

APRIL 2022



Perfecting Pet Care

Pandemic shifts in pet care and how to formulate for what's coming



Our Speakers



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Agenda

2022 Key Market Trend

Pet Care 101

CitroPet Overview

Formulation Guide



2022 KEY TREND

PET GROOMING
GETS A MAKEOVER



PET GROOMING LEVELS UP

- The "humanization" of pets has been a pivotal growth driver
- U.S. sales of pet products have soared since the pandemic began
- "Pet parents" willing to spend money to maximize the health and wellness of their furry friends
- Ingredient sourcing and transparency a key focus for consumers
- **Key Micro Trends**
 - CBD - topical and ingestible
 - Microbiome-focused care
 - Plant-based ingredients
 - "Human grade"
 - Niche products
 - Dental care

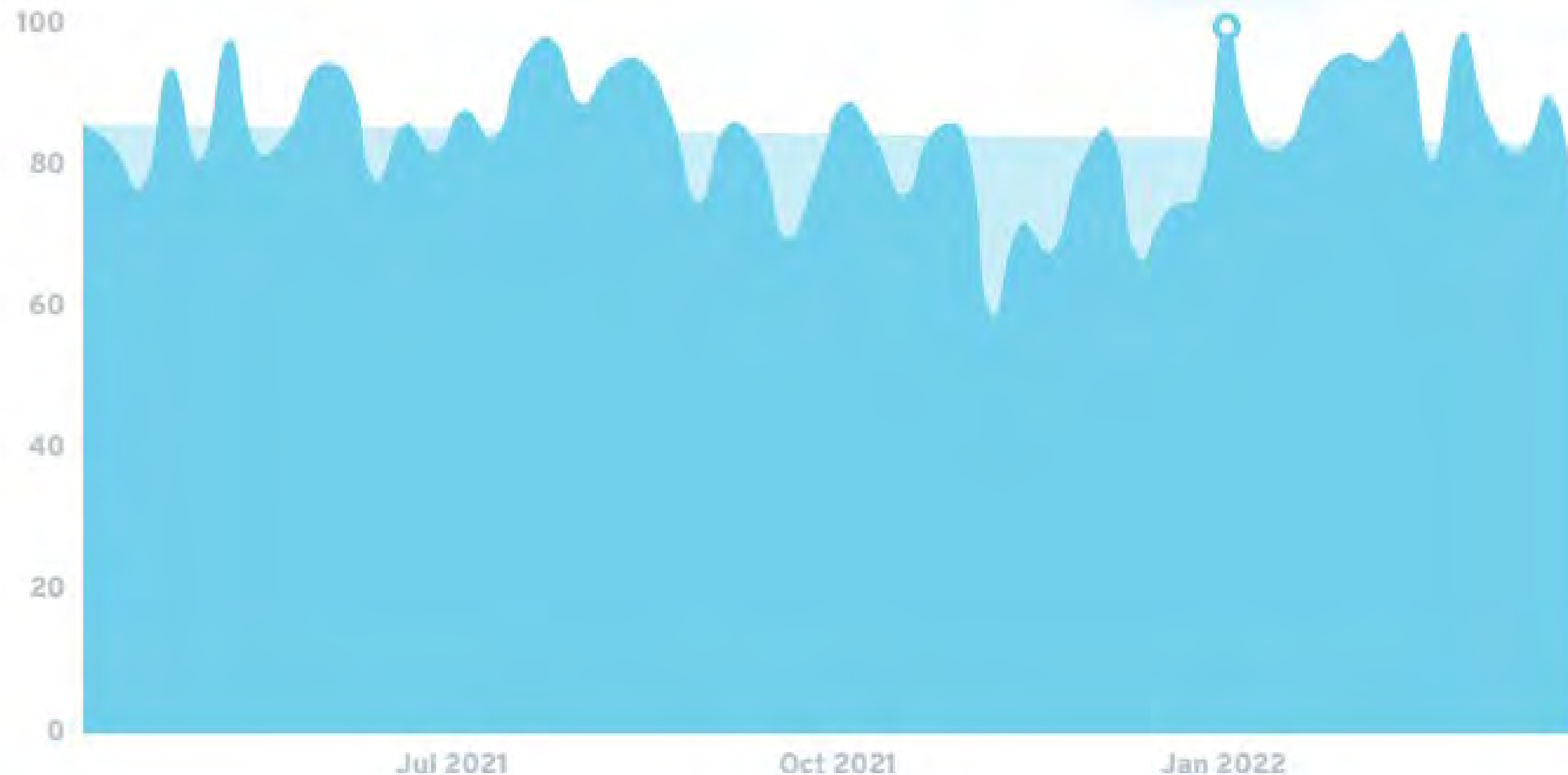
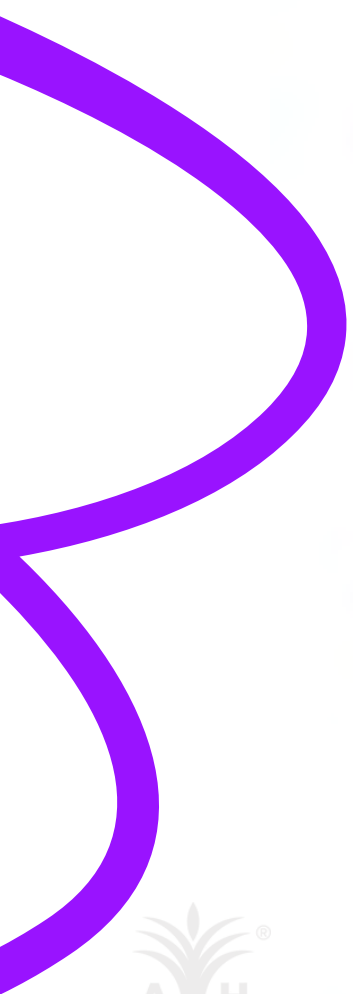




