



## Introducing The Shedlings™ Characters -- The Pesky Face Of Persistent Pet Hair

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### New FURminator® Campaign Creates Comedic Connection Between Pet Parents and Shedding Woes

ST. LOUIS, Aug. 10, 2016 /PRNewswire/ -- Pet parents can relate to those exasperating clumps of fur that can pop up anytime and anywhere. These pesky clumps of clingy critters called Shedlings™ characters are the stars of a new creative campaign from FURminator® Brand, and are designed to comically highlight how pet hair can take over a pet-lover's life.

"The goal of the new campaign is to refresh the FURminator Brand and drive consumer awareness," stated Stacey Harbour, Division Vice President, Companion Animal Marketing, Spectrum Brands, Inc. – Pet, Home & Garden Division. "The Shedlings™ characters are designed to articulate the problem of constant pet hair in a way that pet parents can relate to and find amusing. You can't stop your pet from shedding, but you don't have to live with pet hair."

The campaign also drives consumers to tame these clingy clumps of pet hair with the FURminator® deShedding Tool lineup with its signature tagline "deShedding means less Shedlings™". These grooming tools are designed to reach into the undercoat – where most shedding occurs – to safely and efficiently reduce loose hair from shedding from dogs by up to 90 percent with regular grooming<sup>1</sup>. With a range of tool sizes available, there's a FURminator pet-hair control solution available for any pet with an undercoat.

The FURminator® Shedlings™ campaign has been launched with a new commercial, available now on YouTube and on the brand's social media pages. The Shedlings™ characters will also appear on in-store displays, in print media and on the brand's website.

You can view the FURminator® Shedlings™ commercial at [www.youtube.com/watch?v=i5eot2RqsTs](http://www.youtube.com/watch?v=i5eot2RqsTs) or on the FURminator® Facebook page at [www.facebook.com/FURminator](http://www.facebook.com/FURminator).

<sup>1</sup> Based on June 2015 validation study of FURminator® deShedding tool effectiveness on dogs.

#### **About FURminator® Brand**

Millions of pet people are passionate about FURminator® grooming products. The brand's professional-grade grooming solutions make life with pets a little easier by dramatically reducing loose hair from shedding. The brand's proprietary deShedding tools, grooming tools and bathing and hygiene solutions offer a grooming regimen that pet parents can use to accommodate any dog or cat. For more information, visit [www.FURminator.com](http://www.FURminator.com).

#### **About Spectrum Brands Holdings, Inc.**

*Spectrum Brands Holdings (NYSE: SPB), a member of the Russell 2000 Index, is a global and diversified consumer products company and a leading supplier of consumer batteries, residential locksets, residential builders' hardware, plumbing, shaving and grooming products, personal care products, small household appliances, specialty pet supplies, lawn and garden and home pest control products, personal insect repellents and auto care products. For more information, visit [www.spectrumbrands.com](http://www.spectrumbrands.com).*

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