



# Pet WiPees™

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W H O L E S A L E   C A T A L O G



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S U P P L E M E N T S   F O R   T H E I R   S K I N

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[petparentsbrand.com](http://petparentsbrand.com)



## Pet WiPees™ are supplements for their skin

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Pet Parents® complete line of Pet WiPees™ target a range of furbaby grooming needs as an easy topical solution that provides internal and external support. Each of the Pet WiPees™ were formulated with functional ingredients to target and support specific furbaby needs, all from the body's largest organ, the skin! Pet WiPees™ are made with bio-based, LickSafe™ ingredients that prevent internal irritations when pets lick due to irritated skin or normal grooming habits. All Pet WiPees™ are made of NatureTuff™ proprietary bamboo that is thick & durable, hypoallergenic, lint-free, larger sized, & sustainable for a textured comfortable clean! Leavelt™ technology makes for easy removal of our Pet WiPees™ so you only grab one at a time, not three! Ensure the best care for furbabies with Pet WiPees™ complete line for cats and dogs.

# Pet WiPees™



## Pet WiPees™ Formulated For:

- Routine Cleaning
- Reducing Dander
- Deodorizing
- Wiping Away Allergens & Irritants
- Bath Replacement
- Reducing Inflammation
- Skin & Coat Support
- Preventing Infection & Irritation

A clean furbaby  
is a healthy  
furbaby



NO BETAINES



NO ALCOHOLS



NO SULFATES



NO PARABENS



NO FORMALDEHYDE

## Why Pet WiPees™?

### Targeted Bio-Based Ingredients

All Pet WiPees™ have soothing ingredients such as oatmeal and aloe to ensure that furbaby skin is moisturized after every clean, and each have additional ingredients that are specifically targeted to help a range of skin conditions, and ingredients to help skin absorb beneficial ingredients like moisturizers, antioxidants, anti-inflammatories, and vitamins. Formulas are tear-safe to not irritate furbaby faces, won't interfere with topical flea and tick treatments, and include Vet-Approved, Pet-Safe Scents that are non-toxic to furbabies.

### From the Outside In

Just like human skin, furbaby skin is their first line of defense against harmful environmental allergens, irritants, and debris that could lead to both external and internal illnesses and maladies. Pet WiPees™ include ingredients that allow furbaby skin to absorb bio-based cleansers, moisturizers, and other functional ingredients to help heal current skin issues, and prevent future ones!

### Probiotic & Enzyme Blends

Proprietary probiotic & enzyme blends help promote skin and coat health by creating a protective barrier on the skin that helps prevent irritations and from environmental allergens or fungal infections like yeast from reaching and penetrating the skin. The more pet parents use Pet WiPees™, the stronger the barrier becomes and the more benefits they will see in their furbabies, so we recommend advising pet parents to use Pet WiPees™ daily to strengthen the barrier and reap the maximum benefits!

## Solutions to any pet **at any age**

Newborn	Puppy	Adulthood	Senior
<ul style="list-style-type: none"><li>• Can help with an extra clean if they can't groom themselves yet</li></ul>	<ul style="list-style-type: none"><li>• Quick clean for everyday messes or accidents</li></ul>	<ul style="list-style-type: none"><li>• Wipe downs after surgeries or rescues/adoption</li><li>• Targeted for irritation or other external issues</li><li>• Routine cleaning</li></ul>	<ul style="list-style-type: none"><li>• Extra help if it's hard for them to groom themselves</li><li>• Clean up between diaper changes</li></ul>



# Pet WiPees™



## LickSafe™

Pets love to groom themselves, whether it be to try soothing hot spots, irritated patches of skin, or just for a regular clean. That's why we don't include any ingredients that are known to cause external or internal issues such as parabens, betaines, alcohols, sulfates, or hidden formaldehydes. Instead, our bio-based ingredients work to soothe the skin against any irritation without causing any internal ones!

## LeaveIt™

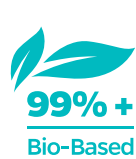
It's frustrating for pet parents when they only want one wipe, but three come out. Not here! Innovative packaging allows for easy removal of Pet WiPees™ to prevent clumping, so pet parents can take what they need and leave the rest. Pet WiPees™ also use a resealable plastic lid that can easily be opened with one hand.

