

**PRIDE+GROOM®**

THIS COULD BE THE BEGINNING  
OF A BEAUTIFUL FRIENDSHIP



# 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.



2020



# MG!

**PRIDE+GROOM™**

IS ONE OF  
OPRAH'S  
FAVORITE  
THINGS!



2023



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# PRIDE+GROOM®

## THE SHEDDER

SHAMPOO FOR SHEDDING DOGS

The shedder" means your dog has fur instead of hair. That can mean more loose fur and often dander, THE SHEDDER shampoo is formulated with a unique blend of essential oils and sustainable ingredients aimed to **reduce shedding, hydrate skin, release the undercoat and soften fur.**



★★★★★

**"This is the best product I've ever bought for my dogs fur. It smells really good and it lasts longer than the others. Also it keeps their fur shiny and their skin healthy. "**

-Desi



### KEY INGREDIENTS

**JOJOBA SEED OIL**  
Reduces Shedding

**VITAMIN E**  
Restores health & Luster to coat

**NIAOULI OIL**  
Soothes itchy & dry skin

**COCONUT OIL**  
Minimizes odor & reduces allergic reactions

**AVOCADO OIL**  
Hydrates fur & Hair

**FLAX SEED OIL**  
Naturally rich in Omega 3 Fatty Acids & improves coat shine and health



SOURCED FROM NATURE



NON GMO



CRUELTY FREE



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# THE SHEDDER

## HIGH SHEDDING BREEDS

Akita	Labrador Retriever
Australian Shepherd	Pomeranian
Beagle	Pug
Bernese Mountain Dog	Pyreneese
Border Collie	Rottweiler
Bulldog	Saint Bernard
Chow Chow	Sheepdog
Corgi	Shetland Sheepdog
German Shepherd	Shiba Inu
Golden Retriever	Siberian Husky

## THE SHEDDER SHAMPOO INGREDIENTS

Purified Water (Aqua/ Eau), Lauryl Glucoside, Sodium Lauroyl Sarcosinate, Disodium Cocoamphodiacetate, Sodium Lauroyl Lactylate, Cocamidopropyl Betaine, Glycerin, Glycerin (and) Aqua (and) Althaea Officinalis Root Extract, Phenoxyethanol, Ethylhexylglycerin, Persea Gratissima (Avocado) Oil, Cocos Nucifera (Coconut) Oil, Linum Usitatissimum (Flax) Seed Oil, Simmondsia Chinensis (Jojoba) Seed Oil, 3-Methyl-4--3-Butenone, Amyl Cinnamal, Benzyl Salicylate, Citral, Citronellol, D'Limonene, Hexyl Cinnamaldehyde, Methyl 2 Octynoate, Xanthan Gum, Tocopherol, Melaleuca quinquenervia (Niaouli) Oil, Aloe barbadensis juice powder, Citric Acid.

# PRIDE+GROOM®

## THE NON SHEDDER

SHAMPOO FOR NON-SHEDDING DOGS

Perfect for doodles and all non-shedding dogs, the THE NON SHEDDER shampoo is formulated with a unique blend of essential oils and sustainable ingredients aimed to **silken strands, detangle, smooth follicles and leave coat glossy.**



★★★★★

**"I love the NON SHEDDER shampoo. My Cockapoo smells great for days, and it's easier to brush her. I've also noticed her hair doesn't knot so easily."**

-Monika



### KEY INGREDIENTS

- MARSHMALLOW ROOT**  
Moisturizes & Detangles
- CALENDULA EXTRACT**  
Heals & Hydrates fur
- JOJOBA SEED OIL**  
Unclogs hair follicles
- VITAMIN E**  
Restores & Soothes skin
- NIAOULI OIL**  
Soothes itchy & dry skin
- AVOCADO OIL**  
Hydrates fur & Hair
- FLAX SEED OIL**  
Naturally rich in Omega 3 Fatty Acids



