

WILDWASH



NATURAL SKIN AND COAT CARE FOR PETS

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100% COMMITTED TO NATURAL PET CARE

At WildWash, we are passionate about animals. We are committed to providing the best, natural products that are kind to you, your pets and our environment. Our products are used on all breeds of cats, dogs and horses everyday and give incredible results

We promise no parabens, no phthalates, no phosphates, no sulphates, no petrochemicals, and no PEGs. Trusted by groomers, vets and pet owners worldwide, your pets will love you for it!

Jane Cooper



OUR STORY

WildWash was founded by Andrew and Jane Cooper whose love for pets led them to open a pet boutique and pet spa over a decade ago. When Jane, a professional groomer, became pregnant, she was concerned at the number of unnamed chemicals in the products she was using every day. With limited information available on ingredient listing, Jane decided to develop her own range of natural products in which she could be confident.

Jane was passionate about creating a brilliantly effective range that would be as good in every way as the highest quality human products available and was delighted to partner with an acclaimed independent boutique apothecary based in the UK who embraced her project with gusto. Committed to quality, they created products that are hand blended and hand stirred, using a diverse and holistic mixture of plants, botanicals and essential oils to create complex and beautifully fragranced natural products that truly work.

The WildWash range has exceeded even Jane's high expectations, delivering effectiveness and care. It has become a colossal success, not only in the UK but in Asia, Australia and Europe, and is the trusted, go-to natural brand used by groomers and vets around the globe.

At WildWash, the team believe that animals and humans deserve the same quality cosmetics and they pride themselves on being as transparent as possible. For every product, they provide a full ingredients list, which confirms that the products contain no parabens, phthalates, phosphates, petrochemicals, sulphates or PEGs. They use 100% pure essential oils and guarantee that none of their products have been tested on animals. This consideration and strong moral compass has earned WildWash numerous awards, ethical accreditation and created countless satisfied customers.

MEET THE TEAM



CEO & Founder

Jane Cooper

As founder, Jane is at the heart of the WildWash business. From product development through to design, blog content, trade shows and strategy, Jane makes sure that everything is consistent and true to her WildWash vision. She has worked in the Pet Industry for over 10 years, both running her own pet shop and pet spa and now creating the WildWash grooming brand. She believes passionately in delivering high quality, natural and environmentally friendly products, underpinned by the best manufacturing partnership and is immensely proud of WildWash and everything it stands for.

Innovation & Trends,

Andrew Cooper

As an international model and actor, Andrew is committed to living a healthy lifestyle in an environmentally sustainable way. He is passionate about animals and animal welfare and it was on his travels that he realised that there was a gap for natural, efficacious products that he would be happy to use on his own pets. Working with Jane, he helped create the WildWash brand, focusing on essential oils and the benefits of natural ingredients. Taking inspiration from around the world, Andrew continues to lead the way on innovation, products and trends to ensure WildWash has an exciting and relevant product pipeline.

WILDWASH IS 100% COMMITTED TO NATURAL PET CARE

Why do we need a natural pet shampoo?

After years of bathing animals and witnessing many skin conditions on different breeds of dogs, cats and horses we believed an all natural shampoo full of beneficial ingredients for the skin and coat would make a huge difference.

Just like human skin and hair, a dog's skin and coat responds better when a natural product is used. Natural products promote a healthy, hydrated skin and coat. The damage that cheap chemically made shampoos can cause can be evidenced by can cause dry itchy, scaly skin with poor hair quality, lacking moisture and shine.

Below is a wonderful WildWash success story and shows what a natural product can achieve. We get hundreds of testimonials like this and our brand generates great customer loyalty.



BEFORE

Chandi, an Alaskan Malamute had an ongoing chronic skin problem. Here she is. She had been treated by her vet for two years and her condition was worsening. She had bald patches and was covered in weeping sores and lesions.



AFTER

This photo shows Chandi four weeks after changing to WildWash Sensitive Shampoo. Her skin has healed and her fur has started to grow back. Her vets are now stocking WildWash!

Also, we should remember that animals are not able to shampoo themselves! Any product used on our pets also comes into contact with our skin. The damage that cheap chemically made pet shampoos can cause, can be evidenced by dry itchy, scaly skin. Many, many groomers suffer from red, sore, cracked hands and mild or moderate to severe dermatitis. We also receive many testimonials like the one below which shows what a difference WildWash shampoo can make.

Katie Rourke Dowding of Centre Stage

Dog Grooming, Ascot - "I've been using WildWash for the last month and have finally kissed my dry, chapped hands goodbye! When they said this product would heal my hands, I laughed and only bought it because of the divine (read D.I.V.I.N.E.) scents; I never in my wildest dreams believed I'd be able to bathe 6 dogs a day and actually watch my hands get better."

Products containing man made chemical ingredients upset the fragile balance of our world and cause disruption, damage and pollution to our environment. WildWash products embrace nature and care about our the life and longevity of our pets, ourselves and our planet.



WHAT IS NATURAL?

WildWash products engage with our natural abundance of flora and botanicals and intelligently and honestly utilise their healing and enriching properties to work perfectly with your pet's sensitive skin.

What are Parabens?

Parabens are chemicals used in the shampoo and cosmetic industry as preservatives. There are many health concerns associated with Parabens.

What we use instead:

Our preservation system contains a derivative of the tomato plant.

What are Phthalates?

Phthalates are used extensively in shampoos, body washes etc, as gelling agents, to make the product appear thicker and more concentrated. There are many health concerns associated with Phthalates.

What we use instead:

We use biodegradable, natural thickeners/emollients from renewable and sustainable sources, such as Glycerol Oleate found in almonds, olive oil, peanut oil and pecan oil.

What are Phosphates?

