

# essential dog<sup>®</sup>

natural pet grooming products



Sulphate & Paraben free  
Packed with Certified Organic Extracts  
100% Recyclable Packaging  
Free from DPG  
Vegan Friendly

Low irritant & Soap Free  
Therapeutic Grade Essential Oils  
100% Biodegradable  
No Artificial Colours  
Alcohol Free

Plant Derived Ingredients  
Eco Cert Approved Ingredients  
No Mineral or Castor Oil  
Free from Synthetic Perfumes  
Not tested on animals

***Essential Dog are APVMA Compliant in the safe use of essential oils for dogs. Certificate of Allergens available (relates to our compliance of EU cosmetic allergens & safety standards).***

## **ABOUT ESSENTIAL DOG**

Essential Dog is an Australian made, owned and operated lifestyle brand dedicated to providing natural aromatherapy dog grooming products. We are committed to making products for dogs that are safe, plant derived and free from toxic chemicals found in most pet products.

## **OUR STORY**

Essential Dog is founded by loving pet owner Samantha Fonti. "My dog had terribly itchy skin whenever I bathed her and I was desperate to find a shampoo that didn't irritate her skin. I tried so many different brands from sulphate free to oatmeal shampoos and nothing worked. After thousands of dollars in vet bills and a bunch of shampoos that I couldn't use, I decided to take matters into my own hands and formulate my own shampoo for my dog. As I have a background in science, I embarked on 2 years of research, consulting with chemists, veterinarians, perfumers and aromatherapists and finally created a formula that didn't make Maya itch. A lot of pet owners at my dog park commented on how much better Maya was and how soft her coat felt and now they all use our Shampoo. It was then I decided to call it Essential Dog and since launching mid this year, we have had an overwhelming response from pet owners seeking treatment for their dog's sensitive skin and others who want a gentler, earth friendly alternative and those who simply love the smell of our products".

## **INGREDIENTS**

As dog lovers our philosophy is simple. We use premium quality, locally sourced natural ingredients that are 100% biodegradable, good for our dogs and good for the environment. Our products are free from parabens, sulphates, mineral and castor oils, contain no artificial colours, flavours or synthetic fragrances. We use Eco Cert approved and plant derived ingredients. We do not use any ingredients that contain animal products. We are a 100% cruelty free and vegan friendly business.

## **AROMATHERAPY**

Essential oils are the most natural way to scent a product. Not only are they completely natural, they smell great and benefit both dog and owner to make bath time a pleasurable and relaxing experience. Our blends took over a year to perfect and we worked with a perfumer who specialises in natural pet products. Our unique blend of oils provide a relaxed atmosphere during bath time and will give you a unique opportunity to bond with your pet.

Our therapeutic grade 100% pure essential oils are of the highest quality. The quality of the oils are ascertained through gas chromatography and mass spectrometry.

Please note our products are not designed for cats as essential oils can present problems for cats

## **ACCREDITATION & SAFETY**

Our products are APVMA (Australian Pesticides and Veterinary Medicines Authority) compliant in the safe use of essential oils. As our essential oils are high grade and very powerful, safety is a must and as such, we also comply with the recommended safety standards in the EU which are the strictest in the world. Compliance to EU standards are not required in Australia, however fragrances are so often the cause of allergies in dogs that we wanted to demonstrate to you our serious commitment to safety for your pet.

# What makes Essential Dog Unique?

Essential Dog have developed a solution to reduce the often messy task of bath time by reducing it in half with our spray on, leave in conditioner.

Our products are unique in that they are zero itch formulas, suitable for all skin types including dogs with sensitive skin. We use bisabolol natural, a rare, premium oil that helps soothe and relax sensitive skin.

We have a loyal customer base, particularly those whose dogs have allergies. Our customers have reported that our products are the only products on the market that do not irritate their dog skin and have found since using Essential Dog their dogs skin allergies have reduced.