INNOVATION IN PET PRODUCT R&D

DOG DENTAL CARE

While the category of pet toothpaste is nothing new, consumers are taking it to the next level with products like professional teeth whitening and dental hygiene kits



AVERAGE
MONTHLY
SEARCHES

18.1K

DATA COURTESY OF EXPLODINGTOPICS.COM

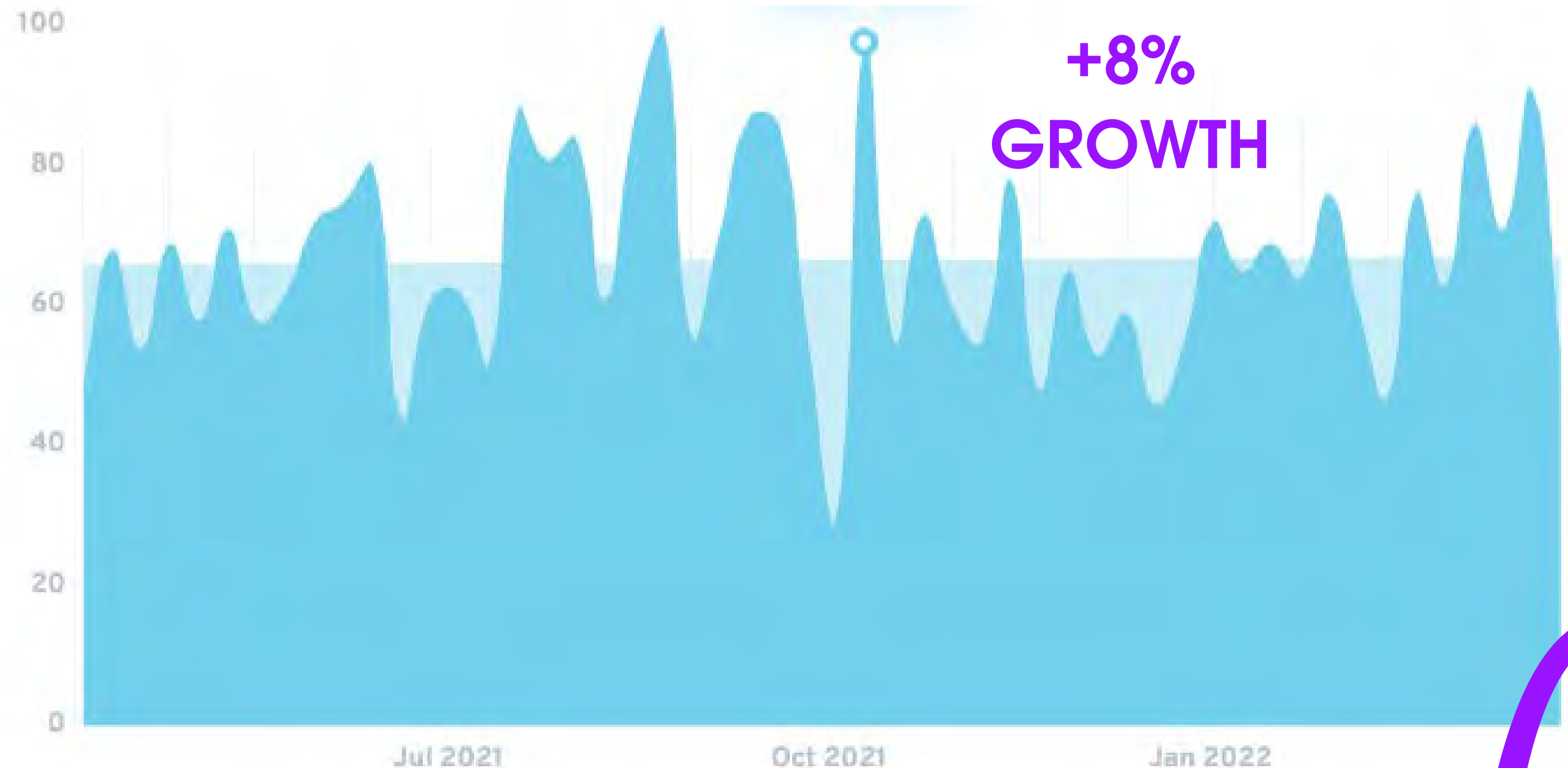
INNOVATION IN PET PRODUCT R&D

PET WIPES

- Searches for pet wipes have grown 130% over the last 5 years. While pet wipes are a relatively new product concept, there are currently over 300 brands on Amazon alone.

AVERAGE
MONTHLY
SEARCHES

2.4K



DATA COURTESY OF EXPLODINGTOPICS.COM

INGREDIENT SUPERSTARS

CBD & HEMP INGREDIENTS

Hemp proteins help provide shiny, vibrant coats while hemp oil and CBD oil help deliver healthier skin and protect fur from damage

PREBIOTICS & PROBIOTICS

Prebiotics and probiotics support pets' natural defenses against the most common skin problems

COCONUT & MCT OIL

MCT and coconut oil serve as natural, powerful solutions to itchy, flaky skin to soothe irritation. Both help promote healthy skin and shiny coat





Deep Clean Shampoo

Happy Bond x Ziggy Marley

Why We Love It

- Clean beauty shampoo that is specially pH balanced for dog skin
- Hemp protein helps soothe skin and protect fur from damage



Probiotic Itch Relief - Itchy Dog Kit

Skout's Honor

Why We Love It

- Helps support a healthy microbiome to defend against common skin problems
- Perfect for dogs with dry, itchy, irritated and sensitive skin