## NatureTuff™

Made from 100% biodegradable, hypoallergenic bamboo, Pet WiPees™ are durable, larger, to cover more area, textured, to trap more dirt and debris, and thicker, to be rip-resistant for all sorts of paws and claws. They are also lint free, ensuring the cleanest "wash" for furbabies.

## FurFresh™ Deodorizer + SebumDestroyer™

Remedy smelly furbabies with FurFesh™ Deodorizer that breaks down malodors and neutralizes them, while SebumDestroyer™ works to reduce excess sebum, which is the main cause for "dog smell", and lift it from the fur for a fresh furbaby every time.



5 Solutions for All Needs



**Cat All Purpose**



**Dog All Purpose + Allergy**



**Dog All Purpose + Skin & Coat**



Calming Scent



Natural Scent

Quantity: 100ct

Size: 8" x 9"



**Ear**



**Gland**



Natural Scent

Quantity: 100ct

Size: 5" x 6"





# Pet WiPees™ Packaging

## Vertical Packaging

Saving space on store shelves by standing vertically instead of taking horizontal space or needing secondary packaging

## Plastic Lid Closure

Easy to open with one hand and helps keep wipes moist in packaging so they don't dry out

## Name Clearly Stated

Makes it easy for pet parents to choose their perfect Pet WiPees™ to increase buyer satisfaction

## Pet-Safe Scents

Both our Calming & Natural Scents are pet-safe and won't irritate pet parent or furbaby noses



## Ingredient Transparency

Instill trust with pet parents when they know exactly what's in their furbaby's products

## Product Cross-Selling

Offers a range of complementary products to buy in tandem with Pet WiPees™ for increased Average Order Value

## The "No" List

Clearly states what is not in Pet WiPees™

## Contact Information

Reduce returns & phone calls with questions with our contact information that directs questions our way



Pet WiPees™

# Cat All Purpose



99%+  
Bio-Based

Tear-Safe  
Formula



**Pet WiPees™ Cat All Purpose** provides a safe, gentle clean with bio-based LickSafe™ ingredients that keep cats comfy and clean - without the harsh chemicals. Gentle, coconut-based cleansers won't strip the skin of natural oils, and higher-concentrated moisturizers like vegetable glycerin & shea butter keeps the skin moisturized and skin cells healthy, reducing shed and dander, making Pet WiPees™ Cat All Purpose pH balanced and safer for thinner, sensitive kitty skin. Carry these for an easy addition to a pet parent's daily routine for fosters, elderly or overweight cats, or cats that just need a little extra help with grooming.

#### Formulated For:

- Reducing Excess Cat Dander & Shedding
- Promoting Healthy Skin & Coat
- Cleansing and Protecting Sensitive Cat Skin
- Reducing Excess Sebum
- Breaking Down Malodors
- Replacing Baths
- Wiping away Environmental Allergens & Irritants And More!

LeaveIt™ Technology

NatureTuff™

LickSafe™

Tear Safe

pH Balanced for Cats

FurFresh™ Deodorizer + SebumDestroyer™

Probiotics & Enzyme Blends



#### Omega Oils

Plant-based, anti-inflammatory ingredients that help create a fuller, shinier coat for cats by promoting blood circulation and healthy skin cell growth. They can also help protect against damage from environmental factors like pollutants.



#### Mild Cleansers & Hydrating Moisturizers

Gentle cleansers like Vegetable Glycerin & Decyl Glucoside won't strip the skin of natural oils, and will help pull moisture and other beneficial ingredients into the skin and coat to help reduce irritation, protect against infections, and reduce dry skin and dander.



#### Non-Synthetic Vitamin E

Promotes healthy skin & coat by moisturizing, protecting from oxidative damage, and reducing inflammation due to skin irritation. Bio-based and can be better absorbed by the body than it's synthetic counterpart.



#### Aloe & Collagen

A moisturizer and framework that help accelerate the healing process for cat skin. Can also help reduce the likelihood of hot spots or dry & itchy skin that a furbaby may have.