## 1. Wash



## 2. Condition

Spray on & rub through coat



## 3. Deodorise

In between baths & bedding





# OUR PRODUCTS

## FOR DOGS AND PUPPIES



Aromatherapy  
Shampoos



Aromatherapy  
Conditioners



Aromatherapy  
Deodorising Colognes

# PRODUCT DESCRIPTION

## Dog Shampoo (Normal Skin)

### Lavender, Rosemary & Ylang Ylang



**Sizes: 250ml & 500ml**

Indulge and create a harmonious atmosphere for both pet and owner during bath time. This natural pH balanced shampoo has a beautiful, luxurious floral scent with a hint of herbal tones.

Therapeutic grade 100% pure essential oils used for scent and infused with organic botanical extracts. Plant derived cleansers to benefit a dog's sensitive skin and to ensure the coat is not stripped of its natural oils.

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Contains: Purified water infused with certified organic chamomile, calendula, burdock root, nettle, kakadu plum & horsetail extracts, pro vitamin b5, tocopherols (vitamin e), kakadu plum extract, organic vegetable glycerin, a mild shampoo base derived from coconut and corn sugar, rosmarinus officianalis (rosemary) essential oil, lavandula augustifolia (lavender) essential oil and cananga odorata (ylang ylang) essential oil.

### Health Benefits of Oils & Botanicals

According to traditional aromatherapy methods:

**Lavender:** used to reduce depression & anxiety. Has a calmative effect & lifts the mood.

**Rosemary:** is fantastic for a dog's coat to strengthen and give the coat a healthy shine.

**Ylang Ylang:** is great for reducing stress, anxiety and depression.

**Burdock Root:** effective in treating chronic skin problems

**Chamomile Flowers:** effective in treating skin allergies, an anti-inflammatory

**Calendula Flowers:** known for its antiseptic properties

**Horsetail:** helps repair damaged hair

**Nettle:** helps to promote lustre to the hair & a healthy coat

**Kakadu Plum:** excellent antioxidant, high in Vitamin C

# PRODUCT DESCRIPTION

## Dog Shampoo (Sensitive Skin) Chamomile, Sweet Orange & Rosewood



### *For Sensitive Skin*

Sizes: 250ml & 500ml

This natural pH balanced shampoo has a beautiful, honey apple scent with a hint of citrus and herbal tones and contains organic comfrey (high in allantoin and bisabolol natural oil (concentrated chamomile derivative) to soothe and relax sensitive skin. Therapeutic grade 100% pure essential oils are used for scent and infused with organic extracts. We use plant derived cleansers to ensure your pet's coat is not stripped of its natural oils.

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Contains: Purified water infused with certified organic chamomile, calendula, burdock root, nettle & horsetail extracts, pro vitamin b5, organic vegetable glycerin, tocopherols (vitamin e), kakadu plum extract, a mild shampoo base derived from coconut and corn sugar, bisabolol natural oil (concentrated chamomile derivative), anthemis nobilis (roman chamomile) essential oil, citrus sinensis (sweet orange) essential oil and aniba Rosaeodora (rosewood) essential oil.

### **Health Benefits of Oils & Botanicals**

According to traditional aromatherapy methods:

Chamomile: known for its anti-inflammatory properties

Sweet Orange: known to repel fleas and insects

Rosewood: has anti-fungal & antiseptic properties; repels fleas.

Burdock Root: effective in treating chronic skin problems

Chamomile Flowers: effective in treating skin allergies, an anti-inflammatory

Calendula Flowers: known for its antiseptic properties

Horsetail: helps repair damaged hair

Nettle: helps to promote lustre to the hair & a healthy coat

Kakadu Plum: excellent antioxidant, high in Vitamin C



# PRODUCT DESCRIPTION

## Dog Shampoo (Adults & Puppies)

### Lavender, Lemon Peel & Clary Sage

Sizes: 250ml & 500ml



Indulge and create a harmonious atmosphere for you and your puppy during bath time. This natural pH balanced shampoo has a beautiful, citrus scent with a hint of floral and herbal tones designed to relax your puppy.

