

PurePet's 3-Step Grooming System for a Luxurious Coat & Healthy Skin:



Use the appropriate **PurePet** shampoo specifically designed for your pet's needs;



Use *Pure Clover* for maximum conditioning and detangling - or use *Pure Soft* for dry skin and coat problems;



Finally, a fine mist of *Pure Touch* will condition and simplify the grooming of your pet's coat; *Pure Care Herbal Spray* will eliminate itching and scratching; and *Pure Bright Rinseless Shampoo* is perfect for a quick and easy cleanup between baths.



Still have questions about which PurePet product is the best solution? Call our knowledgeable representatives at:

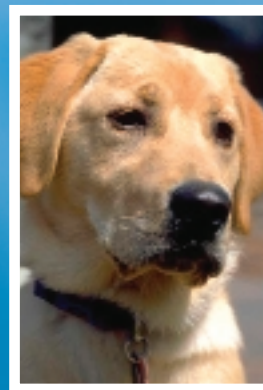
1-800-288-2275

The PurePet Promise - PurePet's philosophy of "Purity for your pet-purity for the planet" means our products are safe for pets, safe for people and safe for the environment. PurePet products simply work and all are backed by a 100% satisfaction guarantee.

PUREPET[®]
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START

Buying Grooming Products That Really Work!



With hundreds of available grooming products claiming to "do it all" without giving you any real information, ingredients or instructions; its easy to get frustrated and confused.

That's why we've created a simple **Grooming Guide** to help:
Understand common grooming issues,
Evaluate individual pet problems, and
Choose the right solution.



Stop the Confusion! Use the PurePet Grooming Guide...and Make the Right Choice.

Common Grooming Issues

The most common pet grooming issues typically fall in the following categories:

- Itchy/Scratchy
- Dull Coat
- Odor
- Shedding
- Flea/Tick
- Dry Skin
- Oily/Greasy Coat

These conditions may occur alone or in combination. In order to properly address a pet's condition, you must first understand the most common causes of these grooming issues, evaluate the available options to address the condition and then choose the appropriate solution.

UNDERSTAND

Itchy/Scratchy - Various types of conditions can cause itching/scratching including: seasonal pollens, allergies, contact dermatitis, bugs (chiggers, fleas, flies, ticks, etc.) and dandruff.

Odor - is usually caused by a bacterial infection, either in the mouth (dental disease, breath changes), the ears (a yeast infection or bacterial), the skin (primary skin conditions such as infections, glandular problems, etc), the urinary tract or the reproductive tract.

Fleas/Ticks - Fleas come from many sources but mainly from other animals. An adult flea lays its eggs while roving about on the animal. The egg drops from the host animal onto the bedding material, into cracks and crevices, next to the ridges of upholstered furniture, or onto other areas frequented by the animal. Hatching takes place within a week. Ticks are blood feeding external parasites of mammals and travel by "gusting" (waiting for a host to bump into it and attaching itself to the host).

Greasy Coats - Pets, like humans, naturally have oily skin. If they are not bathed regularly, or they have fleas, mites, or even allergies, the skin's sebaceous glands work overtime and secrete more oil than usual causing the pet's coat to become greasy.

Dull Coat - Diet, exercise, illness and proper grooming play a major role in affecting the dullness or brightness of your pet's coat.

Shedding - is a natural loss of hair in pets that allows the new coat to come in. Virtually all dogs and cats shed; some more than others. There are physical problems that can cause large, abnormal amounts of shedding such as ringworm, skin infections, stress, mange and cancer.

Dry Skin - Some pets have naturally dry skin and some have treatable causes of dry skin. Pets with dry skin get very itchy. Since pets don't know when to stop scratching, often they will scratch themselves raw which can lead to infections and other problems.

EVALUATE

The pet owner, through simple observation and regular inspection of a pet, can easily evaluate many of the common grooming issues mentioned here. However, for less common issues, the pet owner may need to enlist the services of a professional groomer or veterinarian to help evaluate the cause of a pet's particular problem.

CHOOSE

Now that you understand the issues and have evaluated the available options, its time to choose the right solution. PurePet has made it easy.

- **Itchy/Scratchy** - *Pure Care Herbal Skin Therapy Shampoo* provides relief for even the most troubled skin through its blend of rich soothing organic compounds including pure plant extracts, sweet almond oil and natural oatmeal and without the use of hydrocortisone, coal tar, sulfur, salicylic acid, teatree oil or other harsh chemicals found in most other grooming products. In between baths, *Pure Care Herbal Skin Therapy Spray* will also provide itch relief as well as relief from chewing, biting allergic dermatitis and healing of hot spots.
- **Odor** - *Pure Fresh Herbal Deodorizing Shampoo* attacks and eliminates foul odors, including skunk, kennel and doggy odor as well as bad skin odor through special herbal ingredients, without the use of chemicals, while leaving a refreshing herbal fragrance. For quick touch-ups between baths, *Pure Fresh Herbal Deodorizing Mist* can be used to keep pets odor free and smelling clean and fresh.

- **Fleas/Ticks** - There are a number of flea treatments available from over-the-counter to prescription options. *Pure O'Flee* is a luxury shampoo concentrate containing natural citrus peel oil (d-Limonene) and the finest coconut oil. Unlike most flea shampoos, *Pure O'Flee* is safe for Dogs, Cats, Puppies and Kittens! If your pet is currently being treated with a veterinary flea treatment such as Advantage or Frontline, use *Purely Gentle Tearless Luxury Shampoo* - it won't remove the flea treatment!
- **Oily/Greasy Coat** - For pets with oily skin, greasy or exceptionally dirty coats use *D'Grease Shampoo*. The superior cleansing action of D'Grease leaves the pet's natural coat texture with no residue that can over-soften and dull the coat. It brightens all coat colors- especially white!
- **Dull Coat** - For pets with white or light colored coats, *Pure Bright Coat Brightening Shampoo* enhances all coat colors and reduces coat discoloration with regular use. *Pure Bright* uses natural chamomile flower extracts, the gentlest cleansers and a unique ultra-violet color maximizer without drying the coat like other leading "whitening" shampoos.
- **Shedding** - To control shedding pets should be washed with the appropriate **PurePet** shampoo. Once washed, use *Pure Clover Crème Rinse & Conditioner* to condition and detangle the coat without adding unwanted oils or waxes to the skin and coat. Finally, spray on *Pure Touch Finishing Spray* before brushing or combing a dry coat to prevent coat breakage, eliminate tangling and matting and reduce shedding.
- **Dry Skin/Coat** - To rejuvenate dry skin and coat with natural herbal oils, use *Pure Soft Hot Oil Treatment*. It provides maximum coat protection and conditioning with easy washout and can be used as an after bath rinse or as a moisturizing spray.

