NATURAL PET CARE
PURUS pet

PAW FOAM

Product description

No rinse foam cleanser created using ingredients of natural origin. The foamy formulation and soft silicone bristle allow you to get into hard-to-reach areas and perform a gentle deep clean without stripping your dog's paws of its natural oils.

Volume

200 mL

Key benefits

- pH balanced for pet skin
- Mild, skin-friendly cleansing system suitable for frequent use
- Suitable for sensitive paws
- Soft foam for easy and convenient application
- Helps maintain natural skin balance with microbiome-supporting ingredients

Sustainability

Ingredients of Upcycled origin -

- Olive oil upcycled foaming agent for skin and hair
- Betaine - upcycled moisturizer from sugar production side stream

Claims

- Ingredients of natural origin;
- Vegan;
- Cruelty free;
- With prebiotics - inulin and Lactobacillus ferment.

Instruction

- Remove the cap, and press down on nozzle to dispense foam onto the soft silicone bristles.
- Gently massage foam onto paws in circular motions, making sure to get in-between the paw pads.
- Wipe dry. No rinsing necessary.
- Use after every walk, or as often as needed.
- To clean silicone bristles, remove brush cover & rinse under warm water.



Ingredients

Actual version on the webpage - www.puruspet.com

Key Functional Ingredients

Gentle foaming agent system based on olivoil glutamate (Cosmos Ecocert approved), easy biodegradability.

The 'surf-active' concept refers to the capability of specific molecules of acting at the same time both as surfactant and skin/hair functional ingredient.
It proved to revert some processes related to hair metabolism issues such as hair depigmentation, dermatitis and baldness, reduce dandruff and support hair growth. Linoleic acid (Omega-6) is a skin-conditioning agent: since it retains skin moisture, it makes the skin softer, smoother, plumper and healthier.

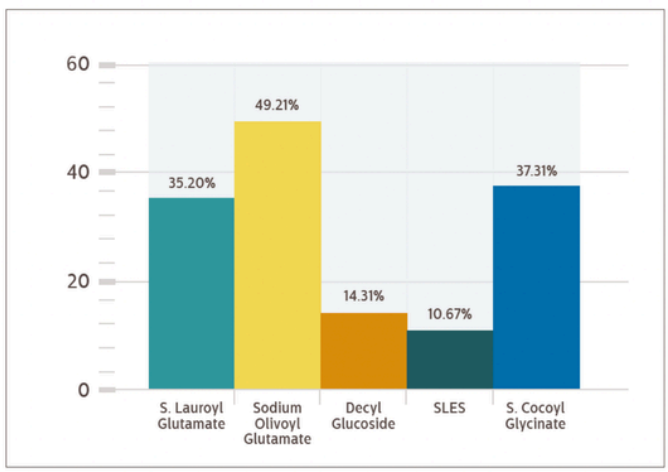


Figure 1: Hydration values average percentage variation

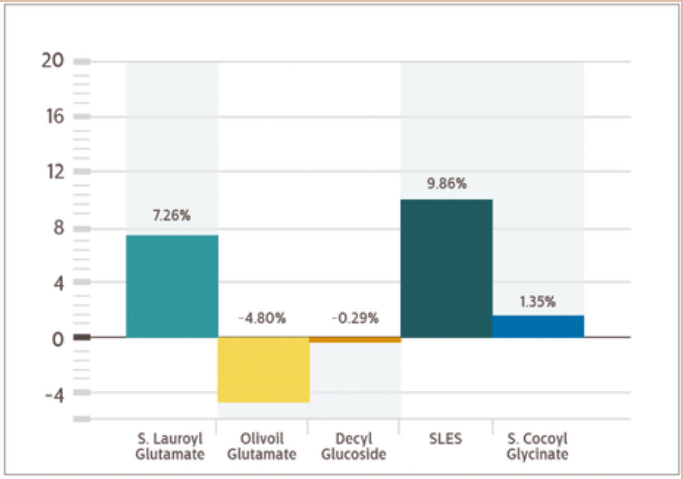


Figure 2: Erhythema index values average percentage variation

It has been found that olive oil could be effective in treating various inflammation and cutaneous damaged caused by xerosis, rosacea, psoriasis, atopic dermatitis, contact dermatitis (diaper dermatitis), eczema (including severe hand and foot eczema), seborrhea, pruritus.

Furthermore, glutamic acid boasts proven hydrating and skin conditioning benefits, as well as a high biocompatibility with the hair shaft (it is the third most abundant amino-acid occurring in hair keratin).

Betaine – Osmolyte that hydrates and reduces irritation from surfactants

I**nulin** – plant-derived prebiotic that helps support the natural skin microbiome

Lactobacillus Ferment – probiotic-derived conditioning agent that helps maintain healthy skin balance.