These were developed just after World War II when chemically, man made products started to take the place of natural ones. Phosphates will not break down in wastewater processing systems. They will leak into water bodies, growing algae and decreasing the oxygen needed to promote healthy aquatic life, and pollute streams, lakes, rivers and ponds.

What we use instead:

The base for all our shampoos and conditioners is made from nutrient rich soybean oil, a natural, non-greasy conditioning agent and protector for hair and skin.

What are petrochemicals?

Petrochemicals are by-products of the petroleum industry: they come from crude oil. The use of Petrochemicals is causing great concern throughout the world.

What we use instead:

We use only 100% natural Pure Essential Oils.



WHAT IS NATURAL?

What are Sulphates?

Sulphates, are chemical suds-ing agents commonly added to shampoos and cleaning agents to increase foam and lather and give the illusion that the product is super cleaning. There are many health concerns associated with sulphates.

What are PEGs?

PEGs are synthetic chemical thickeners, often added to products that do not contain sulphates to thicken them and again, give the illusion that the product is thicker. Again there are many health concerns associated with PEGs.

What we use instead:

To our combination of Soybean oil and Aloe Vera we add a mild and safe surfactant derived from coconut oil. It naturally boosts foam and improves viscosity, feel and texture.

What we use instead:

To give our products a pleasing consistency, we use a natural derivative from the coconut palm which is completely safe and non-irritant. In our Conditioner we use Esterquats that are naturally derived from a vegetable and renewable source. These are safe, mild and fully biodegradable. All of our products are completely free from Silicones. None of our products contain Palm Oils.

WILDWASH IN THE PRESS



"We've tried and tested the products at Dogs Monthly and can report the products do exactly what they say on the bottles – they are an absolute pleasure to use. The dogs were very pleased with the results too – being clean, smelling lovely and no itching afterwards – while our hands remained soft and chafe-free too. Highly recommended."



"For me, WildWash has it all, insightful ingredients, functional and easy to use portion control and great performance on a variety of coats."



"Best products for a 'good hair day' everyday!"



"With the recent success of the WildWash range of shampoos, conditioners, perfumes and cosmetics it is no wonder they are up for so many awards this year."



"5 out of 5 for WildWash - After using the Gentle Shampoo, my horse's coat is soft and very shiny. It gets him really clean. I find a little goes a long way and therefore it is great value for money."



– named best of British



- chosen for 4 front covers



WILDWASH AWARDS



The Corporate Livewire judging panel were particularly impressed by how WildWash utilised natural ingredients to remedy common afflictions. The judges at PATS were impressed with the thought and development that went into creating the WildWash Pro Flea and Bug Repellent; the range represents a year of work for WildWash, sourcing natural and ethical ingredients from around the world, selected as the most effective insect repelling botanicals in their country of origin. The results are brilliant

COMPANY BREAKTHROUGH AWARD
SPONSORED BY MIRRORS FOR TRAINING

"At Mirrors for Training we are passionate about giving our customers the most exciting experience possible – to all disciplines whether their enjoyment comes from dressage, show jumping, eventing, carriage driving, racing or simply riding for pleasure. Using mirrors when you ride is common sense. If you want to see how you look when you're at home, you have a look in the mirror. If you want to check your position, assess your horse's way of going or improve straightness or movement, then checking in a mirror works in exactly the same way! Using mirrors provides instant visual feedback, allowing corrections to be made at the time, enabling you to improve and get the most from each training session, whatever level you ride at. We are happy to offer our special show prices to all involved with e-dressage.com"

Finalists

- The Mane Show
- The Wild Wash Co.
- Black Horsebox Hire
- The Leadership Whisperers
- The Colour Horse
- LVR Equine

WINNER: THE WILD WASH COMPANY

HIGHLY COMMENDED: THE LEADERSHIP WHISPERERS

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#EQUINEAWARDS16

THE Pet Equip awards
REWARDING EXCELLENCE IN THE PET PRODUCT INDUSTRY

GOLD WINNER 2017

CorporateLiveWire INNOVATION & EXCELLENCE AWARDS 2018
— WINNER —

GHP
Animal Health & Wellness Awards 2017

INDUSTRY TRENDS

GLOBAL ATTITUDES AROUND THE WORLD



Pet ownership remains stable despite economic pressures. About 46% of households have pets; 24% have dogs and 18% cats. Whilst ownership remains static, spend continues to increase and spending on Pets will hit \$100bn for the first time, up 3% since 2015 and 25% since 2010.

The market is forecast to continue to grow until 2019 as pet owners spend more on their pets than ever before, with non food spending (Gifts, Grooming etc) expected to increase by 70% and the number of pet shops also to continue to grow at 10% per year.

This is influenced by some key factors:

- Pets are increasingly seen as an extension of the family
- Many younger couples with higher disposable income are delaying marriage and children and own pets as a first alternative
- Consumers are increasingly concerned about ingredients and reliability
- Grocers have recognised that consumers with Pets have a higher than average basket spend and so are allocating more space, especially to more indulgent categories.

This is leading to a greater willingness to spend, with pet specialists and credible online retailers seeing the biggest growth.

THE HUMANISATION OF ANIMALS



As pets are so important in their owners lives, they are increasingly seen as akin to friends and family. This is seen in how they integrate into their every day lives.

- 66% see their pet as part of their family
- 54% of pet owners include their pet in their will
- 54% include pets in their holiday celebrations
- 80% believe that their pets understand what they say
- 25% have bought clothing for their pets
- 10% have been invited to a Facebook pet party

THE OPPORTUNITY - TRENDS & PET OWNER INFLUENCERS



- Health - is this the best I can do for my pet?
- Natural - in food and in grooming products, knowing where ingredients have come from and where they are sourced
- Eco-friendly packaging and product - especially important to younger pet owners
- Pet grooming - pampering pets and showing them off to their best, as well as care
- Premium pet products - as reassurance on ingredients and claims

These trends combined, coupled with the increase in spend creates a perfect opportunity for an ethical, natural product range that really delivers for pets and owners alike.