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# THE NON SHEDDER

## LOW TO NON SHEDDING BREEDS

Affenpinscher	Lhasa Apso
Afghan Hound	Maltese
Basenji	Poodle
Bichon Frise	Poodle mixes
Brussels Griffon	- doodle to foodle to schnoodle!
Chinese Crested	Portugese Water Dog
Coton de Tulear	Schnauzer
Dandie Dinmont Terrier	Schnauzer
Greyhound	Shih Tzu
Havanese	Silky Terrier
Irish Water Spaniel	Soft Coated Wheaten Terrier
Irish Water Spaniel	Welsh Terrier
Lakeland Terrier	Yorkie

## THE NON SHEDDER INGREDIENTS

Aqua, Lauryl Glucoside (and) Sodium Lauroyl Sarcosinate (and) Disodium Cocoamphodiacetate (and) Sodium Lauroyl Lactylate, Cocamidopropyl Betaine, Glycerin, Glycerin (and) Water (and) Calendula Officinalis Flower Extract, Glycerin (and) Aqua (and) Althaea Officinalis Root Extract, Phenoxyethanol (and) Ethylhexylglycerin, Persea Gratissima (Avocado) Oil, Cocos Nucifera (Coconut) Oil, Linum Usitatissimum (Flax) Seed Oil, Simmondsia Chinensis (Jojoba) Seed Oil, Aqua (and) Glycerin (and) Helichrysum Stoechas Flower Extract, Hydrolyzed Quinoa, Lavandula Angustifolia (Lavender) Oil, 3-Methyl-4--3-Butenone, Amyl Cinnamal, Benzyl Salicylate, Citral, Citronellol, D'Limonene, Hexyl Cinnamaldehyde, Methyl 2 Octynoate, Xanthan Gum, Tocopheryl Acetate, Melaleuca Quinquenervia (Niaouli) Oil, Aloe Barbadensis Juice Powder, Citric Acid 50% Solution.

## THE SENSITIVE ONE

SHAMPOO FOR PUPPIES AND DOGS WITH SKIN SENSITIVITIES

Aw. There's always one in the bunch, and for your sensitive one, something a little more calming might be in order. THE SENSITIVE ONE is formulated with a unique blend of essential oils and sustainable ingredients aimed to **reduce dandruff**, **soothe skin** and **calm** these gentler souls.



★★★★★

"My itchy little girl had her first bath with 'The Sensitive One' and it really helped her itchies. She is barely scratching at all today! She smells great too!"

—Marisa



### KEY INGREDIENTS

#### CALENDULA EXTRACT

Heals & Hydrates fur

#### JOJOBA SEED OIL

Unclogs hair follicles

#### VITAMIN E

Restores & Soothes skin

#### NIAOULI OIL

Soothes itchy & dry skin

#### COCONUT OIL

Minimizes odor & reduces allergic reactions

#### FLAX SEED OIL

Naturally rich in Omega 3 Fatty Acids & improves coat shine and health



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# THE SENSITIVE ONE

## SENSITIVE BREEDS

Only you know if your dog has skin or coat sensitivities.

### Breeds that are more prone to skin allergies:

Boxer

Bulldog

Dalmatians

English Setter

Golden Retriever

Irish Setter

Labrador Retriever

Lhasa Apso

Pit Bull

Poodle

### PUPPIES

Pug

Shar Pei

Shih Tzu

Terriers especially:

West Highland

White Terriers

Staffordshire Bull Terriers

## THE SENSITIVE ONE INGREDIENTS

Purified Water (Aqua/ Eau), Lauryl Glucoside, Sodium Lauroyl Sarcosinate, Disodium Cocoamphodiacetate, Sodium Lauroyl Lactylate, Cocamidopropyl Betaine, Glycerin, Glycerin (and) Water (and) Calendula Officinalis Flower Extract, Glycerin (and) Aqua (and) Althaea Officinalis Root Extract, Persea Gratissima (Avocado) Oil, Cocos Nucifera (Coconut) Oil, Linum Usitatissimum (Flax) Seed Oil, Simmondsia Chinensis (Jojoba) Seed Oil, Phenoxyethanol, Ethylhexylglycerin, Water, Glycerin, Helichrysum Stoechas Flower Extract, Hydrolyzed Quinoa, 3-Methyl-4--3-Buten-one, Amyl Cinnamal, Benzyl Salicylate, Citral, Citronellol, D'Limonene, Hexyl Cinnamaldehyde, Methyl 2 Octynoate, Xanthan Gum, Tocopherol, Melaleuca quinquenervia (Niaouli) Oil, Lavendula Angustifolia Oil, Aloe Barbadensis Juice Powder, Citric Acid.