#### Ingredients:

Purified Water, Vegetable Glycerin, Decyl Glucoside, Aloe Vera, Tetrasodium Glutamate Diacetate, Ethylhexylglycerin, Phenoxyethanol, Shea Butter, Cucumber Extract, Omega 3, 6 Fatty Acids, Linoleic Acid, FurFresh™ Deodorizer (Mineral-Based Deodorizer), SebumDestroyer™, Vitamin E (Non-Synthetic), Vanilla or Lavender Oil, Colloidal Oatmeal, Probiotics Blend, Enzyme Blend





Pet WiPees™

# Dog All Purpose + Allergy



99%+  
Bio-Based

Tear-Safe  
Formula



**Pet WiPees™ Dog All Purpose + Allergy** provides a gentle, non-irritating clean to wipe away environmental allergens and irritants that could be irritating furbabies. Help pet parents reduce inflammation, soothe skin irritations like hot spots, and stop the cycle of scratching to get back to itch-free snuggles faster!

#### Formulated For:

- Removing Allergens from the Skin & Coat
- Cleaning Skin Irritations
- Reducing Skin Inflammation
- Cooling & Soothing Allergy Symptoms
- Deodorizing & Breaking Down Malodors
- Reducing Excess Sebum
- Preventing Future Irritations from Allergens or Yeast Infections And More!

LeaveIt™ Technology

NatureTuff™

LickSafe™

Tear Safe

pH Balanced for Dogs

FurFresh™ Deodorizer + SebumDestroyer™

Probiotics & Enzyme Blends



#### Cleansers & Moisturizers

Gentle enough for sensitive furbaby skin, bio-based, non-toxic cleansers & moisturizers like Decyl Glucoside, Vegetable Glycerin, & Shea Butter can help to treat & prevent dry, rough, and itchy skin while soothing any irritations.



#### Soothing & Cooling Ingredients

Cucumber Extract & Colloidal Oatmeal can help heal irritation, reduce inflammation, and stop the cycle of itching and scratching, helping to soothe and cool furbaby skin.



#### Topical Antioxidants

Help furbaby skin stay protected from oxidative damage from environmental allergens and irritants, and helping skin repair itself on a topical level.



#### Antihistamines

Ingredients high in Vitamin E, like Sunflower Seed Oil, can help to reduce the reaction to environmental allergens like itching, inflammation, and swelling amongst other allergy symptoms.

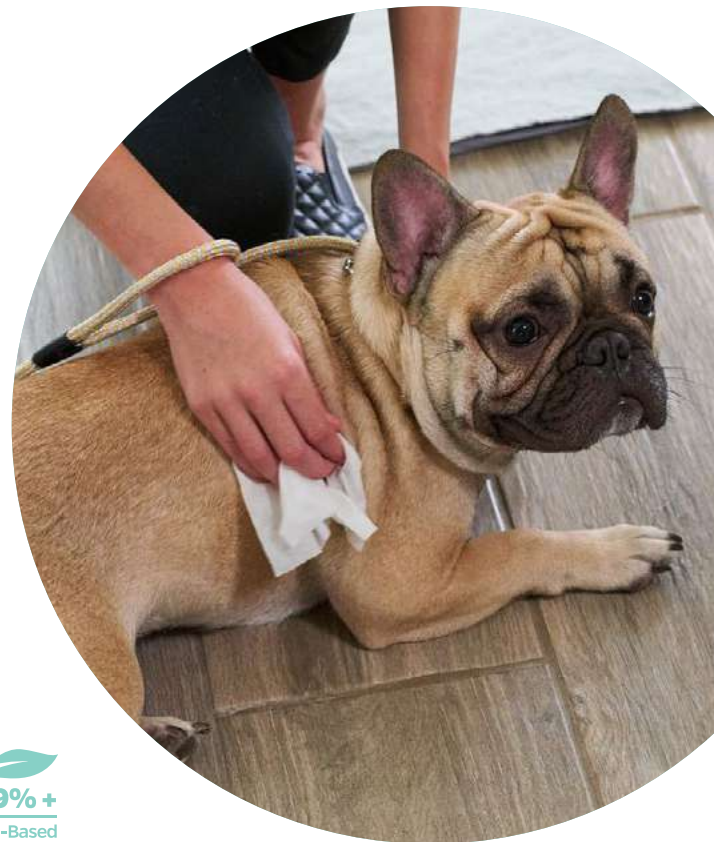
#### Ingredients:

