lives and that's why we take pet safety seriously. From the crash-testing of the Sleepypod line of pet carriers to meet the standard set for child safety restraints to the use of FDA food grade, BPA-free silicone in the Yummy Travel Bowls, Sleepypod devotes careful and caring attention to every detail in each product.

### Product Awards and Honors

- **Crater Dot:** *Cat Fancy* Editors' Choice (2010), *Pet Business* Editors' Choice (2010), *Pet Business* Industry
- **Sleepypod:** *Susie Homemaker* Seal of Approval (2011), *Doggie Aficionado* Reader "Best of" (2010), *Bark Buckle Up* Pet Safe Choice (2009), *Cat Fancy* Editors' Choice (2007), *Pet Product News* Editors' Choice (2007)
- **Sleepypod Air:** *Modern Dog* Staff Pick Award (Spring 2011), *Cat Fancy* Editors' Choice (2010), *Dog Fancy* Editors' Choice (2010), *Pet Business* Industry Recognition Award (2010) Recognition Award (2009)
- **Sleepypod Atom:** *Cat Fancy* Editors' Choice (2011), *Dog Fancy* Editors' Choice (2011), *DogSport Magazine* Top Pick (2011)
- **Sleepypod Mini:** *Cat Fancy* Editors' Choice (2008), *Metropolitan Home* Design 100 (June 2008)
- **Yummy Travel Bowls:** *Dog Fancy* Editors' Choice (2011), *Pet Product News* Editors' Choice (2011)

### Contact Information

For more information about Sleepypod and its products, contact Jane Skuta at [press@sleepypod.com](mailto:press@sleepypod.com) or (213) 341-1088 ext. 5.