WILDWASH

WILDWASH PRO RANGE



Our WildWash Pro Range has been made with the professional groomer in mind. We have developed a range of natural products that are designed specifically for every skin and coat type. They contain a revolutionary blend of ingredients including Neem Oil, Aloe Vera and Sea Kelp, which help to nourish the coat and soothe and heal the skin.

Our professional users, which include groomers and the showing community, have been astounded by the results our products have achieved on the pets' coats. The shampoos are low lather and therefore rinse out quickly, leaving no residue and reduce drying time dramatically. Our products are also perfect for use in hydrobaths, where a low foaming shampoo is needed.

All our shampoos are concentrated and dilute 32 to 1, which means a 300ml bottle will give 10 washes for a big dog and 20 washes for a small dog. A bottle of normal pet shampoo will only give 4 to 5 washes. This makes the WildWash range very cost effective.

The 100% Pure Essential Oil Natural Fragrances of the WildWash Pro range have been developed by one of the top ten natural perfumers in the world and our products are known for their beautiful scents.

WildWash Pro has also been very popular with retail customers. They enjoy buying a range of pet products that are specific to coat type and our WildWash mixing bottles have shown them how easy and quick it is to bathe their pet, making it enjoyable for both pet and owner.

WildWash Pro is used and trusted by professionals and pet owners all around the globe. It is available in Retail 300ml and Professional 5 Litre sizes

WildWash Sensitive Shampoo for Itchy Coats, Puppies, Cats and Kittens

This is a simple, mild and fragrance free formula for extra sensitive skin. Aloe Vera and Evening Primrose Oil combine to gently cleanse, soften and rehydrate. This shampoo is loved by everyone and has been vet approved.



Steph Cater – Dog Owner

After nearly 3 years, loads of ££ and lots of products I'd like to post this comment: Hi, without getting overly excited (much!)..my order of the sensitive shampoo arrived Monday and my itchy little dog has had 3 baths since then (starting as soon as it arrived) and *touching wood*, the improvement is MASSIVE! His scabby areas have cleared up (where he had drawn blood with the itching) and in 5 days have only caught him scratching twice! No more nibbling, no more being woken up as he scratches next door and his coat is lovely. THANK YOU!!!!

Patrick Murphy MRCVS Northwich Vets Lostock Gralam Cheshire

Since starting to stock Wildwash Shampoos, we have found the range very easy to sell, and clients are loving their 100% Pure Essential Oil Natural Fragrances. The Sensitive and the Conditioning Shampoo are particularly popular and we have been getting excellent feedback on them from owners whose pets have had chronic skin issues.

Hazel Ralston – Dog Owner

My dog Kara is a Belgian Shepherd Groenendael. The breed have a thick double coat and my bitch has been prone to having red broken skin on either side of the vulva. Every time we went to the vets I was given hibiscrub diluted and steroid gel which didn't work. After trying the WildWash Sensitive Shampoo, which is diluted once a week followed by the Paw Balm I have never seen Kara's skin look better. No redness or broken skin. Amazing product and there is no harsh chemicals in the products. I highly recommend WildWash. Fantastic products.

Clever Canine – Professional Groomer

All natural and that's why we love it. WildWash shampoos are pawsome! We tried their shampoo for sensitive skin on our brand mascot @pixie_the_staffie who has allergies and we couldn't be happier with the results: straight up smooth soft shiny coat.

Wendy Heather – Professional Dog Handler and Breeder

One of my Wolfhound bitches who is bathed in WildWash Sensitive after handstripping is now a UK Champion. She is called VeeVee.

WildWash Conditioning Shampoo for Dry and Flaky Coats with Manuka, Lavender and Aloe Vera

The Manuka, Lavender and Aloe Vera help to gently cleanse without stripping and replace moisture.

Harry – Sneaky's Owner

Sneaky is an 18 months old black Spitz male. Lately, I noticed he had a dry coat and was scratching himself too often. Hence I used the WildWash conditioning shampoo last week. I have got to admit after he has cut down on his scratching drastically so I am personally assured this shampoo does perform.

Elaine – Izzy's Owner

Thank you Jane, we have been so happy with the shampoo so just wanted to make sure. Our Izzy looks and smells lovely after her baths, she came to us as a rescue with a dull coat and itchy skin and now has a glossy coat, no itching and smells wonderful too.



WildWash Deep Cleaning and Deodorising Shampoo with Peppermint, Rosemary and Lemongrass

Peppermint, Rosemary and Lemongrass, all highly fragrant and deodorising, help neutralise toxins and bacteria to improve scent and leave your pet thoroughly clean and sweet smelling.

Linda Reader of Presentable Pooches, East Sussex

Cannot believe how well the shampoo performed... got the poodle clean in just one diluted mixing bottle at a dilution rate of 32 to 1, used a second bottle just to get a really squeaky clean result but even at two bottles that was awesome as my record card for the previous groom (6 months ago!!) was 4 lots of shampoo!! What also impressed was the eradication of odour..The shampoo really did dissolve dirt & the smell is amazing...when I went to rinse out the bath after it smelt so fresh too! (bonus!) Dogs dried very quickly as well.

Annika Gildseth, TwoBarks NORWAY

I wanted to say that I can highly recommend the Deep Cleansing Shampoo for hairless dogs. It does absolute wonders for clearing up problem skin! Customers say they are seeing visible results just after a couple of washes. We use it undiluted on wet skin as a cleanser - massage into skin and hair - leave on for a few minutes then rinse off. Works absolute miracles and does not dry out the skin at all!