Therapeutic grade 100% pure essential oils used for scent and infused with organic extracts. We ultra-mild plant derived cleansers for sensitive skin and to ensure your pet's coat is not stripped of its natural oils.

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Contains: Purified water infused with certified organic chamomile, calendula, burdock root, kakadu plum, nettle & horsetail extracts, pro vitamin b5, tocopherols (vitamin e), kakadu plum extract, organic vegetable glycerin, a mild shampoo base derived from coconut and corn sugar, lavandula angustifolia (lavender), salvia sclarea (clary sage) and citrus limonum (lemon) 100% pure essential oils.

### Health Benefits of Oils & Botanicals

According to traditional aromatherapy methods:

Lavender: used to reduce depression, anxiety and has a calmative effect.

Lifts the mood.

Clary Sage: used to calm a dog's nerves.

Lemon: used to repels fleas and other insects, a good odour neutraliser.

Burdock Root: effective in treating chronic skin problems

Chamomile Flowers: effective in treating skin allergies, an anti-inflammatory

Calendula Flowers: known for its antiseptic properties

Horsetail: helps repair damaged hair

Nettle: helps to promote lustre to the hair & a healthy coat

Kakadu Plum: excellent antioxidant, high in Vitamin C

# PRODUCT DESCRIPTION

## Leave On Dog Conditioner (Normal Skin) Lavender, Rosemary & Ylang Ylang



Sizes: 250ml & 500ml

Taking proper care of your dog's coat to regularly shampoo and condition can be time consuming. Simply spray on and leave in. Can be applied to a wet coat or a dry coat for a stronger scent.

A beautiful, luxurious floral scent with a hint of herbal tones that is sure to linger on the coat.

Therapeutic grade 100% pure essential oils used for scent and infused with certified organic extracts. Our unique formula utilises plant derived ingredients for sensitive skin to ensure your pet's coat is left feeling silky, soft and smelling like royalty.

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Contains: Purified water infused with certified organic extracts of chamomile, calendula, burdock root, horsetail & nettle; hydrolised wheat protein, pro vitamin B5, tocopherols (vitamin e), kakadu plum extract, organic vegetable glycerin, rosmarinus officianalis (rosemary) essential oil, lavandula augustifolia (lavender) essential oil and cananga odorata (ylang ylang) essential oil.

### Health Benefits of Oils & Botanicals

According to traditional aromatherapy methods:

**Lavender:** used to reduce depression & anxiety. Has a calmativ effect & lifts the mood. **Rosemary:** is fantastic for a dog's coat to strengthen and give the coat a healthy shine.

**Ylang Ylang:** is great for reducing stress, anxiety and depression.

**Burdock Root:** effective in treating chronic skin problems

**Chamomile Flowers:** effective in treating skin allergies, an anti-inflammatory

**Calendula Flowers:** known for its antiseptic properties

**Horsetail:** helps repair damaged hair

**Nettle:** helps to promote lustre to the hair & a healthy coat

**Kakadu Plum:** excellent antioxidant, high in Vitamin C



# PRODUCT DESCRIPTION

## Leave On Dog Conditioner (Sensitive Skin) Chamomile, Sweet Orange & Rosewood

Sizes: 250ml & 500ml



Taking proper care of your dog's coat to regularly shampoo and condition can be time consuming. Simply spray on and leave in. Can be applied to a wet coat or a dry coat for a stronger scent. Contains no silicones; utilises wheat proteins for conditioning.

A beautiful, honey apple scent with a hint of citrus and herbal tones. Therapeutic grade 100% pure essential oils used for scent and infused with organic extracts. Our unique formula utilises organic comfrey and bisabolol natural (chamomile derivative) to soothe & relax sensitive skin; plant derived ingredients for sensitive skin to ensure your pet's coat is left feeling silky, smooth and smelling like royalty.

Contains: Purified water infused with certified organic extracts of chamomile, calendula, burdock root, horsetail & nettle; hydrolysed wheat protein, pro vitamin B5, tocopherols (vitamin e), kakadu plum extract, organic vegetable glycerin, organic comfrey extract, bisabolol natural (chamomile derivative), citrus sinensis (sweet orange) essential oil and aniba rosaeodora (rosewood) essential oil.