Purified Water, Vegetable Glycerin, Decyl Glucoside, Tetrasodium Glutamate Diacetate, Ethylhexylglycerin, Phenoxyethanol, Shea Butter, Cucumber Extract, Aloe Vera, Sunflower Seed Oil, FurFresh™ Deodorizer (Mineral-Based Deodorizer), SebumDestroyer™, Vitamin E (Non-Synthetic), Colloidal Oatmeal, Probiotics Blend, Enzyme Blend, Vanilla or Lavender Oil



Pet WiPees™

# Dog All Purpose + Skin & Coat



99%+  
Bio-Based

Tear-Safe  
Formula



**Pet WiPees™ Dog All Purpose + Skin & Coat** were formulated to nourish the skin and moisturize the coat for a shinier appearance and silky-smooth snuggles. Pawfect for pet parents looking for an everyday clean to wipe off mud, saliva, or anything else their pup gets into with added skin & coat benefits.

#### Formulated For:

- Everyday Clean + Skin & Coat Benefits
- Creating a Protective Barrier on the Skin
- Preventing Future Irritations
- Moisturizing Skin
- Helping Achieve a Healthy, Shiny Coat
- Reducing Dog Dander
- Grooming Pets Incapable of Grooming Themselves
- Deodorizing and Breaking Down Malodors And More!

LeaveIt™ Technology

NatureTuff™

LickSafe™

Tear Safe

pH Balanced for Dogs

FurFresh™ Deodorizer + SebumDestroyer™

Probiotics & Enzyme Blends



#### Omega Oils

Plant-based, anti-inflammatory ingredients that help create a fuller, shinier coat for dogs by promoting blood circulation and healthy skin cell growth. They can also help protect against damage from environmental factors like pollutants.



#### Keratin

A protein that helps provide structure to the skin and helps create a protective barrier from the surrounding environment, it can also help regulate new cell growth and keep fur flexible to prevent damage to the skin and coat.



#### Vitamin B Complex

Packed with 8 different B Vitamins that are essential in helping furbaby skin produce healthy new skin cells, and can also act as antioxidants to protect skin from damaging free radicals.



#### Hydrating Moisturizers

Moisturizing skin and hydrating the coat, bio-based moisturizers like Coconut Oil and Shea Butter can help reduce itching, dander, hair loss, scabs, and other dry skin symptoms a furbaby may have.

#### Ingredients:

Purified Water, Vegetable Glycerin, Coconut Oil, Decyl Glucoside, Tetrasodium Glutamate Diacetate, Ethylhexylglycerin, Phenoxyethanol, Shea Butter, Omega-3, 6 Fatty Acids, Linoleic Acid, Keratin, Aloe Vera, Vitamin B Complex, FurFresh™ Deodorizer (Mineral-Based Deodorizer), SebumDestroyer™, Vitamin E (Non-Synthetic), Colloidal Oatmeal, Probiotics Blend, Enzyme Blend, Vanilla or Lavender Oil





Pet WiPees™

Ear



99%+  
Bio-Based

Tear-Safe  
Formula



**Pet WiPees™ Ear** were formulated specifically to wipe away and prevent against allergens & irritants that can cause ear infections, reduce the bad bacterial population, and help to easily remove hardened ear wax and other debris in furbaby ears. Safe for dogs and cats, Pet WiPees™ Ear were created for routine cleaning and won't dry out ears. Itchy, inflamed ears can be uncomfortable, carry Pet WiPees™ Ear to offer pet parents an easier, long-term solution to messy, intolerable ear drops that are able to be used every day!

**Formulated For:**

- Routine, Long-Term Cleaning of Ears
- Prevention Against Allergy Irritants and Ear Infections
- Wiping Away Environmental Allergens or Irritants
- Deodorizing Smelly Ears
- Preventing Ear Mites
- Cleaning out Hardened Wax or other Debris And More!