Products We Love



Shiny Teeth Pet Dental Spray

Dr. Cuddles

Why We Love It

- No brush dental solution
- Uses naturally-derived ingredients that freshen up breath and helps pets maintain clean, healthy teeth



PERFECTING PET CARE

Pandemic shifts in pet care and how to formulate for what's coming. A deep dive into formulating innovative pet care product formats with new, natural ingredients.



PET CARE 101



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Skin pH is very close to a neutral pH, significantly more alkaline than humans



Hypo-allergenic and soap-free formulations



Ease of rinse off (alleviates irritation, drying residue) & moisturization



✦ DO NOT USE HUMAN CLEANSING/CARE PRODUCTS ON PETS (ESPECIALLY WHEN THEY ARE ACIDIC IN NATURE) ✦

REGULATION – VETERINARY COSMETICS



GROOMING AIDS

Products that are labeled **solely** for animal cleansing and/or beautifying are often termed “grooming aids” instead of animal cosmetics. So long as products used for animal cleansing and/or beautifying are not misbranded, then these products **are not subject to the FD&C Act and fall outside the regulation of the FDA.**



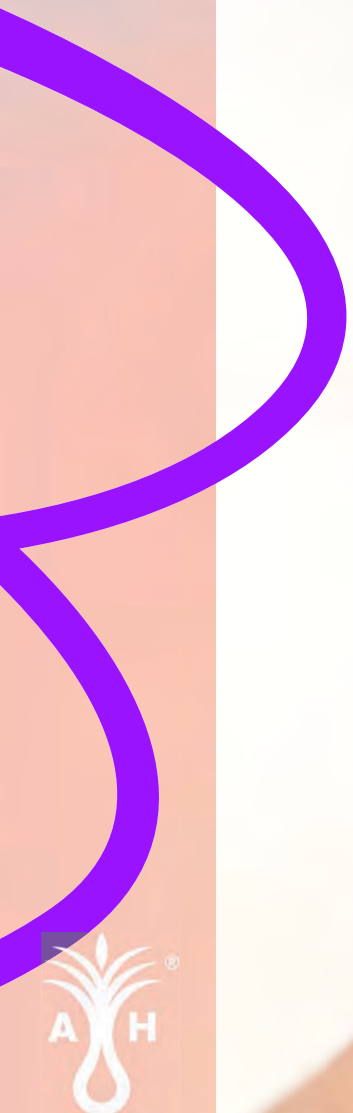
EXCEPTION 1: ANIMAL GROOMING AIDS AS DRUGS

If an animal grooming aid is intended to cure, mitigate, treat or prevent a disease in animals or effect the structure or function of the body of the animal, the product would likely be considered a veterinary drug.