### Health Benefits of Oils & Botanicals

According to traditional aromatherapy methods:

**Chamomile:** known for its anti-inflammatory properties

**Sweet Orange:** known to repel fleas and insects

**Rosewood:** has anti-fungal & antiseptic properties; repels fleas.

**Burdock Root:** effective in treating chronic skin problems

**Chamomile Flowers:** effective in treating skin allergies, an anti-inflammatory

**Calendula Flowers:** known for its antiseptic properties

**Horsetail:** helps repair damaged hair

**Nettle:** helps to promote lustre to the hair & a healthy coat

**Kakadu Plum:** excellent antioxidant, high in Vitamin C

# PRODUCT DESCRIPTION

## Leave On Conditioner (Adults & Puppies) Lavender, Lemon Peel & Clary Sage

Sizes: 250ml & 500ml



Taking proper care of your dog's coat to regularly shampoo, condition and detangle can be time consuming. Simply spray on and leave in after rinsing your dog for a perfect conditioning. Contains no silicones, utilises wheat proteins for conditioning.

A beautiful, citrus scent with a hint of floral and herbal tones designed to relax and invigorate your puppy during bath time. Lemon essential oil acts as a natural deodoriser and known as a flea repellent.

Therapeutic grade 100% pure essential oils used for scent and infused with organic extracts. Our unique formula utilises plant derived ingredients for sensitive skin to ensure your pet's coat is left feeling silky, soft and smelling like royalty.

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Purified water infused with certified organic extracts of chamomile, calendula, burdock root, horsetail & nettle; hydrolised wheat protein, tocopherols (vitamin e), kakadu plum extract, pro vitamin B5, organic vegetable glycerin, lavandula angustifolia (lavender), salvia sclarea (clary sage) and citrus limonum (lemon) 100% pure essential oils.

### Health Benefits of Oils & Botanicals

According to traditional aromatherapy methods:

Lavender: used to reduce depression, anxiety and has a calmative effect.

Lifts the mood.

Clary Sage: used to calm a dog's nerves.

Lemon: used to repels fleas and other insects, a good odour neutraliser.

Burdock Root: effective in treating chronic skin problems

Chamomile Flowers: effective in treating skin allergies, an anti-inflammatory

Calendula Flowers: known for its antiseptic properties

Horsetail: helps repair damaged hair

Nettle: helps to promote lustre to the hair & a healthy coat

Kakadu Plum: excellent antioxidant, high in Vitamin C

# PRODUCT DESCRIPTION

## Herbal Elixir Deodorising Cologne

### Lavender, Rosemary & Ylang Ylang (Normal Skin)

Sizes: 125ml



This cologne & deodoriser contains a blend of 100% pure essential oils and organic extracts. A beautiful, luxurious floral scent with a hint of herbal tones

Designed to:

mask unpleasant odours between baths

deodorise dog bedding

aid sensitive skin

make your dog feel and smell great!

No Synthetic Fragrances, pH balanced

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Purified water infused with certified organic extracts of chamomile, calendula, burdock root, horsetail & nettle, organic vegetable glycerin, tocopherols (vitamin e), kakadu plum extract, rosmarinus officinalis (rosemary) essential oil, lavandula angustifolia (lavender) essential oil and cananga odorata (ylang ylang) essential oil.

### Health Benefits of Oils & Botanicals

According to traditional aromatherapy methods:

**Lavender:** used to reduce depression & anxiety. Has a calmativ effect & lifts the mood. **Rosemary:** is fantastic for a dog's coat to strengthen and give the coat a healthy shine.

