

For Immediate Release
(Los Angeles, CA)

Vital Pet Life Raises Bar On Competition By Announcing Their Wild Alaskan Salmon Oil Is Now Marine Stewardship Council (MSC) Certified Sustainable

Data shows sustainable pet products maintain sales growth during COVID-19 pandemic

As part of their continuing mission to put sustainability first, Vital Pet Life, an American pet wellness company, is proud to announce their Wild Alaskan Salmon Oil is certified 100% sustainable by the Marine Stewardship Council (MSC), ensuring that:

- Their salmon is caught in a sustainable way, guaranteeing healthy oceans and safeguarding seafood supplies for the future.
- The facility that bottles their salmon oil is also MSC certified, for a full circle of sustainability.
- Their salmon is carefully handled and separated from non-certified fish with clear labeling in order for it to be traced to a certified sustainable fishery.
- Their salmon is regularly DNA tested to ensure that MSC labeled products are correctly labeled, ensuring the trustworthiness of the blue MSC label.

“Since Vital Pet Life was founded, our core values have always embraced the importance of sustainability and transparency. We are thrilled to announce that our Wild Alaskan Salmon Oil comes from a MSC certified sustainable fishery ensuring it is wild, traceable and sustainable.” says Donie Yamamoto, founder of Vital Pet Life.

The MSC blue fish label is only applied to wild fish from fisheries that have been certified to the MSC Fisheries Standard, a science-based set of requirements for sustainable fishing.

“Sustainably marketed products have really been driving growth,” Randi Kronthal-Sacco, senior scholar with the NYU Stern Center for Sustainable Business, in a webinar hosted by IRI. “They haven’t been affected by COVID, in fact they’ve actually grown and they should continue to increase... This shows that businesses can do well and do good.”

The NYU researchers collaborated with market research firm IRI to create the Sustainable Market Share Index and found that brands who prioritize sustainability have higher customer loyalty. Vital Pet Life is living proof with their passionate customer community, who proudly share their pets’ transformations after using their Wild Alaskan Salmon Oil.

“Nikki is a rescue. Her skin was in horrible shape.... I'm amazed at how much this has already healed her skin. Her fur is now pleasant to touch. Before it was so rough and coarse, now it's so soft.....she isn't scratching herself ...anymore. She hasn't had to take any allergy meds or steroids at all which is amazing. I'm so grateful I found this product. I highly recommend it for every dog.” Jennifer H.

This announcement of their salmon oil’s certification is an acknowledgment of Vital Pet Life’s continued commitment to sustainable practices and higher standards in the pet wellness industry.

About Vital Pet Life – Vital Pet Life is a certified WBENC women-owned business, based in California featuring a curated line of clean and sustainable pet wellness products. Donie Yamamoto founded Vital Pet Life in 2017, after moving to the US from the Philippines six years earlier. In 2019, Donie became a Tory Burch Foundation Fellow for outstanding entrepreneurship and has been featured in Forbes.com, Entrepreneur.com, Welum and Authority Magazine. Vital Pet Life’s Wild Alaskan Salmon Oil, MSC certified sustainable, helps pet’s dry, rough skin and coat, leaving it shiny, velvety and itch-free. The botanically enriched Oatmeal & Aloe Vera Natural Pet Shampoo contains mindfully handpicked ingredients, to calm and soothe pet’s skin and coat. Vital Pet Life’s mission is sustainability, transparency and the healing and supporting of rescue animals. They give back by donating products to and working side by side with local shelters and animal rescues. Please visit <http://www.VitalPetLife.com> for more information.