

PRIDE+GROOM[®]



Created by passionate NEW YORK CITY DOG MOMS who used their backgrounds in chemical engineering, graphic design, fashion, marketing and advertising to produce products that look beautiful and smell wonderful. Each formula is thoughtfully crafted with its own unique blend of essential oils and sustainable ingredients to deliver cleansing, nourishing and beautifying benefits you and your dog can see and feel.



“Like so many, we love our families and take pride in our homes, and we consider our pets to be integral parts of those things. That said, we couldn’t find cleansing products for them that felt on par with the way we tend to our ourselves. These beloved dogs and cats are allowed on furniture and in beds, and yet even when straight from the groomer, we knew they didn’t smell as fresh or feel as good as they could. So, leashes in hand, off we went.

We hope you love what we’ve made.”

– HEATHER PERLMAN, REGINA HAYMES, JANE WAGMAN

PRIDE+GROOM PREMIUM, COAT-SPECIFIC, BEAUTY AND SKIN WELLNESS + GROOMING PRODUCTS FOR DOGS:

A collection of all-natural, coat-specific, amazing-smelling dog grooming products. Each formula contains a unique blend of essential oils and sustainable ingredients from around the world. **PRIDE+GROOM** has introduced dog grooming to a level that, up until now, only we ourselves could enjoy.



ALL NATURAL |
 NON GMO |
 CRUELTY FREE |
 RECYCLABLE PACKAGING |
 MADE IN AMERICA |
 VET APPROVED |
 WOMEN OWNED

HIGH QUALITY PERFECTLY CURATED INGREDIENTS



ORGANIC ALOE VERA
ANTIOXIDANTS NEUTRALIZE FREE RADICALS
CLEANSING + ANTISEPTIC
ANTI-INFLAMMATORY AND ANTISEPTIC
LEAVE IN | SWIPE



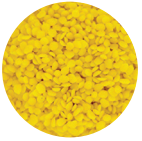
JOJOBA SEED OIL
UNCLOGS HAIR FOLLICLES
SOFTENS COAT
HEALS HOT SPOTS + SKIN IRRITATION
SHEDDER | NON SHEDDER | SENSITIVE ONE | FINAL COAT



AVOCADO OIL
HYDRATES FUR + HAIR
SOOTHES and NOURISHES SKIN
RELIEVES ITCHINESS + DRYNESS
SHEDDER | NON SHEDDER | SENSITIVE ONE



LAVENDER EXTRACT
ANTI INFLAMMATORY + ANTI FUNGAL
SOOTHES BUG BITES + MINOR WOUNDS
CALMS SENSITIVE SKIN
NON SHEDDER | MANE TAME | THE BALM



BEESWAX
RICH IN VITAMIN A
ANTI-INFLAMMATORY+ ANTISEPTIC
MOISTURIZES FOR DRY SKIN + NOSES
THE BALM



MARSHMALLOW ROOT
MOISTURIZES DRY PADS
SPEEDS HOT SPOT HEALING
KILLS BACTERIA
NON SHEDDER | SENSITIVE ONE | FINAL COAT | MANE TAME



CALENDULA EXTRACT
SKIN CONDITIONING AGENT
HEALS SKIN IRRITATIONS
SOOTHES + HYDRATES SKIN + COAT
NON SHEDDER | SENSITIVE ONE | FINAL COAT



NIAOULI OIL
SOOTHES + HEELS ITCHY DRY SKIN
REPELS INSECTS
ANTIBACTERIAL PROPERTIES
SHEDDER | NON SHEDDER | SENSITIVE ONE | BALM



CITRUS
NATURAL FLEA REPELLENT
ANTIBACTERIAL + ANTIFUNGAL
REDUCE ITCHING + IMPROVE SKIN HEALTH
LEAVE IN | THE SWIPE | PROUD



QUINOA EXTRACT
NOURISHES FOLLICLES FROM WITHIN
PROVIDES RESILIENCY TO SKIN
REDUCES DRY SKIN and DANDRUFF
NON SHEDDER | SENSITIVE ONE | FINAL COAT | MANE TAME



COCONUT OIL
HYDRATES FUR + HAIR
SOOTHES + NOURISHES SKIN
RELIEVES ITCHINESS + DRYNESS
SHEDDER | NON SHEDDER | SENSITIVE ONE



SHEA BUTTER
SOOTHES DRY PAWS + NOSES
MOISTURIZES DRY PATCHES
HEALS DAMAGED SNOUTS + PADS
THE BALM



FLAXSEED OIL
SUPPORTS HEALTHY COAT
ENHANCES LUSTER to COAT
RICH in OMAEGA-3 FATTY ACIDS
SHEDDER | NON SHEDDER | SENSITIVE ONE | FINAL COAT



SWEET ALMOND OIL
SOOTHES DRY + ITCHY SKIN
LIGHT SUN PROTECTANT
ANTI-INFLAMMATORY PROPERTIES
THE BALM



HELICHRYSUM OIL
DETOXIFYING ANTIOXIDANTS
ANTIMICROBIAL + ANTIBACTERIAL
HEALS SKIN CONDITIONS
THE BALM



YLANG YLANG
ALLEVIATE STRESS + TENSION
LOWERS BLOOD PRESSURE
PROUD



MG!

PRIDE+GROOM™

IS ONE OF
OPRAH'S
FAVORITE
THINGS!



2020
THE
BATH
BOX



MG!

PRIDE+GROOM®

IS ONE OF
OPRAH'S
FAVORITE
THINGS!



2023
THE
TOOL
KIT

THE GIVE BACK



PRIDE+GROOM IS COMMITTED TO IMPROVING THE QUALITY OF LIFE FOR ALL DOGS. We have established a program that provides animal welfare organizations across the country with shampoo for the dogs they care for. Not only do we intend to give these dogs the comfort and confidence of being clean and cared for, but we believe it will queue them up for a better chance at adoption.

For this, we've developed a conditioning shampoo called **THE ONE FUR ALL** exclusively for shelters, rescue personnel and selected non-profits. With the help of our customers and followers, we select organizations we believe can benefit from the use of our product. We advertise our program and product with the aim of educating our consumers about the world of animal welfare, facilitating adoptions, and in the process, further solidifying the **PRIDE+GROOM** brand.

A FEW OF OUR HAPPY RECIPIENTS



the pixie project



FOSTER DOGS



LOVE Leo RESCUE

SELECT STOCKISTS

Amazon | Bloomingdale's | Barneys Japan | Chewy | Neiman Marcus
Nordstrom | Petco | Pet Supplies Plus | QVC | Selfridges | Walmart

SELECT PRESS

People

CNN

FT FINANCIAL
TIMES

martha
stewart

O THE OPRAH
MAGAZINE

GOOD
MORNING
AMERICA

Forbes

REAL
SIMPLE

NEWYORKPOST

W

abc WORLD
NEWS
TONIGHT



LET'S

PLAY



Heel.



@pridegroomnyc

PRIDE+GROOM®

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