

Gentle.  
Functional.  
Long-lasting.

**NATURALUXURY**



**PRODUCT GUIDE**

# Everyday Naturaluxury shampoo

## Available sizes:

473 ml (16oz), 3.8 liters (1 gallon)



## deep cleaning shampoo

A gentle, yet thorough cleansing shampoo that removes dirt, grime, and odor without being harsh on the skin or coat.

## features + benefits

- sulfate and paraben free
- can be used on all coat types
- great for really dirty or smelly coats
- great clarifying shampoo

## what you should know

This shampoo works really well to cut through the dirt in the dirtiest of coats. Follow up with either the Silky Oatmeal Conditioner or Keratin Volume Conditioner, depending on your desired results.

## directions

Wet hair, apply shampoo, lather and work into coat and down to skin. Rinse thoroughly. Follow with Keratin Volume Conditioner or Silky Oatmeal Conditioner, depending on the desired coat results. Can be diluted 15:1.

## ingredients

Purified water, Sodium C-14-16 olefin Sulfonate, Lauramide MEA, Decyl Glucoside, Glyceryl Oleate, Cocoamidopropyl Betaine, PEG 6000 Disterate, Glycerin, Polyquaternium 7, Polyaorbate 20, Hydroxypropyl Cellulose, Vitamin A & D, Vitamin E, Nonoxynol 10, Citric Acid, Fragrance, DMDM Hydantoin

# Everyday Naturaluxury shampoo

## Available sizes:

473 ml (16oz), 3.8 liters (1 gallon)



## tearless puppy shampoo

A gentle tearless shampoo that can be used all over the puppy. This shampoo is also great used as a face scrub on older dogs.

## features + benefits

- sulfate and paraben free
- extremely gentle for use on all coat types
- tearless formulation that can also be used as a face scrub

## what you should know

This sulfate and paraben free shampoo is extremely gentle and made not only to keep your puppy's coat and skin clean and fresh. It also can be used as a facial cleansing shampoo.

## directions

Wet hair, apply shampoo, lather and rinse thoroughly. Follow with Keratin Volume Conditioner or Silky Oatmeal Conditioner, depending on the desired coat results. Can be diluted 15:1.

## ingredients

Purified water, Sodium c-14-16 Olefin sulfonate, Cocamidopropyl Betaine, Lauramide MEA, Decyl Glucoside, Lauryl Glucoside, Polyquaternium 7, Glycol Stetate, Polysorbate 20, Polysorbate 80, D & C Red #33, FD & C Blue #1, Fragrance, DMDM Hydantoin

# Everyday Naturaluxury shampoo

## Available sizes:

473 ml (16oz), 3.8 liters (1 gallon)



## silky oatmeal shampoo

A mild and gentle shampoo that will help create a soft and silky feel to the coat and can be used on any breed. Built-in odor neutralizers keep the coat smelling fresher longer.

## features + benefits

- sulfate and paraben free
- leaves a soft, silky look and feel to the coat
- oatmeal and jojoba help soothe dry skin
- built-in odor neutralizers

## what you should know

Creating a flat, soft and silky look and feel is easier when using the Silky Oatmeal Conditioner after shampooing.

## directions

Wet hair thoroughly, apply shampoo, massage into skin and coat and rinse to remove dirt. For optimum results, apply another small amount of shampoo again. Lather and let sit for 2-5 minutes. Rinse thoroughly. Leaving any shampoo residue in the coat can cause itching and/or dandruff. Can be diluted 15:1.

## ingredients

Purified Water, Sodium C-14-16 Olefin Sulfonate, Cocoamidopropyl Betaine, Lauramide MEA, Decyl Glucoside, Coco Glucoside, Polyquaternium 7, Glycol Sterate, Dimethicone, Dimethicone Copolyol, Oatmeal, Polyquaternium 10, Coconut Oil, Jojoba Oil, Glycerin, Propylene Glycol, Polysorbate 20, Caramel, FD & C Red #40, fragrance, DMDM Hydantoin

# Everyday Naturaluxury conditioner

## Available sizes:

473 ml (16oz), 3.8 liters (1 gallon)



## silky oatmeal conditioner

A deeply penetrating conditioner formulated to moisturize, protect, help prevent breakage, and add shine. This conditioner will help make the coat lay down and reduces static and fly away hair on short and/or long coated breeds.

## features + benefits

- sulfate and paraben free
- moisturizes and conditions the hair making it soft, smooth and silky
- helps to make brushing and drying easier
- helps release old, loose hairs caught up in the coat

## what you should know

Using this conditioner helps to loosen up the old, shedded hair that gets caught up in the coat. It helps make the brushing process much easier and reduces tangles. It also will help lay the coat down and give it that super soft, silky feeling.

## directions

For optimum results, first shampoo the hair with Silky Oatmeal Shampoo. Work a good amount of this conditioner into the coat and let it remain for up to 5 minutes. Rinse thoroughly and dry. Can be diluted 5:1.

## ingredients

Purified Water, Cetostearyl Alcohol, PEG 40 Castor Oil, Glycelyl Sterate, Polyquaternium 7, Dimethicone Copolyol, Oatmeal, Panthenol, Avobenzone, Coconut oil, Sweet Almond oil, Shea Butter, Vitamin E, Aloe Vera Gel, Fragrance, Caramel, DMDM Hydantoin

# Everyday Naturaluxury shampoo

## Available sizes:

473 ml (16oz), 3.8 liters (1 gallon)



## keratin volume shampoo

A gentle, sulfate and paraben free shampoo that helps to make the coat look and feel thicker, fuller and plusher.

