



## **Updated Survival Items Section Now Featured On The First Aid Shoppe Site**

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Anna Loehwing, COO and spokesperson for First Aid Shoppe, an online retailer of high-end survival and first aid gear, today announced that the First Aid Shoppe site now features a section specifically for survival items. Until today most individual survival items have been featured as part of a kit, or paired with other items. Key survival items can now be purchased singularly on the site.

"We've added these to their own page on the site," says Ms. Loehwing. "You can find individual survival items on the First Aid Shoppe site, along with the wide variety of other kits and first aid items we've always featured. These are some of the key items from our most popular kits."

The new page features compact, kit-ready items that appear in the First Aid Shoppe survival and first aid kits. One of their top selling kits, the ResQue1st Emergency Preparedness & First Aid Kit, includes many of these individual items. The Emergency Preparedness kit is what's known as a "Bug Out" bag, and contains survival and first aid items that could be vital in a short-term, fast-response survival scenario. The idea behind a kit of this type is to stand ready for a quick evacuation in the event of a disaster or other pressing emergency. The ResQue1st Emergency Preparedness & First Aid Kit contains items needed to survive

for approximately 72 hours.

"People are taking more time to prepare for their survival should something like this happen," says Ms. Loehwing. "Our kits, and now these individual items, give you the means to be ready should that unthinkable emergency occur."

Additional and updated survival items have now been added to the First Aid Shoppe product inventory and are now on their site.

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For more information about First Aid Shoppe, contact the company here: First Aid Shoppe Anna Loehwing 727-442-4372 sales@customfas.com Clearwater, FL 33755

## **First Aid Shoppe**

*First Aid Shoppe is a First Aid company that provides quality emergency first aid products to consumers and professionals.*

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