# PRIDE+GROOM<sup>®</sup>

## THE FINAL COAT

CONDITIONER FOR ALL DOGS

Finish the job right. After lathering your pup up with PRIDE+GROOM shampoo, there's no better way to **extend the life of the groom**. THE FINAL COAT is formulated with a unique blend of essential oils and sustainable ingredients aimed to **detangle** and **seal in long lasting shine** and **manageability**.



★★★★★

**"The Final Coat—more like the final conditioner you will ever need. It's magic in a bottle. The scent is absolutely heavenly and it lasts forever! Forever meaning a few weeks minimum"**

—Tofu's mom



### KEY INGREDIENTS

**MARSHMALLOW ROOT**  
Moisturizes & Detangles

**NIAOULI OIL**  
Soothes itchy & dry skin

**HEMP SEED OIL**  
Reduces shedding

**LAVENDER**  
Natural antihistamine &  
Anti-inflammatory

**SAGE**  
Antibacterial & Antifungal  
properties

**SAFFLOWER SEED OIL**  
Promotes dermatological  
health & nourishes  
skin and coat.



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# THE FINAL COAT

## THE FINAL COAT CONDITIONER

Aqua, Aloe Barbadensis leaf juice, Behentrimonium Chloride, Behentrimonium Methosulfate (and) Cetearyl Alcohol, Butylene Glycol (and) Aqua (and) Althaea Officinalis (Marshmallow) Root Extract, Cetyl Alcohol, Cetearyl Alcohol, Lavender (and) Sage, 3-Methyl-4--3-Buten-one, Amyl Cinnamal, Benzyl Salicylate, Citral, Citronellol, D'Limonene, Hexyl Cinnamaldehyde, Methyl 2 Octynoate, Cetrimonium Chloride, Phenethyl Alcohol (and) Pentylene Glycol (and) Propanediol, DL- Panthenol, HydroxyPropyl Guar, Carthamus Tinctorus (Safflower) Seed Oil, Limnanthes alba (Meadowfoam) seed oil, Hydrolized Quinoa protein, Citric Acid, Potassium Sorbate.

# PRIDE+GROOM<sup>®</sup>

## PROUD

REFRESHING + DEODORIZING SIGNATURE SCENT FOR DOGS + CATS.

Spritz freely onto children (be they canine or human), furniture, or yourself.

**BERGAMOT** clinically proven to reduce anxiety & **CITRUS** natural flea repellent.



★★★★★

"The scent is wonderful and lasts a long time just like the shampoo and conditioner.

It's a nice refresher in between baths."

—Adrienne



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# PROUD

## PROUD SCENT INGREDIENTS

Aqua Ethyl Alcohol Propandediol (and) Ethylhexylglycerin  
(and) Potassium Sorbate Neodol Tetrasodium Diethylenetriamine  
Tetraacetate Citric Acid, Fragrance

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## SCENT NOTES

### TOPS

Orange, Bergamot, Lemon

### MIDDLE

Jasmine, Orange Blossom, Violet, Orris, Rose, Lily, Ylang-Ylang

## THE MANE TAME

QUICK CLEANING + DEODORIZING DRY SHAMPOO FOR DOGS + CATS.

**THE MANE TAME** is light, foamy + waterless, and super easy to use. A quick and surprisingly thorough way to extend the life of a groom or just freshen up a coat that's been around the block just a few times too many times.



*When my last groom was  
is my business.*

**"I use this every few days as maintenance  
in between baths for my puppy.  
The scent is amazing and it helps keep her  
coat refreshed and clean.  
The foam texture makes it easy to use  
on the go for a quick cleanup."**

