



# SHAMPOO

## "ANTI ODOUR"

### Product description

Natural, pH-balanced shampoo designed to neutralize even the toughest odors, leaving your pet's coat fresh and clean. Formulated with natural zinc ricinoleate for powerful odor absorption, it features mild foaming agents that provide an effective, irritation-free cleanse.

### Volume

250 mL

### Key benefits

- Fragrance allergen free
- pH balanced for pet skin
- Gentle, skin barrier supporting formula
- Formulated with naturally derived Zinc ricinoleate odour absorbing complex
- 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](http://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.

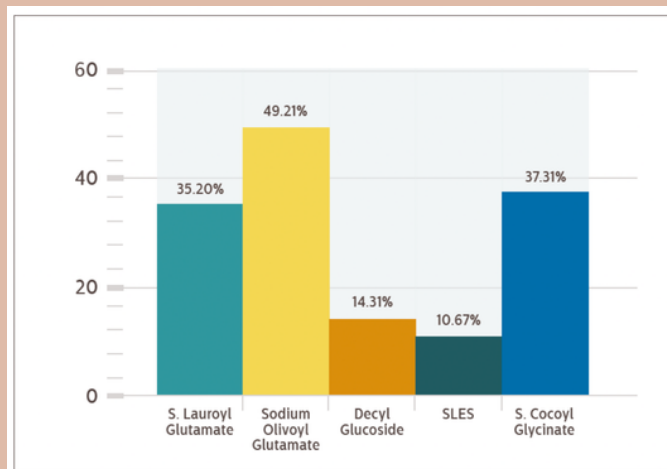


Figure 1: Hydration values average percentage variation

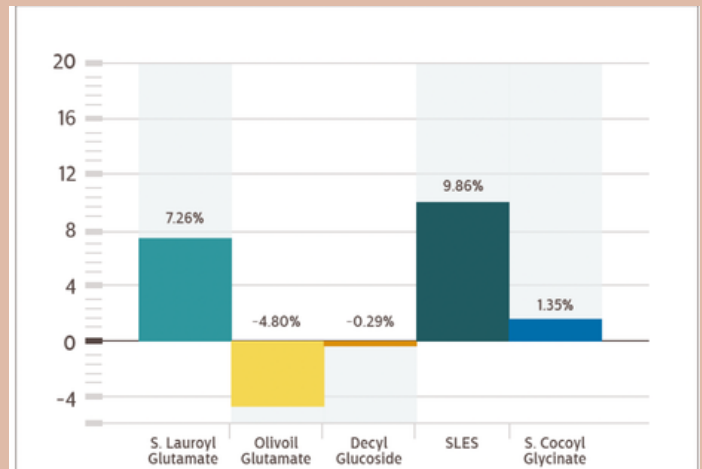


Figure 2: Erythema index values average percentage variation

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).

## Zinc Ricinoleate - Odour-Neutralising Ingredient

- One of the most effective cosmetic odour absorbers
- Captures and neutralises unpleasant smell molecules instead of masking them

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

**Fructose** – Sugar-based humectant that helps retain moisture

**Glycerin** – powerful humectant that attracts moisture