NATURAL PET CARE
PURUS pet

GROOMING SHAMPOO

Product description

High foaming shampoo formulated with ingredients of natural origin to cleanse the coat while helping maintain hydration. Enriched with skin identical moisturising factors, plant derived conditioning from potato starch, upcycled betaine and next generation biosurfactants. The formula is pH balanced for dog skin and leaves the coat soft and easy to comb.



Volume

250 mL

Key benefits

- pH-balanced for dog skin
- Plant-derived conditioning from potato starch
- Leaves the coat soft and easy to comb
- Enriched with skin-identical moisturising factors
- With upcycled betaine to help maintain hydration
- Plant-based surfactants and glycolipids for a comfortable wash
- Formulated without phenoxyethanol, PEGs or silicones

Claims

- Vegan
- 98% ingredients of natural origin
- pH balanced
- Fragrance allergen free

Instruction

- Massage gently into wet coat.
- Rinse and repeat as necessary.
- Can be diluted with water up to a 1:15 ratio before application.

Ingredients

Actual version on the webpage - www.puruspet.com

Key Functional Ingredients

Starch Hydroxypropyltrimonium Chloride - potato starch derivative that softens the coat and makes it easier to comb

Betaine - upcycled ingredient that helps maintain skin hydration

Urea - naturally occurring moisturising factor that helps the skin retain moisture

Sodium Lactate - humectant that helps maintain the skin's moisture balance