WildWash Shampoo for Light Coloured Coats with Chamomile, Lemon and Lime

Chamomile, Lemon and Lime naturally lighten, remove dull and yellow tones and add luminosity and shine.

Caroline Rossiter – Professional Groomer

I've tried a couple of your shampoos and they are all fantastic. I've just tried the lighter coat shampoo on my standard poodle who loves mud and he is gleaming. Love your products. I think this photo sums up how fantastic your light coat shampoo is. Lottie loves mud and has sensitive skin but your shampoo works wonders. I've used it a few times now and it's helping to keep her free of matts in between her baths and doesn't irritate her skin. We both love your shampoo and recommend it to everyone we know.



WildWash Shampoo for Dark or Greasy Coats with Mandarin, Sweet Orange and Fennel

Mandarin, Sweet Orange and Fennel can help to clarify greasy hair and skin, balance the natural pH level, prevent excess shedding and hair loss, imparting lustre, vitality and shine.

Emma Savill of Grooming Gorgeous.

Sunbury- on- Thames

I used the Greasy/ Dark coat shampoo on a terrier. The coat dried quicker, had a lovely shine and of course smelt Gorgeous. I was very impressed.

Sophie Hall – Pet Owner

After years of trying to find the best shampoo for my very greasy Toy Yorkshire Terrier I was amazed when I came across WildWash. Not only did it smell fantastic it actually worked. Bath time has drastically reduced and her coat is now in beautiful condition. A real winner!

Beverley Leybourne – Professional Groomer

I have used the one for light coats and the one for dark coats today and both clients mentioned the coats before I had time to tell them I'd changed shampoo! Impressed with the ease it rinses out of the coats. The hard thing is gonna be deciding which ones I buy methinks! Love the fact they come with a use by date on. Have to say am loving this product! And it does shorten the drying time too-bonus! Look at the shine on this 10 year old coat!



WildWash Shampoo Fragrance No.1 for Beauty and Shine with Ylang Ylang

Ylang Ylang is renowned not only for its beautiful aroma, but also for its soothing and calming qualities.



Cheryl Humphreys – Professional Groomer

The customers love the long lasting smell and I love working with a product that is quality. The shampoos are great on bad skins and itchy coats. Show coated dogs have a lift in the coat with no chemicals to weigh it down. I love the perfumes!

Various Groomers in Hungary

"I tested all the professional shampoos what I find in Hungary, but WildWash is the best".

"I finished my work a half time like normally with the other shampoos."

"This product line is perfect! All natural, smelling well, very good cleaner, I can cut the coat very easy, and have a best price value!"

WildWash Shampoo Fragrance No.2 for Beauty and Shine with Grapefruit, Bergamot and Ginger

Grapefruit, Bergamot and Ginger are known to increase scalp circulation, improve quality and promote growth, leaving dandruff free, stronger, healthier hair with vitality and sheen.



Lisa Simm's – Dog Owner

It's the nicest smelling stuff I've used in a long time!! Hate synthetic!!

Obviously with Beardies have used heaps of products. I like natural myself and this is just fabulous. Was looking forward to receiving and this hasn't disappointed me with quality.

The house and dogs smell of Fragrance No.2. Plus have the itchy coat shampoo to try in the week on the boys! Thank you for a great product. Love it. Lisa (Gilliebreeze Bearded Collies) and Burdock and Dandyliion.

WildWash Shampoo Fragrance No.3 for Beauty and Shine with Cedarwood, Sweet Orange and Coriander

Coriander is known to encourage hair growth, whilst Sweet Orange is known to calm and will work together with the Cedarwood to help repel fleas naturally.



Nichola Kerr – Groomatherapy.

Tyne and Wear

I only Started Groomatherapy, my dog grooming business earlier this year but I had already been using Wildwash Shampoos on my own Keeshonds. I knew that there would be no doubt that the only range of shampoo & conditioner I would use would be Wildwash. I use most of the range daily and the feed back I get from my clients is fantastic. They all comment about how wonderful the dogs smell and how soft and silky their coats feel. Wildwash Shampoos are an integral partintegral part of my business and I believe my unique selling point and what makes my clients want to rebook. The fact that the shampoos are all natural sulphate and paraben free and contain essential oils really appeals to my customers. I can honestly say that I have never looked at or considered using any other shampoos or fragrance as I already know I'm using the Best. Please do not stop producing Wildwash as I wouldn't know what else to use!

WildWash Conditioner with Shea Butter, Coconut and Rose Oil

Shea Butter, Coconut and Rose Oil have emollient properties to hydrate the hair and skin. They can help reduce loss of protein, regain hair's natural moisture, improve elasticity, prevent breakage and add texture, body and sheen.

Jessica Smith - Groomer at Hyde Park Pet Boutique

I have been grooming for almost 20 years and am highly impressed with the entire Wild Wash range. I recommend all their products to my clients, especially the conditioner and lightening shampoo. The conditioner lasts for ages and has helped me to de-matt dogs I would have previously thought were impossible to de-matt and the lightening shampoo does an amazing job at bringing out the dog's natural white coat as well as removing any staining.

Christina from Kennel Golden Mermaid Professional Groomer - Denmark

I simply loooooove the products, especially the conditioner, no irritating on my hands at all, even with 3-4 dog washes a day. I did once with my old volume shampoo and my hand were bad for over a week - newer again!!!



WildWash Detangle

Camellia Japonica has super emollient and detangling qualities, which smooth cuticles and increase elasticity, allowing easy separation of the matted hair. It also contains nutrients to help reconstruct damaged hair tissue. Lemon Myrtle Leaf Oil and Rose Water help nourish and condition whilst imparting a subtle and delicate fragrance.