**Ylang Ylang:** is great for reducing stress, anxiety and depression.

**Burdock Root:** effective in treating chronic skin problems

**Chamomile Flowers:** effective in treating skin allergies, an anti-inflammatory

**Calendula Flowers:** known for its antiseptic properties

**Horsetail:** helps repair damaged hair

**Nettle:** helps to promote lustre to the hair & a healthy coat

**Kakadu Plum:** excellent antioxidant, high in Vitamin C



# PRODUCT DESCRIPTION

## Herbal Elixir Deodorising Cologne Chamomile, Sweet Orange & Rosewood



### *For Sensitive Skin* Sizes: 125ml

This cologne & deodoriser contains a blend of 100% pure essential oils and 7 organic extracts. A combination of organic comfrey extract & bisabolol natural oil to soothe sensitive skin. A light herbal scent with a hint of honey apple tones.

Designed to:

mask unpleasant odours between baths

deodorise dog bedding

aid & relax sensitive skin (organic comfrey & chamomile extracts)

make your dog feel and smell great!

No Synthetic Fragrances, pH balanced

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Purified water infused with certified organic extracts of comfrey, chamomile, calendula, burdock root, horsetail & nettle, organic vegetable glycerin, tocopherols (vitamin e), kakadu plum extract, rosmarinus officinalis (rosemary) essential oil, lavandula angustifolia (lavender) essential oil and cananga odorata (ylang ylang) essential oil.

### **Health Benefits of Oils & Botanicals**

According to traditional aromatherapy methods:

Chamomile: known for its anti-inflammatory properties

Sweet Orange: known to repel fleas and insects

Rosewood: has anti-fungal & antiseptic properties; repels fleas.

Burdock Root: effective in treating chronic skin problems

Chamomile Flowers: effective in treating skin allergies, an anti-inflammatory

Calendula Flowers: known for its antiseptic properties

Horsetail: helps repair damaged hair

Nettle: helps to promote lustre to the hair & a healthy coat

Kakadu Plum: excellent antioxidant, high in Vitamin C

# PRODUCT DESCRIPTION

## Herbal Elixir Deodorising Cologne

### Lavender, Lemon Peel & Clary Sage (Adults & Puppies)

Sizes: 125ml



This cologne & deodoriser is scented entirely by 100% pure essential oils and organic extracts. A fresh citrus scent with a hint of herbal & floral tones. Also suitable for adult dogs.

Designed to:

mask unpleasant odours between baths

deodorise dog bedding

aid sensitive skin

make your dog feel and smell great!

No Synthetic Fragrances, pH balanced

Purified water infused with certified organic extracts of chamomile, calendula, burdock root, horsetail & nettle, organic vegetable glycerin, tocopherols (vitamin e), kakadu plum extract, lavandula angustifolia (lavender), salvia sclarea (clary sage) and citrus limonum (lemon) 100% pure essential oils.

### Health Benefits of Oils & Botanicals

According to traditional aromatherapy methods:

Lavender: used to reduce depression, anxiety and has a calmative effect.

Lifts the mood.

Clary Sage: used to calm a dog's nerves.

Lemon: used to repels fleas and other insects, a good odour neutraliser.

Burdock Root: effective in treating chronic skin problems

Chamomile Flowers: effective in treating skin allergies, an anti-inflammatory

Calendula Flowers: known for its antiseptic properties

Horsetail: helps repair damaged hair

Nettle: helps to promote lustre to the hair & a healthy coat

Kakadu Plum: excellent antioxidant, high in Vitamin C

# PRODUCT DESCRIPTION

## Natural Anti Itch Spray

### Organic Aloe, Calendula & Vitamin E

Sizes: 50ml & 250ml



Our highly effective anti itch spray is a natural alternative to soothe itchy skin and provide instant relief without the use of toxic chemicals. Our formula consists of high levels of premium ingredients including organic calendula extract and 40% organic aloe vera juice & essential oils for their soothing and anti irritant properties. This spray harnesses the natural benefits of essential oils and botanical ingredients that deter your dog from licking and gnawing sore spots as it targets emotional and physical symptoms to prevent excessive licking and itching. Ultra mild, pH balanced, cruelty free, plant derived, free from soap, sulphates & parabens. Contains 0.05% of 100% pure & unadulterated tea tree oil; a leave-in application that is safe to lick off.

