

SHAMPOO "SENSITIVE"

Product description

Pure and pH balanced shampoo. Made from natural, vegan friendly ingredients to gently cleanse your dog's coat and skin, whilst maintaining its natural moisture level. Contains linden and birch leave extracts to soothe irritated skin. Allergen, SLS, and paraben free. Suitable for puppies and adult dogs with sensitive skin.

Volume

250 mL

Key benefits

- Fragrance allergen free
- pH balanced for pet skin
- Gentle, skin barrier supporting formula
- Formulated with soothing extracts of linden, birch and lady's mantle
- Innovative preservation system

Sustainability

Ingredients of Upcycled origin -

- Olive oil upcycled foaming agent for skin and hair

Claims

- Ingredients of natural origin
- pH balanced
- Vegan
- Fragrance allergen free

Instruction

- Massage gently into wet coat.
- Rinse and repeat as necessary.
- For frequent use.

Ingredients

Actual version on the webpage - www.puruspet.com



Key Functional Ingredients

Gentle foaming agent system based on oliv oil glutamate and patented anionic lipo - polypeptide (Cosmos Ecocert approved), easy biodegradability.

Lipo-polypeptide containing condensed olive oil fatty acids and oat polypeptides & peptides Alanine, Threonine, Glycine, Valine).

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.

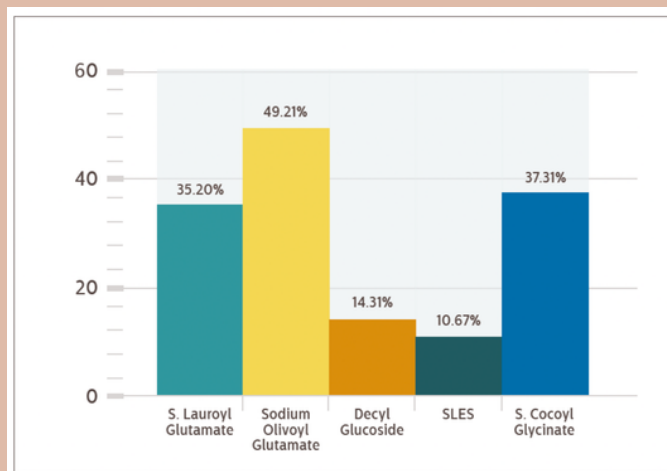


Figure 1: Hydration values average percentage variation

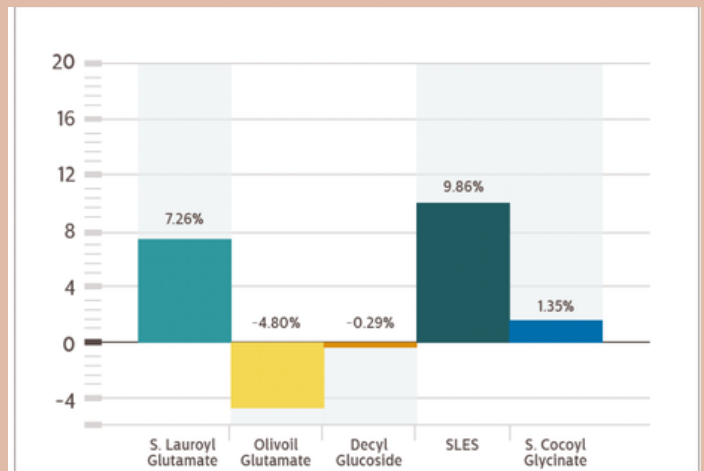


Figure 2: Erithema index values average percentage variation

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).

Sodium Cocoyl/Olivoyl Hydrolyzed Oat Protein – A conditioning surfactant that also helps maintain skin moisture

Fructose – Sugar-based humectant that helps retain moisture

Betula Alba (Birch) Leaf Extract – soothing and mildly purifying for skin.

Alchemilla Vulgaris Extract – known for calming and protective properties.

Tilia Cordata (Linden) Flower Extract – soothing botanical traditionally used for sensitive or irritated skin.