Pet Owner – Jane Hodges from Surrey

I just want to say, WOW what a great product. I purchased shampoo, conditioner and detangler at Crufts and used for the first time today. Brilliant product. I used to struggle to get a brush or comb through my dogs coat after a bath, but not today, its just glided through and it smells divine.

Susann – Maine Coon Cat Owner

I use the detangle on my cat Gustav to get rid of the knots in his coat. His long fur needs dematting regularly and WildWash Detangle helps the comb glide through his fur without pulling on his skin. The longer I leave the detangle on the better and easier it is to groom him. I love using a natural product and he is now very happy being groomed.



WildWash Perfume Fragrance No.1 for Beauty and Shine with Ylang Ylang

Fragrance No.1 with Ylang Ylang has a luscious sweet lemony scent, both fresh and floral that is light and revitalising.



Karan Bajaj – Dog Owner

Tried the WildWash Fragrance No.1 on my dog Jimmy – he's never smelled this good! Worth every rupee, one of the better quality products available in this market. 10/10 strongly recommend.

WildWash Perfume Fragrance No.2 for Beauty and Shine with Grapefruit, Bergamot and Ginger

Fragrance No.2 with Grapefruit, Bergamot and Ginger has a fresh, spicy, citrus scent that is warm and uplifting.



Yvette Hanson – Paw 2 Paw Grooming

Just to say I have received my order.....OMG love love love the fragrances!!!!!!!!!!!!!!

WildWash Perfume Fragrance No.3 for Beauty and Shine with Cedarwood, Sweet Orange and Coriander

Fragrance No.3 with Sweet Orange, Coriander and Cedarwood has a warm lingering spicy aroma.



Annika Gildseth.

TwoBarks NORWAY

Just had to send you a note about the perfumes. They really should be renamed Magic Sprays! I have hairless dogs, and I just LOVE the perfume on them. Not only do they smell lovely - but the perfume hydrates their skin - AND fragrance 3 even cleared up a patch of dry/discoloured skin that moisturisers and oils have not quite been able to combat. My only regret now is that I did not take before pictures to show the difference!!

WildWash Healing Paw Balm with Sweet Almond Oil, Frankincense and Kanuka

We have created the ultimate Healing Paw Balm to help relieve your dogs' cracked, dry and rough paws and protect them from everyday wear and tear and extreme weather conditions. It can also be used on hot spots, dry spots, itchy spots, cut and grazes. Sweet Almond Oil, Frankincense and Kanuka work in harmony to moisturise and ease the discomfort of sore cracked pads.



Birgit Holistic Vet

Would love to find out more information about stocking your products. We are a holistic vet practice and one of our colleagues recently tried the healing paw balm, which works wonders for her Labrador. We currently support the pads with remedies but would love to also stock your products along with your natural shampoos.

Yasmin George – Pet Owner

Maisie our Frenchie suddenly developed allergies which caused her to scratch her ears, lick her paws and rub her bottom.

We tried various things to stop her irritation but found nothing to sooth her skin which at times became bald with open sores.

We tried Wildwash healing paw balm at a show and it stopped her constant ear scratching instantly for 3 hours, so we purchased one before going home! We now use it morning and night and if she does start to become itchy in between these times we put some more on but as time has gone on we have to use it less and less throughout the day and have found 2 treatments to be enough.

Her skin has calmed down and the fur is slowly re-growing. Maisie seems to enjoy having the balm applied and will sit by me and offer each ear for me to apply it, I think she knows it is helping her. Normally she will run a mile when she sees the latest treatment coming.

We also use it on her paws and bottom with success but her ears were worst affected and very sore, she would often scratch until she yelped, using this has stopped all that.

I have even tried it on insect bites on myself and have found it stopped the itching! I would highly recommend this to anyone with an itchy dog, it really seems to help calm the itch and stops them scratching.

Kym While – Professional Groomer

Look at the difference in this boys nose after using your balm for, well 3 weeks really. He came 6 weeks ago with the worst nose I've seen. The pic really doesn't show how bad it was. I gave his owner a pot of balm to try. They used it for 3 weeks and say it went back to completely normal. They've just got home from a 3 week holiday so he's had none in for 3 weeks but it's still normal to look at. It feels dry but they're back on the balm. Thank you from Enzo and me of course!

WildWash Pro Anti Flea Shampoo

WildWash have chosen ingredients from four continents that have been selected as the most effective insect repelling botanicals in their country of origin. By combining these together, WildWash have created an effective natural Anti Flea Shampoo for dogs which help deter fleas, flies, mites and ticks.

Lisa Wood – Doggy Dos and Donts- Dog Trainer/Breeder

I am a dog trainer/breeder and also board my puppies and dogs I train. I have 6 working gundogs. I try and do everything as natural as possible. I have just been to my groomers who has used your flea and bug repellent shampoo on my dogs as I had a rescue in that had fleas and was worried about mine. Your shampoo was amazing. Out of 6 of my dogs 2 had fleas and we watched as your shampoo just killed them as soon as applied

Geraldine Cove-Print for Dog World

"So did the shampoo work? I walk my pack through heathland and forestry and this time of year it is a pleasure ground for fleas and ticks looking for a walking buffet, what can I say? We remain flea free and ticks R not Us. It may be that the combination of the shampoo and the Flea and Bug Repellent available as a spray is the most effective because I did use both products for well over six weeks. Now you might be forgiven in thinking the spray and shampoo have identical ingredients, not so, Wildwash has come up with a powerful concoction using the ancient 'living fossil' of horsetail which has light defusing properties to brighten the coat along with nettle that has a reputation when used externally to clear dandruff and clear oily hair as well as helping the hair shaft to become smooth to better reflect the light, so no scurf and shiny too."



WildWash Pro Flea and Bug Repellent

WildWash have also created an effective natural Flea and Bug Repellent for dogs and horses. It can be applied as often as needed to help deter fleas, flies, mites and ticks.