No Synthetic Fragrances, pH balanced

Contains: Purified water infused with certified organic calendula, mixed tocopherols (vitamin E natural, soya oil, certified organic aloe vera juice, therapeutic grade lavender & Australian tea tree 100% pure essential oils.

### Health Benefits of Oils & Botanicals

According to traditional aromatherapy methods:

Lavender: used to reduce depression, anxiety and has a calmative effect.

Calendula Flower Extract: known for its antiseptic, anti-inflammatory & anti-fungal properties, wound healing and itchy skin

Tea Tree Oil: known for it's antiseptic & anti-fungal properties; inhibits itching & deters licking.

Aloe Vera: known for it's wound healing properties

Vitamin E: known for it's ability to rapidly increase skin healing.



# PRODUCT DESCRIPTION

## Dermal Relief Serum Olea Europaea, Vitamin E & Calendula

Sizes: 50ml



This powerful serum is prepared through a unique 7 week infusion process to bring enhanced levels of pure botanicals and vitamins to provide an effective defense to protect and soothe sensitive skin.

Simply apply a few drops and gently massage in. This serum is high in oleic acid, linoleic acid fatty acids, omega-3 and omega-6 and a highly effective and natural alternative to using steroidal creams for minor skin sensitivities. Due to the unique infusion process, this powerful oil is a bright orange colour and may leave a slight yellowish discolouration on white coats. This will come out with a wash. Ultra mild, cruelty free, plant derived, free from soap, sulphates, parabens & toxic chemicals.

No Synthetic Fragrances, pH balanced

Contains: Contains: olea europaea fruit (olive) oil, natural tocopherols (natural vitamin e), calendula officinalis (calendula) whole flower extract & soya oil

### Health Benefits of Oils & Botanicals

According to traditional homeopathic principles:

Calendula: highly effective for treating allergies, fungus, yeast, itchy skin, wounds & inflammations

Vitamin E: great for dry skin and improves texture of skin

Olea Europaea Fruit Oil: high in oleic acid, linoleic acid & fatty acids, omega-3 and omega-6, vitamins a, d, e & k, soothes dry skin, a great skin protector.

Soja Oil: high in omega-3.

# PRODUCT DESCRIPTION

## Gift Packs



1 x 250ml Shampoo  
1 x 250ml Conditioner  
1 x 125ml Deodoriser

# TESTIMONIALS

"Love these products. Running my own pet grooming service and using Essential Dog products for the past 3 months. My work is so much easier with a beautiful dog shampoo and leave in conditioner that makes brushing out, drying and eventually scissoring and clipping an easy task. My clients love the feel and smell of their furbabies. Even my clients with sensitive skin are praising your products. Shiny, healthy, fluffy, silky, fresh smelling furbabies. Can not ask for anything else. Thank you soooooo much Sam."

**Bel's Short n Fluffy Grooming Service, Landsdale, WA** ★★★★★

"Essential Dog products are sensational!"

**Southern Cross Veterinarian Clinic, St Peters, NSW**

"What impressed me the most was the Essential Dog range uses 100% therapeutic grade essential oils to leave a pleasant scent and help specific conditions in dogs. One of my favourite parts of the range was the Essential Dog Natural Conditioner. Not only did it smell as good as the shampoo, it was extremely easy to use. I love how silky soft and fresh smelling Soda's coat was after using the conditioner. It was still super soft over a week later, making me want to cuddle her even more".

**Pretty Fluffy Magazine**

"I bought this all natural dog shampoo for my chi chi. He's very small so most shampoos irritate his sensitive skin. This product is Australian made - tick, does not have any harsh ingredients - tick, and smells divine - tick. His skin does not itch or flake and we both love bath time now. OK, that might be going a bit far on his behalf but I love bathing him using this superior product".

**Christian, productreview.com.au** ★★★★★

I bought the natural shampoo & spray on conditioner for sensitive skin. I am very happy with the product knowing it is made of all natural ingredients and is also Australian made. The shampoo lathers up nicely and left my dog smelling beautiful and looking so fluffy and shiny. And the spray on conditioner leaves her smelling nice in between washes. I will definitely be repurchasing these products again in the future. Highly recommended.

