

Introducing The Award Winning All-In-One Water Conditioner, API® AQUA ESSENTIAL™!



[Download image](#)

Chalfont, PA, - February 2022 - Mars Fishcare is excited to share that we are the proud recipients of the Pet Product News Editors' Choice Award for new products launched in 2021! The Editors' Choice Awards are one of the most highly anticipated happenings of the year for Pet Product News. They remind us how our industry is always evolving to not only meet but exceed pet owners' expectations, with manufacturers continuing to release innovative, new products that help owners give their pets of all shapes and sizes their very best lives possible. API AQUA ESSENTIAL water conditioner popped to the top amongst a group of 65 amazing new product finalists across all pet segments.

API AQUA ESSENTIAL is an all-in-one concentrated aquarium water conditioner. "In an independent research study, Mars Fishcare learned that all-in-one treatments are seen as a positive attribute to water treatments because fish owners view routine maintenance as a challenging part of their water care routine", says Global Marketing Director, Karyn Cook. "In addition", continued Cook, "fish owners are increasingly seeking highly concentrated formulas to treat their aquariums to help stretch a dollar, especially in this ever growing inflationary environment". The product answers both of these demands and is good for use in both freshwater and saltwater aquariums. The water conditioner not only treats tap water by removing chlorine, chloramines and heavy metals, but also instantly detoxifies ammonia, nitrite and nitrates.

API AQUA ESSENTIAL is available in 4oz, treating up to 1,180 gallons of aquarium water, 8oz, treating up to 2,370 gallons, and 16oz bottles treating up to 4,730 gallons. You can find AQUA ESSENTIAL in national and local pet stores and through online retailers such as Amazon and Chewy. Try out the entire API treatment line for success keeping freshwater and marine fish!

About API® brand:

The API brand was acquired by Mars Inc. in 2003, merging with the Mars-developed AQUARIAN® brand to create this now-global family of fish care products. The result has been a stronger company with a vibrant background in fish keeping and the trusted reputation of Mars. Today, the API and AQUARIAN family of brands includes treatments, medications, testing, and nutritional products. For more information, please visit www.aquarian.co.uk and www.APIfishcare.com.