Highly Recommended Tried and Tested Review for Flea and Bug Repellent from Equine Magazine – Gillian McMurray

I was looking forward to trialling this as it was a completely new brand to me. The repellent is made from a selection of natural essential oils as opposed to chemicals which I felt would be better for their skins. Our ponies often have very small ticks on their faces and bodies, especially in the spring due to the fact that wild deer can be seen sharing their fields. The product comes in a spray bottle but rather than having the ponies disappear at the first sound, I used it on a sponge to rub over their faces. I tried it on three young ponies out of five in the same field. Used daily for two weeks, there appeared to be a noticeable difference between the two groups, as I scarcely found any ticks on the trial group. It also seemed to repel clegs from biting the ponies. I am interested in continuing to assess this repellent over the summer as the larger ticks appear, to see if it is still as successful in preventing these ones from attaching themselves to the ponies

Vickie Weston @vixsterweston – Horse Owner

I have been using the Flea and Bug Spray this weekend. Horses smelt wonderful and no flies or midges, yay!



WILDWASH

WILDWASH PET RANGE



Our WildWash Pet Range has been made with the pet owner in mind.

This all natural range is ready to use and contains absolutely NO Parabens, Phthalates, Phosphates, Petrochemicals, Sulphates or PEGs. It will achieve the same remarkable results as our professional range. The benefit of this ready to use range for retailers is that the RRP is less than our WildWash Pro range and you can be totally confident that it is still a brilliant high quality product in every way.

We have designed this range to jump off the shelves to customers with fun, easy to understand and colourful labels explaining exactly what each shampoo is for. The range consists of 10 important core products. We have researched the pet industry to find out exactly what pet owners want to buy in terms of grooming products. Our research has led us to be very innovative and we have introduced a Cat Shampoo with catnip which is a first for the grooming market.

We believe in terms of price point, product quality and product range, our WildWash Pet is a market leader.

Puppy Love Shampoo

Every puppy needs its first bath, and with a natural WildWash shampoo it will be a lovely experience for both dog and owner. Pet owners specifically look for a puppy shampoo that is gentle and mild and that they can trust.

Our Puppy Love Shampoo uses Lavender and Patchouli essential oils as they are known to be mild, calming and soothing, perfect for a puppy's first bath.



Senior Shampoo

A dog is a member of the family and as they age, we dote on them more and more and want to make sure they are as comfortable and happy as they can be. An ageing pet may have lots of issues that a perfectly formulated pet shampoo can help. Specifically older pets can suffer from excess odour, dry skin, loss of coat shine and thinning hair. The combination of natural ingredients chosen for this shampoo, are designed to help combat all these problems.

Our Senior Shampoo uses Ginseng which is rich in vitamins, minerals and antioxidants and is great for overall skin health and Palmarosa which is known to be especially good for moisturising mature skin and relieving joint and muscle pain.

Hannah from Naturally Paws – Retailer

I have been very happy with the new Wildwash Pet products and they have been very popular with my customers!



Stinky Dog Shampoo

The main reason for washing our pets is to keep them clean and smelling good. Our Stinky Dog shampoo is designed specifically to combat odour and will eradicate even the toughest smells naturally. Our shampoo will even work on fox poo, which is a sure favourite for dogs to roll in.

Our Stinky Dog Shampoo uses Lemongrass and Peppermint to naturally remove even the worst odours, including fox poo. This is a great all round shampoo for everyday use.



Flea Off Shampoo

Fleas are a constant source of annoyance to pet owners. We have had very successful feedback from clients about the natural flea repellent ingredients we use in our shampoos. Customers also love the fact that they are combating this problem naturally without using harsh chemicals on their beloved pets.

Alison Roets – Freyas Way

I have used the flea shampoo on my own 8 Border Collies and I can say I really love it. They don't have fleas but have been scratching a bit recently so wondered if they picked up a few mites. Since I washed them they are scratching a lot less so I am extremely pleased, and they look lovely and shiny. They have always been washed with an Aloe Vera natural shampoo, but this shampoo has made them a lot softer. Lovely product.



Super Sensitive Shampoo

Pet owners with dogs that have allergy prone skin are always on the look out for a gentle and mild shampoo they can trust. Our blend of natural ingredients will gently cleanse the skin without causing irritation, retaining the skin's natural oils.

Our Super Sensitive Shampoo is especially designed for dogs with sensitive skin. It uses Organic Aloe Vera and Calendula. Aloe Vera is known to hydrate the skin whilst soothing and promoting skin renewal and Calendula has a long history of use as a wound-healing and skin-soothing botanical.

Louise Mockford – Dog Owner

I have a dog with allergies and use your super sensitive shampoo which works well to soothe itching.



Conditioning Shampoo

Our Conditioning Shampoo is designed to help replace moisture to the skin and coat. Our blend of natural ingredients will help flaky, dry and itchy skin and the coat will be left soft and silky.

Our Conditioning Shampoo uses Honey and Oatmeal to help hydrate the skin and coat and combat dry or flaky skin.



Purrfect Cat Shampoo

Cat grooming is a rapidly growing industry. With the rise in numbers of people owning pedigree, long haired cats, there is a huge demand for cat shampoos. It is also very important to use a natural product on cats as they wash themselves.

Our Purrfect Cat Shampoo uses a Catnip Infusion to help make bath time a pleasurable experience for your feline friend. Bath time could now be their favourite time!

Hannah Taylor – Cat Owner

My cat struggles to clean himself as he has incredibly long hair. Bath time used to be very difficult but now he starts purring as soon as I get the shampoo out! It has certainly made bath time more pleasurable. Thank you WildWash.



Conditioner

For any pet with long or tangled hair, conditioner is a must. A natural conditioner will help the pet owner brush through the coat leaving a wonderful silky shine.

