

# 2022 VANGUARD AWARDS

Shampoo suppliers, namely Pure and Natural Pet and Skout's Honor, offer product line ups that do more than mask odors and instead get to the root of pets' skin and coat issues with products that target specific problems. This level of care and dedication to the category has led to pet parents expecting more from shampoos, and conditioners too, and they can trust companies like these two. The heightened awareness and attention has led to pet owners relying more heavily on groomers and suppliers as allies in treating pets' skin and coat issues.

"I think most manufacturers are just getting back to where they were pre-Covid as the past two years were difficult with obtaining certain ingredients and packaging," said Julie Creed for Pure and Natural Pet. "Our focus is to be fully in stock on all of our USDA Certified Organic Shampoos and Conditioners. We are also working on new formulations working with ingredients that are not well known in the pet industry that will work wonders on coat, fur and hair."



"We have some really great stuff in the works for 2023 that will help fill the gap for our brand and loyal customers," said Pete Stirling of Skout's Honor Pet Supply Co. "Unfortunately, we cannot talk about it just yet."

Creed said pet owners have established they want grooming products that do more than smell nice and cover up odors with perfumes. "We rolled out a number of 'multi-function' shampoos including our Shed Control, Itch Relief,

Whitening & Brightening, Grain-Free and Waterless options," Creed said. "Consumers have also demanded more organic and cruelty-free products. We're proud to have both certifications since the inception of the company. We are noticing that the USDA Certified Organic certification has begun to resonate with all consumers and in particular, our Millennials who have become such a dominant force in the pet industry."

Pet parents are looking for skin and coat solutions, rather than another me-too bath product, Stirling said. "Millennials and Boomers alike have started to go to groomers in place of the vet for common skin conditions and that behavior has bled into the grooming aisle," he said. "The groomer and grooming aisle are transitioning from playing a passive role in an animal's life to a more active part in their overall wellness. We are seeing similar trends on the human side, with a dramatic rise in nutritionists and other wellness supporting professions."