**Bree, productreview.com.au** ★★★★★



"This is the first dog shampoo I have ever tried on my dogs that has left them smelling good, visibly clean, soft and shiny. My pug was left with super silky fur and my black and tan Min Pin is still amazingly super dooper mirror-shine glossy days after her bath. I bought the sample sizes of the Lavender, Rosemary and Ylang Ylang because I was hesitant but now I wish I'd just bought a whole big bottle! Fantastic product and I feel completely safe using it because of the natural ingredients. One last thing... It smells divine!"

**Amy Wise, Facebook Review** ★★★★★

"Excellent products. Shampoo lathers well and smells great"

**Stacey Peters, Facebook Review** ★★★★★

"I bought a bottle of the chamomile, sweet orange & rosewood shampoo & spray conditioner as my dog was prone to dry, sensitive skin, however, this product has changed all that. It lathers well, smells beautiful & best of all, does not cause him to itch. I'm just about to repurchase"

**Kaz, productreview.com.au** ★★★★★

"My dog has itchy skin and after trying many dog shampoos that were for sensitive skin I found my dog was still itchy after a bath. Essential Dogs sensitive chamomile range is honestly the best dog shampoo I have ever used. I love that the ingredients are all organic and natural, it's Australian made, smells amazing and is really thick and foamy for a natural shampoo. So glad to have found these brand and wanted other people to know as it's hard to find a product that doesn't make your dog itch"

**LoJack, productreview.com.au** ★★★★★

"I decided to give this shampoo a go after hearing some good stuff from some friends about it. I bought the rosemary lavender and ylang ylang shampoo and although it is a little more expensive, I must say this shampoo is worth every penny. There are so many herbs, extracts and aromatherapy oils and it smells amazing and my dogs fur feels so soft. I have bought natural dog shampoo before and was a little disappointed as they didn't foam up that well but the lather on this shampoo is great and my dog, who normally hates his bath, was surprisingly calm (so was I). I think it must be the aroma from the essential oils. I highly recommend to any of you out there looking for a good shampoo that's natural, smells amazing and this one didn't make my dog itchy at all. I also really like their conditioner as it smells just as good and you just spray it on"

**Corinne, productreview.com.au** ★★★★★

# essential dog<sup>φ</sup>

## natural pet grooming products

We would be delighted to help you with any further questions you have.

Chamomile Collection  
for Sensitive Skin  
with organic comfrey extract



essential dog<sup>φ</sup>

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# COSMETIC TEST LABS

## Microbiology Study Report #N2803

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### Client Information

Sponsor Company:	<u>Essential Dog</u>	Contact E-mail:	<u>samanthaf@essentialdog.com.au</u>
Sponsor Contact:	<u>Samantha Fonti</u>		

### Test Information

Test(s) Performed:	<u>USP &lt;51&gt; (Mixed Culture) - Antimicrobial Effectiveness Test (Study ID N2803)</u>
Performed by:	<u>Rachelle Baker, B.S.</u>

### Sample Information

Test Substance ID(s):	<u>See Table, Page 2</u>	Samples Received:	<u>2-Apr-2014</u>
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### Parameters

Microorganisms:	<u>See Table, Page 2</u>	Exposure Temp.	<u>Ambient (25 ± 2°C)</u>
Growth Medium:	<u>TSA and PDA</u>	# of Replicates:	<u>1</u>
Exposure Time:	<u>28 Days</u>	Plate Incub. Temp.:	<u>Bacteria = 35.0 ± 2.0°C</u>
Viability Sampling:	<u>14 and 28 Days</u>	Plate Incub. Temp.:	<u>Fungi = 30.0 ± 2.0°C</u>
Neutralizer Used:	<u>D/E Broth</u>	Plate Incub. Time:	<u>3-5 days</u>

### Controls

Neutralized:	<u>Passed, All Microorganisms</u>	Growth Control:	<u>Passed, All Microorganisms</u>
Broth Sterility:	<u>Passed</u>	Agar Sterility:	<u>Passed</u>

### Test Results

Test(s) Valid?:	<u>Yes</u>	Confirmation:	<u>Morphology on TSA/PDA</u>
Pass?:	<u>See Conclusion, Page 3</u>		

**Notes:** A neutralization/toxicity validation was performed on the samples, and the results demonstrated that D/E (Dey/Engley) broth was a sufficient neutralization broth, and did not affect the viability of any microorganism used in this study.

