

# Pet Business

MAY 2014

\$15.00

Educating pet retailers for 40 years

# 50

**ways to  
make more  
money**





form, along with many other products to target skin and coat conditions.

Ritchie recommends that retailers co-locate natural or eco-friendly items in one section of the store. "I think it's important to have a space with green products, all-natural or organic products, or Made in USA products all together," she says. "This is what customers are looking for these days."

A fairly new entry to the all-natural pet market is Zen Dog Holistic Healing Formulas. Its shampoos have a coconut base, and they are tearless, hypoallergenic and specifically formulated for the pH of canines. Each formula contains a specialty blend of 100-percent pure, therapeutic-grade essential oils. Skin Repair Shampoo has a companion spray and gel available.

Retailers should save room for specialty/spa items, and sprays and salves to combat hot spots and other specific problems. DerMagic's Cell Restoration Crème, Skin Restoration Lotion and Hot Spot Salve are all spa-type items to address specific skin needs. Zymox has topical sprays and creams that contain the same bio-enzymes as their shampoo and conditioner. Another spray on the market that retailers may want to have on the shelves is ProLabs' Skin Soothe Spray. It contains

zinc to relieve itching and aid the healing of skin ailments, including minor wounds, foot-pad injuries and skin-fold dermatitis.

Warren London dog spa and grooming products are designed to address common skin and coat issues. "Hydrating Butter is the perfect fit for any retail section

## SKIN & COAT CARE MADE EASY

Itchy Dog Shampoo, by **Bobbi Panter** ([bobbipanter.com](http://bobbipanter.com)), combines flaxseed, tea-tree and lavender oil in high amounts to soothe and heal hot spots, itchy, flaky, dry or problem skin and fur. It even works on mange. The oils can penetrate the skin because there is no salt (sodium chloride) used in any of the Bobbi Panter signature line products. Itchy Dog can be applied directly on hot spots for instant relief. It can also be used on rashes, poison ivy and psoriasis.



**Earthbath's** ([earthbath.com](http://earthbath.com)) Fragrance Free Oatmeal & Aloe Shampoo and Conditioner uses the time-test and proven itch-fighting characteristics of colloidal oatmeal and aloe vera in combination with other all-natural ingredients. It provides a safe and effective way to clean and condition coats and help soothe minor skin irritations in both dogs and cats. The company has also improved the formulation of its existing Oatmeal & Aloe Shampoo and Conditioner, both of which are scented with vanilla and almond extracts.



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