

Pet Owners Willing to Take Salary Cut or Skip Summer Vacations for a Fur-Free Home

Scotch Fur Fighter Pet Hair Sweeper Helps Pet Owners Tackle Shedding Season

Spring marks the start of shedding season and an ongoing struggle to keep up with seemingly never-ending pet hair. Pet shedding has become such a pet peeve that over half (52%) of pet owners would be willing to make certain lifestyle sacrifices, including their summer vacations and even a part of their salary, to never clean up fur again¹, according to a recent survey by Kelton Research. A new fur-friendly solution from 3M arrives just in time to offer relief. The Scotch Fur Fighter Pet Hair Sweeper is an innovative tool that removes pet hair easily and quickly from hard floor surfaces, tight spaces, baseboards and molding.

The Scotch Fur Fighter Pet Hair Sweeper has a flexible and thin design to target built-up fur in pesky, hard-to-reach places such as under and in-between appliances and furniture. The attached disposable Super-Cling™ sheets lift and trap all types of embedded pet hair and picks up 2x more pet hair, dust and dirt than other sweepers.

“As a long-time pet owner, I understand the frustration of constantly cleaning fur off the floor,” said Charlotte Reed, pet trend and lifestyle expert. “Over the years, I’ve developed a few quick and simple tips to help pet owners get through shedding season with ease.”

Quick and Simple Tips to Beat Shedding Season

Read the labels before bathing because not all pet shampoos are the same. Use an Olive shampoo rich in Vitamin E and other antioxidants to moisturize brittle and dry hair that causes shedding. Keep a pet bed fur-free and try using a new odor free, antimicrobial and stain resistant pet beds that make it easier to remove dead hair and dander. Pet hair can accumulate underneath appliances and behind furniture. Find a solution like the Scotch Fur Fighter Pet Hair Sweeper designed to maneuver and remove pet hair from those hard-to-reach places (Pet Hair Sweeper Starter Kit with 2 Dry Cloths SRP of \$9.99, available mid-March at mass merchandisers nationwide). Develop a grooming routine by brushing your pet regularly with a slicker, pin or bristle brush to help keep your home clean from shedding pet hair, dander and dirt. Keep pets out of the closets by shutting the closet door. It’s vital to keep clothes fur-free to not aggravate the pet allergies of co-workers, friends or acquaintances.

For additional tips from Charlotte Reed and product information, visit www.FurFighter.com.

Shedding by the Numbers

About 139 million Americans – or nearly two in three (66%) of those who know people with pets – would be more annoyed by their pets stray fur or hair than drool on the furniture or dirty paw marks on the floor².

34 million pet owners say it takes an average of two hours every month or longer to pick up after their animal’s fur or hair. For about 64 million pet owners who have to clean up after their animals, it takes longer than half an hour³.

Around 70 million pet owners – or more than half (51%) – say that the hardest spot to remove pet hair is under appliances or big pieces of furniture, such as refrigerator or couch⁴.

About 3M

3M captures the spark of new ideas and transforms them into thousands of ingenious products. Our culture of creative collaboration inspires a never-ending stream of powerful technologies that make life better. 3M is the innovation company that never stops inventing. With \$27 billion in sales, 3M employs about 80,000 people worldwide and has operations in more than 65 countries. For more information, visit www.3M.com or follow

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¹⁻⁴Source- Kelton Research survey conducted for 3M, March 2011, sample size of 1,000 participants

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