Leavelt™ Technology

NatureTuff™

LickSafe™

Tear Safe

pH Balanced for Furbabies

FurFresh™ Deodorizer + SebumDestroyer™

Probiotics & Enzyme Blends



**Natural Cerumenolytic Agents**

Lactic Acid & Sodium Bicarbonate help to soften ear wax and make it easily removable, and can also help reduce discomfort from hardened ear wax and other debris.



**D-Glucitol & D-Mannitol**

Natural sugars that help reduce the bacterial population that can lead to ear infections.



**Omega Fatty Acids**

Moisturizers that help moisturize dry, inflamed, and scabbed ears that are symptoms of allergies, ear infections, or mites.

**Ingredients:**

Purified Water, Vegetable Glycerin, Decyl Glucoside, Aloe Vera, Ethylhexylglycerin, Phenoxyethanol, Tetrasodium Glutamate Diacetate, Sodium Bicarbonate, D-Glucitol & D-Mannitol, Lactic Acid, omega 3, 6 Fatty Acids, Linoleic Acid, FurFresh™ Deodorizer (Mineral-Based Deodorizer), SebumDestroyer™, Calendula Extract, Probiotics Blend, Enzyme Blend, Vanilla Oil



# Pet WiPees™ Gland



99%+  
Bio-Based

Tear-Safe  
Formula



**Pet WiPees Gland™** were formulated to soothe irritated gland areas and help prevent future irritations. Safe for dogs and cats, carry for a solution to help with cleaning the gland area, incontinence accidents, leakage, and help prevent the booty scoots!

#### Formulated For:

- Everyday Routine Bum Cleaning
- Wiping Clean Away Allergens and Irritants that can Bother the Bum Area
- Freshening Up in Between Diaper Changes
- Use After Incontinence Accidents to Wipe Away any Lingering Bacteria on Body or Sensitive Areas
- Soothing Irritated or Infected Gland Area
- Drawing Out Irritants Causing Inflamed, Impacted, or Irritated Glands And More!

Leavelt™ Technology

NatureTuff™

LickSafe™

Tear Safe

pH Balanced for Furbabies



#### Epsom Salt

A natural salt that helps relieve irritation, reduce swelling, and draw out unwanted allergens and irritants to relieve uncomfortable gland symptoms for furbabies.



#### Gentle Cleansers

Gentle, non-toxic cleansers that help soothe current and prevent future irritations with mild ingredients that clean a furbaby's bum rather than irritate it further.



#### Anti-Inflammatories

Can help to reduce irritation around impacted glands and relieve itching and discomfort, allowing other ingredients to cleanse and heal the area.



#### Antioxidants

Plant-based sources that help reduce inflammation, help the skin repair itself, and heal superficial damage to the skin. Can also help reduce and counteract unwanted free radical population that can be harmful to the bum area.

#### Ingredients:

Purified Water, Vegetable Glycerin, Aloe Vera, Decyl Glucoside, Ethylhexylglycerin, Phenoxyethanol, Tetrasodium Glutamate Diacetate, Sodium Bicarbonate, Epsom Salt, Cucumber Extract, D-Glucitol & D-Mannitol, Omega 3, 6 Fatty Acids, Linoleic Acid, Colloidal Oatmeal, Calendula Extract, Vanilla Oil



# One Stop Shop

## Pet WiPees™

Pet Parents® is your One Stop Shop for all problems pet parents face. Bundle our range of complete product lines to become the go-to place for pet parents and the variety of solutions they need, without the hassle of dealing with multiple vendors and distributors!



**Pet WiPees™ Dog All Purpose + Skin & Coat, Cat All Purpose, Gland, Diapers, Forager® Bowls, Forager® Mats, Pawtect® Pads, Pawtect® Blankets, FurBall®, and PetTergent®.**

## Dog Travel Products

When baths aren't an option on the road, Pet WiPees™ are perfect to add to a pet parent's furbaby travel kit. Use Pawtect® Pads, Pawtect® Blankets, Diapers, and Belly Bands to protect cars, along with calming travel products like Forager™ Bowls, Calming SoftSupps®, and Gnawtlers®.



