

DERMagic®

MEDIA MENTION

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DERMagic Magic Shampoo Soap is Magic!

August 13, 2013 | Karen Nichols



Mao would be embarrassed to death if he knew I was saying this, but of late he has become occasionally incontinent. Yes, he's a bedwetter.

Like many geezer cats, he's got some kidney issues — nothing some sub-Q fluids can't fix — but it means that regular baths are now necessary to keep him smelling fresh down there.

So when I got the chance to test the DERMagic pet shampoo bar, I didn't have to make up a reason to try it out.

I was dubious. The claim was that using a bar of soap rather than the traditional liquid soaps is easier to maneuver: You can hold the cat down with one hand and soap up with the other. But hey, it was worth giving it a shot.

I'm glad I did.

First of all, I love the smell. Not an overpowering perfume-y or medicinal smell, just residual freshness. Nice.

Secondly, it was indeed easier to bathe the cat using bar soap vs. liquid soap. The bar fit easily into my palm, had a nice grip (it didn't slip-slide away), soaped up immediately to a nice lather and rinsed out easily and quickly. It was the quickest bath I've ever given. And when you're bathing a cat, speed is of the essence, no?

Third, it is certified organic, and for every 10 shampoo bars purchased, a tree is planted!

The claim is that one 3.5 oz bar will outlast a 16-ounce bottle of liquid shampoo, so it's also a budget-friendly option. Cats can also try the [Chamomile/Sage bar](#). (If you have dogs, they have additional canine bars, including a new organic [Flea Bar with Diatomaceous Earth](#).)

Check out [all of DERMagic's cat products here](#).

https://www.dermagic.com/DERMagic-Cat-Products_ep_79-1.html