Our Conditioner uses Organic Shea Butter and Virgin Coconut Oil as they are known to moisturise and hydrate the skin and coat.



As our apothecary is top 10 in the world for natural fragrances we have made two beautiful scent and shine spritzes for use in between or after baths to freshen and shine the coat and condition the skin. We only use 100% pure essential oils to make our fragrances and therefore our products contain no petrochemicals

SMELL SWEET (SCENT & SHINE)

Our Smell Sweet Scent and Shine Spritz uses Magnolia and Ylang Ylang to gently freshen and condition the coat and combat odour.



SMELL FRESH (SCENT & SHINE)

Our Smell Fresh Scent and Shine Spritz uses Spearmint and Rosemary to gently freshen and condition the coat and combat odour.



WILDWASH

WILDWASH HORSE RANGE



We have spent the last two years creating an amazing range of 4 horse shampoos. These shampoos showcase the most innovative and groundbreaking natural ingredients, which have set new standards for horse care products. Our products have many benefits, some of which are listed below.

1. The ingredients we use have produced astounding results for animals with skin and coat problems
2. The products are great value. They all dilute at 32 to 1. We have designed our own mixing bottle and a 1 x 30ml portion of shampoo mixed with water is all that is needed to shampoo a horse. This means a 1litre bottle can give you up to 33 washes.
3. Our shampoos are natural and sulphate free and there is a very low lather. We have been programmed to believe that a high lather is needed but in fact suds and bubbles do not help the washing process at all. When using WildWash products, the rinsing out process is very quick, saving lots of time and energy. The coat also dries in half the time leaving the coat soft and shiny. The difference is incredible.

We are very proud of the ingredients we use:

We chose **Yarrow**, **Angelica Leaf**, **Calendula** and **Nettle** to form the base of our shampoos, as we believe they have qualities that will benefit all horses.

Yarrow is known as a superior remedy for cuts and wounds. It has an antiseptic action against bacteria for healing. It also cuts through grease and brings out a wonderful shine in the coat.

Calendula also has a long history of use as a wound-healing and skin-soothing botanical. It is most often used topically for lacerations, abrasions, and skin infections.

Angelica Root has been used for hair loss treatment for centuries by the Chinese. Enriched with Vitamin E, it helps in stimulating the circulation of oxygen in the body and the scalp.

Nettle leaves have anti-inflammatory properties and historically have been used for treating skin burns and reducing burn scars, as they are very healing. Using **Nettle Oil** is one of the oldest treatments for combating hair loss effectively.

WildWash Horse Ultra Shine Shampoo for Chestnut, Bay and Black Coats

This shampoo uses the combined natural powers of **Star Flower**, **Myrrh** and **Rosemary** to condition the skin and coat and intensify the natural coat colour, whilst leaving an incredible shine.

Equine Magazine Tried and Tested – Very Highly Recommended – Tester Maria Phillips

Although it did recommend use for bay and black horses I also used it on my coloured pony who luckily didn't turn a funny colour! A highly concentrated product and to use I had to put a couple of pumps from the dispenser into a second bottle provided which I then topped up with water. I used only two of the larger bottles to bathe each of my horses. My friend remarked just how shiny my bay mare was! This product is beautifully fragrant due to its combination of essential oils. The horses' coats were left clean, fresh and silky and the fragrance lingered for several days. No adverse reactions were seen; on the contrary, my pony who has a tendency to itch his mane and tail actually stopped. I still have plenty left even though I have used it several times. A really good shampoo that I will continue to use, and will check out the company's other items.



WildWash Horse Medicated Shampoo for Irritated Skin

This shampoo uses a combination of **Juniper**, **Manuka** and **Lemongrass** to help reduce pain and swelling of bites, relieve muscle pain and maintain the balance of moisture to the skin to help prevent dry patches or flaking.

Very Highly Recommended Tried and Tested Review For Medicated Horse Shampoo From Equine Magazine – Caroline Powell

When this turn up in the post with one bottle of shampoo and one empty bottle my immediate thoughts were that the company was a bit gimmicky. We decided to try it on a horse on which we were struggling to keep its coat right as it was very dull and itchy..... there couldn't have been a more perfect candidate in the yard. We filled the mixer bottle up to the markers indicated, wet the horse and applied with a sponge straight out of the bottle and left him for 5 minutes for agents in the wash to do their job. After he was rinsed and dried off we couldn't get over the difference in his coat, he was gleaming and he walked back to his box with a real bounce in his stride! Now when anything comes into the yard that looks a bit itchy and dull, the first thing we do is give it a WildWash!! No Gimmick..... it really does what it says on the bottle..... 'Cleans, soothes, heals and protects irritated skin.' And it doesn't smell too bad either. The horses definitely feel the benefit of it."

Clare Chappelhow – Tester from Equine Magazine

I must admit this wasn't something I would have specifically selected to test, partly due to my lack of time to wash horses, unless really required! But I'm always up to the challenge of testing/reviewing something new. As it was, there was a horse on the yard that has urticarial (the lumps/swellings were from the shoulder to flank area), some had even developed into scurfy scabs, so after reading up on this medicated shampoo I thought this was an ideal candidate to test it on. Using as directed with its own mixing bottle, it was easy to apply and rinse off, leaving a pleasant aroma, but the real test for me was the fact that the horse didn't react to the shampoo, if anything her condition took a turn for the better. It also left the horse with a shiny clean coat and is a shampoo I would use again and recommend other to do so.



WildWash Horse Whitening Shampoo for Grey, Palomino and White Coats

This shampoo uses a blue pigment derived from the **Chamomile Flower** combined with **Lavender** and **Ylang Ylang**. This is a definite first and there is not another product on the market that has a natural blue shampoo for horses. This has enabled us to create a great natural whitener that will remove even the worst stains from the coat, mane and tail and leave the coat shiny white.