—Misty, California



**GREAT  
FOR CAT  
MANES  
TOO!**

### KEY INGREDIENTS

**CALENDULA EXTRACT**  
Heals & Hydrates fur

**NIAOULI OIL**  
Soothes itchy & dry skin

**COCONUT OIL**  
Minimizes odor &  
reduces allergic reactions

**FLAX SEED OIL**  
Naturally rich in  
Omega 3 Fatty Acids



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# THE MANE TAME

## THE MANE TAME INGREDIENTS

Purified Water (Aqua/ Eau), Lauryl Glucoside, Sodium Lauroyl Sarcosinate, Disodium Cocoamphodiacetate, Sodium Lauroyl Lactylate, Cocamidopropyl Betaine, Glycerin, Glycerin (and) Water (and) Calendula Officinalis Flower Extract, Glycerin (and) Aqua (and) Althaea Officinalis Root Extract, Persea Gratissima (Avocado) Oil, Cocos Nucifera (Coconut) Oil, Linum Usitatissimum (Flax) Seed Oil, Simmondsia Chinensis (Jojoba) Seed Oil, Phenoxyethanol, Ethylhexylglycerin, Water, Glycerin, Helichrysum Stoechas Flower Extract, Hydrolyzed Quinoa, 3-Methyl-4--3-Buten-one, Amyl Cinnamal, Benzyl Salicylate, Citral, Citronellol, D'Limonene, Hexyl Cinnamaldehyde, Methyl 2 Octynoate, Xanthan Gum, Tocopherol, Melaleuca quinquenervia (Niaouli) Oil, Lavendula Angustifolia Oil, Aloe Barbadensis Juice Powder, Citric Acid.

# PRIDE+GROOM®

## THE BALM

A PROTECTIVE, HEALING & MOISTURIZING BALM FOR ANY ROUGH SPOTS

A DOG IS BOUND TO GET.

**SWEET ALMOND OIL** relieves pain + moisturizes skin

**ARGAN OIL** contains skin nourishing healthy vitamins

**SHEA BUTTER** soothes dry paws, noses, elbows + other dry patches



★★★★★

“Finally a balm that is **NOT STICKY, DOESN'T STAIN MY FLOORS(!)** and **PROTECTS** my little chi's paws from the city streets... game changer!”

—Anna



**GREAT FOR CAT'S TOO!**



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# THE BALM

## THE BALM INGREDIENTS

Butyrospermum Parkii (Shea) Butter, Prunus Amygdalus Dulcis (Sweet Almond) Oil, Beeswax White, Argania Spinosa Kernel Oil, Tocopherol, Fragrance, Lavandula Angustifolia (Lavender) Flower Oil, Helichrysum Gymnocephalum Essential Oil, Sweet Marjoram Essential Oil.

# PRIDE+GROOM®

## THE SWIPE

QUICK CLEANING, SOOTHING & DEODORIZING COAT  
GROOMING WIPES FOR DOGS & CATS.

**CERTIFIED, ORGANIC ALOE VERA** hydrates skin & heels cracked pads  
**COCONUT OIL** relieves skin irritations & hot spots



★★★★★

"These are great in keeping my fur baby clean and smelling great! I use them to clean her paws, her bootie and to wipe up her face after dinner."

—Misty



**GREAT FOR CAT'S TOO!**



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# THE SWIPE

## THE SWIPE INGREDIENTS

Purified water, Coco Glucoside\*, Coco betaine\*, Glycerin\*, Aloe Vera\*\*, Potassium sorbate (food grade freshness assurer), Fragrance \*from coconut oil \*\*certified organic

# PRIDE+GROOM®

**SOLD  
OUT  
3X!**

## THE LEAVE IN

A LUXURIOUS LEAVE IN CONDITIONING TREATMENT FOR DOGS + CATS

All-natural ingredients, delivering intense hydration and repair with every pump, THE LEAVE IN is the quickest, easiest way to treat dry tangled strands, leaving a nourished silkened, detangled coat worthy of every PRIDE+GROOM pup.

**CERTIFIED, ORGANIC ALOE VERA** hydrates & heels itchy dry skin



★★★★★

**"Thank you guys for creating this one,  
I love it!! It's not oily, doesn't leave a residue,  
conditions well, smells AMAZING, and works  
really well with static."**

- Jessica Moore, Master Groomer, Pet Supplies Plus



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# THE LEAVE IN

## THE LEAVE IN INGREDIENTS

Butyrospermum Parkii (Shea) Butter, Prunus Amygdalus Dulcis (Sweet Almond) Oil, Beeswax White, Argania Spinosa Kernel Oil, Tocopherol, Fragrance, Lavandula Angustifolia (Lavender) Flower Oil, Helichrysum Gymnocephalum Essential Oil, Sweet Marjoram Essential Oil

# PRIDE+GROOM®

## THE ONLY BRUSH

2-SIDED GROOMING BRUSH FOR DOGS

With natural boar bristles on one side and steel pins on the other, THE ONLY BRUSH brush covers all the bases. The **pins** remove tangles, loosen dirt and brush away loose hair, while the **boar bristles** smooth follicles, release natural oils and increase circulation.



