



PET INSIGHT

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SUPERZOO PREVIEW

Grooming

Some exhibitors noted the grooming category is underserved compared to necessities such as food and treats and fun, impulse purchases like toys. It's imperative for retailers to understand the grooming products they offer because people tend to talk more about topics they are familiar with and pet owners in particular are curious to learn more. Shampoos and conditioners, in particular, are offering natural solutions and ingredients to address symptoms.

"We're going to talk primarily about the way we are interfacing and considering the Paul Mitchell customer along with the brand and matching these products to pet products," said Gina Dial with John Paul Pet. "For instance, Paul Mitchell has about a 70 percent market share in the beauty industry and the demographic for Paul Mitchell and John Paul Pet or grooming in the pet industry is the same," Dial said. "So, we're taking names of the bestselling botanical shampoos in Paul Mitchell, we're pH balancing them and in some cases changing the botanicals a little to better benefit pets. Across all Paul Mitchell brands Lavender Mint is the number one selling brand. You can now buy Lavender Mint that's formulated for pets in addition to Wild Ginger which is a natural moisturizer. Since the number one reason pets go to the veterinarian is because of dry, itchy skin, Wild Ginger with its great ginger fragrance, is going to replenish the coat and skin and add lots of moisture."

"For this new show we will add three new accessories for our grooming range Eazee," said Eddy Cathaud with Swees International. "The range offers interchangeable heads that adapt on the same handle of the de-shedder," Cathaud said. "So our customers keep some money because they don't need to buy different complete tools, and also they win some space. It's a worldwide exclusivity!"

"Pura Naturals Pet will be at SuperZoo with an even bigger presence and a lot of exciting new products," said Julie Creed with Pura Naturals Pet. "We're launching a variety of new organic and natural products, some of which were retailer requests," Creed said. "Some



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**Julie Creed,
Pura Naturals Pet**

good examples of this are our new Natural Flea & Tick Shampoo as well as our new Avocado and Olive Oil 2-in-1 Shampoo Plus Conditioner. We've also made improvements to a few top SKUs, such as our new and improved dual-sided, medical-grade Pura Tips for our Ear Cleansing System. This show is also the first time that many retailers will see our new Organic Dental Solutions kits; our Made in the US toothbrush with our USDA Certified Organic Tooth Gel."

"Aroma Paws will be debuting its most colorful and vibrant packaging to date in celebration of 10 years of manufacturing the best grooming supplies you can find," said Crystalyn Guzman with Aroma Paws. "Our innovation is inspired by interesting ingredients and we have several new fragrances to choose from including Coriander Seed, Indian Palmarosa and Amyris Cedarwood," Guzman said. "They are unique to the grooming industry and only available through Aroma Paws."

"Andis is excited to launch four new products at SuperZoo this year: Endurance Brushless Motor Detachable Blade Clipper; Happy Hour 5-Speed+ Detachable Blade Clipper; Pulse ZR II Cordless Detachable Blade Clipper and Pulse Li 5 Cordless Adjustable Blade Clipper," said Danielle Gallo with Andis.

"Something that makes us unique is we're playing more of an offensive posture

and staying true to our own brand, and meanwhile the consumers are responding," said Joel Weinstein with Bass Brushes. "They want more and more nice stuff, and in addition to that, they recognize the Bass name," Weinstein said. "They've been very happy with their own Bass brush for years and years, and so to see a Bass pet brush is a no-brainer for them."

"I think a lot of other companies have a reactive posture — 'What do you want? We're going to make it.' It's not that we don't do that, but we're thinking ahead of the game," Weinstein added. "We looked into our crystal ball and placed a good bet that our level of quality, design, look, our emphasis on natural materials is going to be in demand. It's a little more of an offensive posture; instead of 'What do you want? I'll make it for you.' We have been several steps ahead of the curve and the proof of that, not only in our general line, is where Hybrid Groomer came from. The Hybrid technology is based on our expertise as professional stylists. We know hair and there's not a big functional difference between human or pet hair."

"With our unique and worldwide patented de-shedder, we remove only what we need to remove — 100 percent dead hair instead of a metal comb which removes about 30 percent of live hair, damages the fur and scratches the skin," Cathaud said. "With the same tool, we can brush short, long, thin and thick hair," he said. "We have the only brush on the market to address all kinds of fur, even the paddle with the brush."

"We have new USDA Certified Organic products that are going to be what retailers are looking for as well as a time-sensitive Show Special that will benefit the retailer's bottom line," Creed said. "As a continuation of our work with our Philanthropy Program, we'll have special guests from Karma Rescue in our booth," she said. "Attendees can learn firsthand about the Paws for Life Program where canines are pulled from high kill shelters and inmates train canines as a service dog for US veterans with PTSD. It's a rewarding program that we're proud to support with many of our retailers," she added.