Sian Jewell – Horse Owner

I used your WildWash Whitening Shampoo for Horses! It took me half of a mixing bottle for all 4 legs. They are totally spotless. Purchased from your stand at HOYS. And what's more, it's left my hand smelling and feeling really nice! So no doubt her skin will be feeling just the same!

Eloise – Horse Owner

I bought some WildWash for greys at the Horse of the Year Show and at the time of buying it mentioned that I had eczema and would let you know how I got on with using your product. I've used it a few times now and am so pleased with the results. You only have to use such a tiny bit of the shampoo in the water; it really lathers up! I have also been able to wash Cappuccino now (rather than it just being my mum!) and it hasn't made my eczema any worse. Everyone always says how lovely the shampoo smells when they walk past!

Joanna Murphy – Horse Owner

Having ignored the advice of every equestrian I know by buying two very white greys I seem to spend an awful lot of time bathing mine and my daughters horse and pony. I have to be particularly thorough with Monty, my daughters super white show pony. Not only does he have to look spotless in the show ring but he also has very sensitive skin so I can't use anything that might aggravate it. I came across Wildwash last year at HOYS and haven't used anything on them since. Not only does it clean the boys thoroughly but it also leaves them smelling amazing (I am tempted to steal it for myself!). I can be a bit heavy-handed with products which ends up very expensive so the diluting bottle that you use is brilliant for me.



WildWash Horse Gentle Shampoo for Sensitive Coats and Foals

This shampoo uses no essential oils and the **Aloe Vera**, **Marshmallow Root** and **Evening Primrose Oil** have been carefully chosen to help reduce inflammation, soothe, relieve, repair and revitalise the skin and coat whilst hydrating and maintaining the balance of moisture.

Horse Magazine Tried and Tested –

5 out of 5 Stars – Tester Lindsey Lyes

After using the Gentle Shampoo, my horse's coat is soft and very shiny. It gets him really clean. The idea is that you dilute the shampoo in a mixing bottle. There are clear instructions on the bottle and you can watch an online tutorial too. I find that a little goes a long way and therefore it is great value for money.



Wonder Balm for Hooves and Wounds with Organic Shea Butter, Sea Buckthorn and Kanuka

This multipurpose soothing and moisturizing Wonder Balm is full of natural ingredients. It can be used as a hoof dressing to help maintain healthy and beautiful hooves or it is perfect for use on hot spots, itchy spots, minor cuts, scrapes and grazes.



Very Highly Recommended Tried and Tested Review for Wonder Balm from Equine Magazine – Gillian McMurray

This comes in a neat little pot, ideal for going in the pocket and thus useful over the summer months when checking ponies in the fields. It is made from organic shea butter with added natural essential oils. It has a pleasant lavender smell and since it is made of a waxy substance, it adheres well to the skin. I used it on minor cuts and found it absorbed well into the skin, keeping the abrasions moist and giving a healthy environment for quicker healing. This wonder balm is also recommended for use on hooves and I did rub some into the coronet band of one of the ponies. It absorbed well and softened rough horn on this area. I'm sure with regular use it would make a difference to the hooves but it used rather a lot product from the pot, so I feel its best use is for minor cuts and scratches where it definitely seems to help healing.

WILDWASH

WILDWASH CANDLE

Our WildWash scents are beautiful and loved by our customers and so we developed a range of candles with our signature fragrances.

WildWash Candles are made by one of the leading candle houses in the UK. They are made from 100% natural wax with all ingredients used derived from sustainable and renewable sources and are GM free, organic and are certified vegan. No paraffin, petroleum chemicals or palm waxes are used and the wicks are lead free and made of natural fibre.

Our perfumer has created the most complex and beautiful scents using only 100% pure essential oils to make this range of four Candles.



Candle Fragrance No.1 with ylang ylang and magnolia, and has a luscious, sweet, lemony scent that is both fresh and floral, revitalizing and captivating.



Candle Fragrance No.3 with sweet orange, coriander and cedarwood leaves a deep, lingering spicy aroma.



Candle Fragrance No.2 with grapefruit, bergamot and ginger has a fresh, spicy, citrus scent that is warm and uplifting.



Candle Calm with lavender, rose and ho-wood has a soft, soothing aroma, which can help to relax and de-stress.





WE SUPPORT YOU

At WildWash we believe in supporting our retailers in everyway we can.

We spend a lot of time creating WildWash Brand awareness.

1. Through our social media channels. We use Twitter, Instagram, Pinterest, Facebook and our own WildWash blog. We like to mention our retailers in our social media and blog, so encourage any news or event information.
2. We attend many Public Pet Shows such as Crufts and the Horse of the Year show.
3. We advertise frequently in retail pet magazines such as Dogs Today, Dogs Monthly and Your Horse. Our products are used in lots of tried and tested magazine articles and have always received full marks. This along with our many testimonials we receive every month creates a loyal WildWash customer base that will come back again and again.
4. We also rank top of Google.

We supply lots of marketing material to give to your customers and we are always very innovative and fun with our marketing. Our last campaign was a runner up in the Cannes Advertising Festival.

We display a retail stockist list on our own website that customers can use to put in their postcode to find their nearest retailer.

We support numerous charity events such as Pup Aid and we are happy to get involved with any events in store that are charity related.

We have a WildWash training manual available in two formats. A printable version, which can be kept in store, and an easily accessible interactive online one. The training manual has all the information needed to answer any customer enquiry. We are also happy to offer in store training for store colleagues and teams.

We are also very proactive with our customer service and answer enquiries immediately and are always available to speak to.



PLEASE CONTACT THE WILDWASH TEAM FOR MORE INFO

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WILLOWDASH



THANK YOU!