## features + benefits

- sulfate and paraben free
- helps build volume and fullness
- keratin helps to strengthen the hair
- fragrance contains odor neutralizers

## what you should know

Creating that full and fluffy, lush look and feel is much easier when using this shampoo in conjunction with the Keratin Volume Conditioner.

## directions

Wet hair thoroughly, apply shampoo, massage into skin and coat and rinse to remove dirt. For optimum results, apply another small amount of shampoo again. Lather and let sit for 2-5 minutes. Rinse thoroughly. Leaving any shampoo residue in the coat can cause itching and/or dandruff. Can be diluted 15:1.

## ingredients

Purified water, Sodium c-14-16 Olefin sulfonate, Cocamidopropyl Betaine, Lauramide MEA, Decyl Glucoside, Lauryl Glucoside, Polyquaternium 7, Glycol Sterate, Glycerin, Polysorbate 20, Keratin Protein, Polysorbate 80, D&C Red #33, FD&C Blue #1, Fragrance, DMDM Hydantoin

# Everyday Naturaluxury conditioner

## Available sizes:

473 ml (16oz), 3.8 liters (1 gallon)



## keratin volume conditioner

A rejuvenating protein-based conditioner that helps add volume and fullness. It also makes brushing the coat after a bath much easier.

## features + benefits

- sulfate and paraben free
- moisturizes and conditions without softening or flattening the coat
- helps to make combing through the coat easier after a bath
- helps release old, shedded hairs caught up in the coat

## what you should know

Using this conditioner will help give you the plush and full coat that you desire. It also helps to loosen up the old, shedded hair that gets caught up in the coat. It helps make the brushing process much easier and reduces tangles. It also will help lay the coat down and give it that super soft and silky feeling.

## directions

For optimum results, first shampoo the hair with Keratin Volume Shampoo. Work a good amount of this conditioner into the coat and let it remain for up to 5 minutes. Rinse thoroughly and dry. Can be diluted 5:1.

## ingredients

Purified Water, Cetostearyl Alcohol, Steralkonium Chloride, Dimethicone, Glyceryl Sterate, PEG 40 Castor Oil, Dimethicone Copolyol, Glycerin, Jojoba Oil, Aloe Vera Gel, Polysorbate 80, Panthenol, Oatmeal, Vitamin E, Keratin Protein, Fragrance, FD&C Red #33, FD & C Blue #1, DMDM Hydantoin

# Everyday Naturaluxury shampoo

## Available sizes:

266 ml (9oz)



## waterless shampoo

An efficient, waterless shampoo that cleans and reinvigorates. Unlike other shampoos, it does not need to be rinsed out of the coat.

## features + benefits

- sulfate and paraben free
- features ExtenScent, a natural odor-neutralizing complex that extends freshness
- quickly cleans and freshens without having to give a complete bath

## what you should know

Features Isle of Dogs' signature sugar cane and grapefruit fragrance, with odor neutralizers. Great for in between baths and cleaning up after being outside. Works wonders for removing grass stains from light and white colored coats. A less stressful option for older dogs or dogs that do not enjoy bathing.

## directions

Pump a generous amount into the palm of your hand and thoroughly work into the coat. Towel dry to lift out excess dirt and speed up drying time. Repeat if necessary.

## ingredients

Purified water, Sodium C-14-16 olefin Sulfonate, Lauramide MEA, Decyl Glucoside, Lauryl Glucoside, Glycerol Oleate, Cocoamidopropyl Betaine, PEG 6000 Disterate, Glycerin, Polyquaternium 7, Polyorbate 20, Hydroxypropyl Cellulose, Vitamin A & D, Vitamin E, Nonoxynol 10, Citric Acid, Fragrance, DMDM Hydantoin



# Everyday odor neutralizers

## Available sizes:

250 ml (8.4oz)



Featured in 5 scents:  
violet + sea mist  
cotton + fresh orchid  
red berries + champagne  
sugar cane + grapefruit  
jasmine + vanilla



## repláscent

A revolutionary odor-neutralizing spray for your dog and home. Repláscents replace scent, neutralizing bad odors and replacing them with a subtle delicious fragrance. An alternative to perfume and home sprays which are not safe for application directly on your dog.

## features + benefits

- deodorizes and neutralizes by using natural odor neutralizers
- gentle and safe for direct application onto pets, bedding and in the car
- great for refreshing in between baths and after being outside

## what you should know

Brief fragrance lesson: Top notes consist of small, light molecules that evaporate quickly and form a person's initial impression of a perfume. The middle note compounds form the "heart" or main body of a perfume and emerge in the middle of the perfume's dispersion process. Scents from this note class appear anywhere from two minutes to one hour after the application of a perfume. Consisting of large, heavy molecules that evaporate slowly, dry down notes are typically rich and "deep" and are usually not perceived until 30 minutes after the application of the perfume or during the period of perfume dry-down. Some base notes can still be detectable in excess of twenty-four hours after application.

## directions

Mist lightly on the coat or liberally in the air or on bedding for freshening.

## ingredients

Water (Aqua), SD Alcohol 40B (Alcohol Denat.), PPG-5-Ceteth-20, Fragrance (Parfum), Panthenol, Polysorbate 20, Lauryl Glucoside, Sodium Laureth Sulfate, Cocamidopropyl Betaine, DMDM Hydantoin, Limonene, Linalool, Citral.

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