



PUPPY SHAMPOO

"EXTRA SENSITIVE"

Product description

Gentle, pH-balanced shampoo crafted from natural, vegan-friendly ingredients to softly cleanse your puppy's coat and skin while preserving its natural moisture balance. Enriched with a soothing blend of oat kernel and marigold extracts to calm irritated skin. Free from fragrances and fragrance allergens for a pure, worry-free experience.

Key benefits

- Fragrance-free → minimizes allergen exposure
- pH balanced for pet skin
- Gentle, skin barrier supporting formula
- Formulated with soothing extracts of oat kernels and calendula
- Innovative preservation system - safe for puppy and formula

Sustainability

Ingredients of Upcycled origin -

- Olive oil upcycled foaming agent for skin and hair

Claims

- Ingredients of natural origin
- pH balanced
- Vegan
- Fragrance 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 olivoil 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.

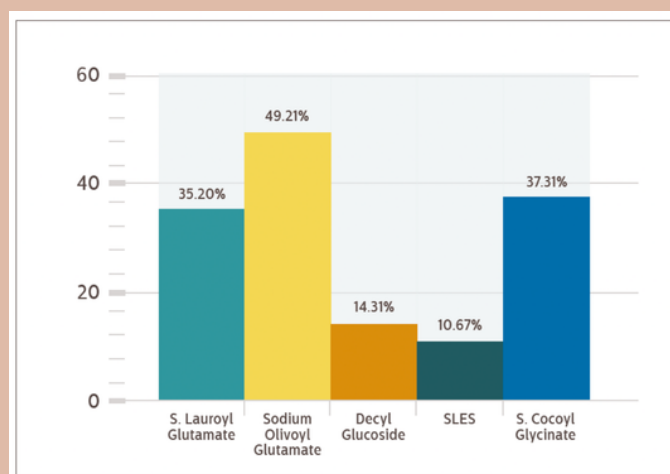


Figure 1: Hydration values average percentage variation

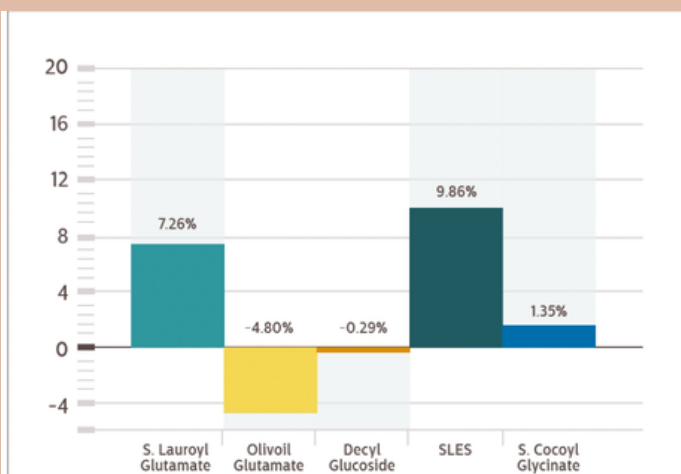


Figure 2: Erythema index values average percentage variation

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).

Avena sativa (Oat) Kernel Extract – rich in β -glucans; clinically known to reduce itching and inflammation

Calendula Extract – supports wound healing and reduces irritation via flavonoids

Glycerin – humectant maintaining hydration

Ethyl Lauroyl Arginate HCl – gentle antimicrobial supporting skin microbiome balance& skin conditioning