★★★★★

"I was using a slicker brush on my mini schnauzer. He seems to tolerate this brush much better. A good quality brush that feels good in your hand!"

-Jennifer



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# PRIDE+GROOM®

## THE BATH BRUSH

EASY TO HOLD BATHING BRUSH FOR DOGS + CATS

THE BATH BRUSH is here and it's good and ready to release debris and undercoat in and out of the bath, stimulate and release natural skin oils, and detangle. During shampoo and/or conditioning, simply slip your hand through the strap and, using circular motions, massage the product into the dog's coat and skin. Use in between grooms with THE MANE TAME as the best de-shedding combo.



★★★★★

"Best brush ever, in fact, both my  
Shih Tzu puppies go to sleep."

-Kim

Silicone handle for easy grip



Solid  
wood  
base

Silicone teeth release loose strands  
before and/or during bath



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# PRIDE+GROOM®

## THE TOWEL

MICROFIBER DRYING TOWEL

A handsome, thick, super absorbent microfiber towel cleverly designed with pockets on either end so you can pop your hands in and get your squeaky clean pup warm and dry asap while giving him a well deserved massage.



★★★★★

"I love the quality of the towel and so do my pups :)"

-Diane

★★★★★

"My 6 pound Biewer Terrier smells so good after her bath. And the towel I ordered for her almost put Lucy to sleep when I wrapped her in it!"

-Lynn



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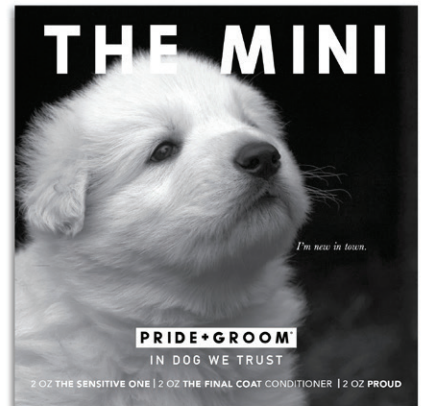
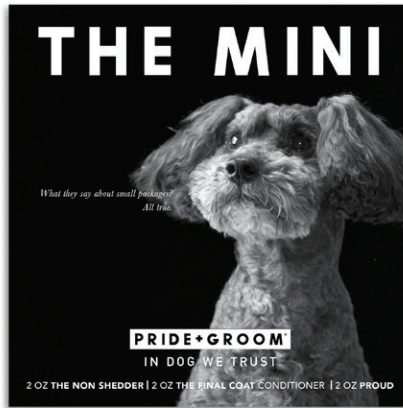
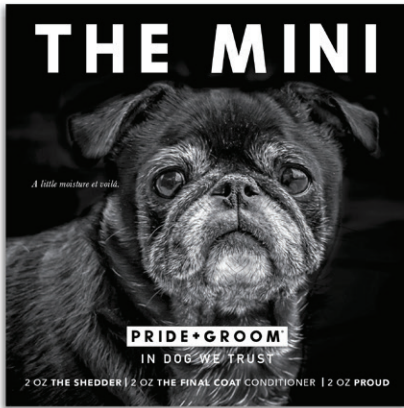


# PRIDE+GROOM®

## THE MINI

WHAT THEY SAY ABOUT SMALL PACKAGES? ALL TRUE.

2oz COAT SPECIFIC SHAMPOO + 2oz CONDITIONER + 2oz PROUD REFRESH SPRAY all in a cute reusable zip bag. Excellent for traveling, taking to the self wash, sending to the groomer or just for sampling.



"I have never used a shampoo that makes my dogs smell so good and look so fluffy and shiny. I have been a dog owner for years and have never found anything as good as this. Not even close."

-CHRISTINA



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