Test Initiated:	<u>8-Apr-2014</u>	Sampling Dates:	<u>22-Apr-2014</u>
Tests Completed:	<u>9-May-2014</u>		<u>6-May-2014</u>





## Microbiology Study Report #N2803

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### Results

Test Substance	Contact Time	Data Description	Microorganism				
			<i>E. coli</i> ATCC 8739	<i>P. aeruginosa</i> ATCC 9027	<i>S. aureus</i> ATCC 6538	<i>A. brasiliensis</i> ATCC 16404	<i>C. albicans</i> ATCC 10231
Lavender Lemon Peel & Sage Dog Shampoo Lot# S250LCSL	Time Zero	CFU/ml	8.30E+05	8.60E+05	9.35E+05	3.40E+05	5.40E+05
	Day 14	CFU/ml	<50	<50	<50	<50	<50
		Log Reduction	>4.22	>4.24	>4.27	>3.83	>4.03
	Day 28	CFU/ml	<50	<50	<50	<50	<50
		Log Reduction	>4.22	>4.24	>4.27	>3.83	>4.03
Chamomile, Sweet Orange & Rosewood Dog Shampoo Lot# S250COR	Time Zero	CFU/ml	8.30E+05	8.60E+05	9.35E+05	3.40E+05	5.40E+05
	Day 14	CFU/ml	<50	<50	<50	<50	<50
		Log Reduction	>4.22	>4.24	>4.27	>3.83	>4.03
	Day 28	CFU/ml	<50	<50	<50	<50	<50
		Log Reduction	>4.22	>4.24	>4.27	>3.83	>4.03
Lavender Lemon Peel & Sage Adult & Puppy Conditioner Lot# C250LCSL	Time Zero	CFU/ml	8.30E+05	8.60E+05	9.35E+05	3.40E+05	5.40E+05
	Day 14	CFU/ml	<50	<50	<50	<50	<50
		Log Reduction	>4.22	>4.24	>4.27	>3.83	>4.03
	Day 28	CFU/ml	<50	<50	<50	<50	<50
		Log Reduction	>4.22	>4.24	>4.27	>3.83	>4.03
Chamomile, Sweet Orange & Rosewood Dog Conditioner Lot# C250COR	Time Zero	CFU/ml	8.30E+05	8.60E+05	9.35E+05	3.40E+05	5.40E+05
	Day 14	CFU/ml	<50	<50	<50	<50	<50
		Log Reduction	>4.22	>4.24	>4.27	>3.83	>4.03
	Day 28	CFU/ml	<50	<50	<50	<50	<50
		Log Reduction	>4.22	>4.24	>4.27	>3.83	>4.03

*Note: The limit of detection for this assay is 50 CFU/ml. Values of <50 indicate that microorganism could not be detected in the submitted sample.*



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### **Additional Information**

#### **USP 51 Acceptance Criteria:**

For Category 2 Products - Topically used products made with aqueous bases or vehicles, non-sterile nasal products, and emulsions, including those applied to mucous membranes.

- Bacteria: No less than 2 log reduction from the initial calculated count at 14 days, and no increase from the 14 day count to the 28 day count.
- Yeast and Mold: No increase from the initial calculated count at 14 days and 28 days.

#### **Conclusion:**

The product samples listed in the tables above were tested per Chapter USP <51>, modified for use of mixed culture inoculations creating a more stringent test for the preservative. All product samples successfully met the acceptance criteria listed above per Chapter <51> of USP NF-2009.