**Pet WiPees™ Dog All Purpose + Allergy, Dog All Purpose + Skin & Coat, Forager® Bowls, Pawtect® Pads, Pawtect® Blankets, Dog Diapers, Belly Bands, Calming SoftSupps®, Gnawtlers®.**

## Post Surgery Products:

When using protection products like Diapers, Belly Bands, Pawtect® Blankets, and Pawtect® Pads, help pet parents keep their furbabies clean with Pet WiPees™ Dog All Purpose + Skin & Coat and Cat All Purpose, and keep them entertained with Forager™ Mats and Bowls, Turmeric & Curcumin SoftSupps®, and Multivitamin SoftSupps®.



**Pet WiPees™ Dog All Purpose + Skin & Coat, Cat All Purpose, Gland, Forager® Bowls, Forager® Mats, Pawtect® Blankets, Pawtect® Pads, Dog Diapers, Belly Bands, Turmeric & Curcumin SoftSupps®, Multivitamin SoftSupps®, and Pet WiPees™.**

## Allergy Support Products:

Provide pet parents with allergy support inside and out with Pet WiPees™ Dog All Purpose + Allergy to wipe away allergens & irritants, Allergy SoftSupps® for internal allergy support, and Skin and Coat SoftSupps® to promote healthy skin. Pair with Pet WiPees™ Ear to prevent ear infections due to allergies.



**Pet WiPees™ Dog All Purpose + Allergy, Pet WiPees™ Ear, Allergy SoftSupps®, Skin & Coat SoftSupps®.**





# A Solution for any Pet Parent Need

## Pet WiPees™

Offer pet parents a bundle of solutions, for any need, with our wide range of product lines that pair together to provide furbamilies support to their unique needs.



## Travel

Solution: **Pet WiPees™**, Forager® Bowls, Pawtect® Pads, Pawtect® Blankets, Dog Diapers, Belly Bands, Calming SoftSupps®, and Gnawtlers®

## Post Surgery

Solution: **Pet WiPees™**, Forager® Bowls, Forager® Mats, Pawtect® Blankets, Pawtect® Pads, Belly Bands, Dog Diapers, Turmeric & Curcumin SoftSupps®, Multivitamin SoftSupps®.

## New Furbaby

Solution: **Pet WiPees™**, FurBall®, Forager® Mats, Forager® Bowls, Pawtect® Blankets, Pawtect® Pads, and Multivitamin SoftSupps®.

## Shedding

Solution: **Pet WiPees™ Cat All Purpose, Pet WiPees™ Dog All Purpose + Skin & Coat, FurBall®, PeTergent®, and Skin & Coat SoftSupps®.**









Pet Parents® Ordering Process

Ready to become a **Pet Parents® Retail Pawtner**? Here’s how it works.

- 1 Go to petparentswholesale.com and click “join us” to create an account for our wholesale website.
- 2 Fill out the dealer application on the wholesale website and one of our pack members will notify you once approved.
- 3 Upon approval, you will receive an email from the website giving you access to the wholesale portal.
- 4 Use the email to navigate back to the website, sign-in, and place your first order!
- 5 After your payment is entered and your order is placed, a Partner Success member will add shipping cost and our warehouse team will begin picking and packing your order.

This system is set up so that ordering, managing products ordered, and keeping an eye on your account is hassle-free!

Want to see **Wholesale Pricing?**

Email [sales@petparentsbrand.com](mailto:sales@petparentsbrand.com) or apply to become a Pet Parents® Pawtner at [petparentswholesale.com](http://petparentswholesale.com).



Dog All Purpose + Allergy		Dog All Purpose + Skin & Coat		Cat All Purpose	
Natural	\$ 14.99 MSRP	Natural	\$ 14.99 MSRP	Natural	\$ 14.99 MSRP
PWD0A01000NA		PWD0SC01000NA		PWC01000NA	
Calming	\$ 14.99 MSRP	Calming	\$ 14.99 MSRP	Calming	\$ 14.99 MSRP
PWD0A01000CA		PWD0SC01000CA		PWC01000CA	



Ear		Gland	
Natural	\$ 13.99 MSRP	Natural	\$ 14.99 MSRP
PWDE01000NA		PWDG01000NA	





Thanks for  
exploring  
**Pet WiPees™!**



Toss us a message:  
[sales@petparentsbrand.com](mailto:sales@petparentsbrand.com)

**petparentswholesale.com**