EXCEPTION 2: ANIMAL GROOMING AIDS AS PESTICIDES

If an animal grooming aid contains insecticides or ingredients which kill or repel fleas, ticks, and other pests, then the animal grooming aid may be considered a “pesticide” and fall under the regulation of the Environmental Protection Agency.



GLOBAL PET CARE LANDSCAPE - EUROMONITOR

Pet Population

Total 844m

471m
+4.4%

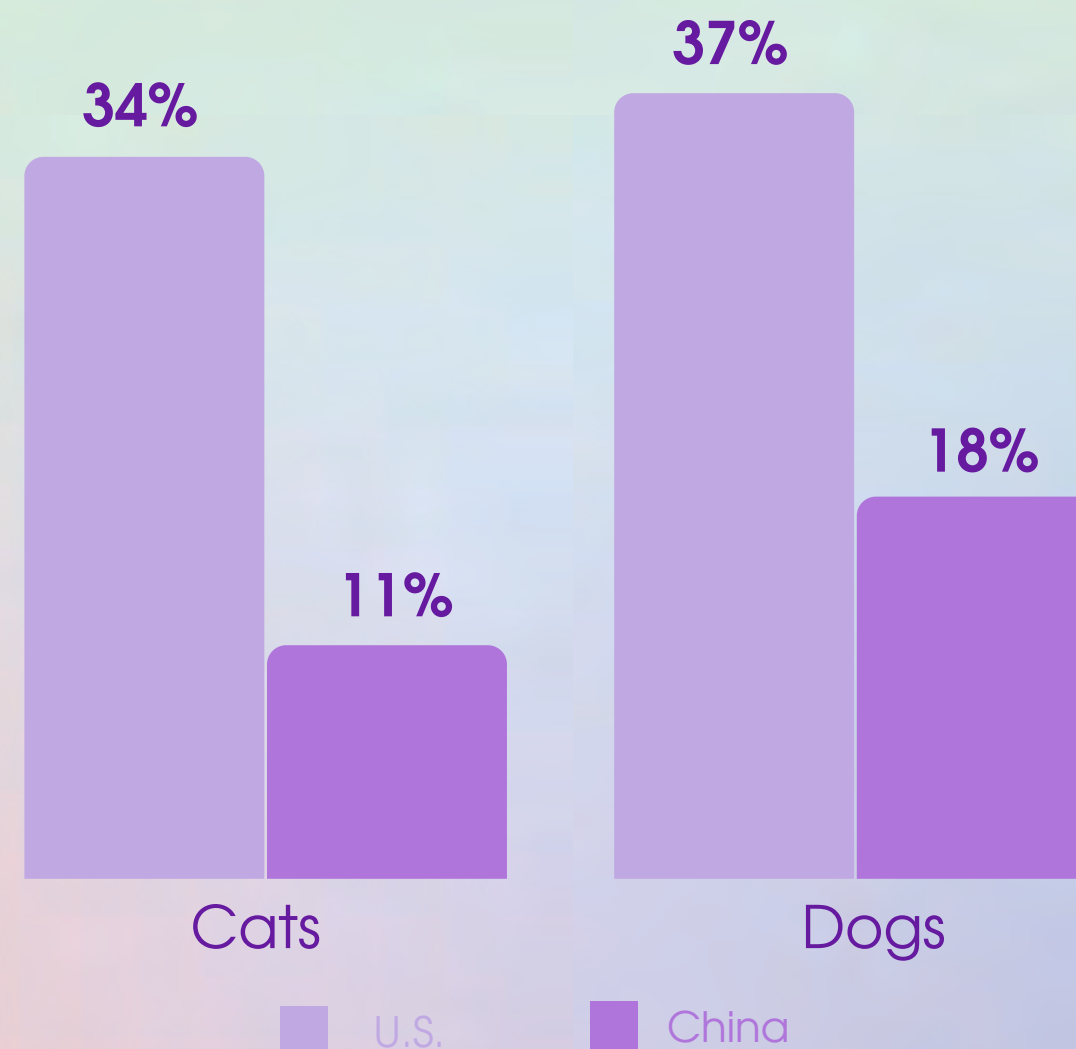


373m
+5.6%



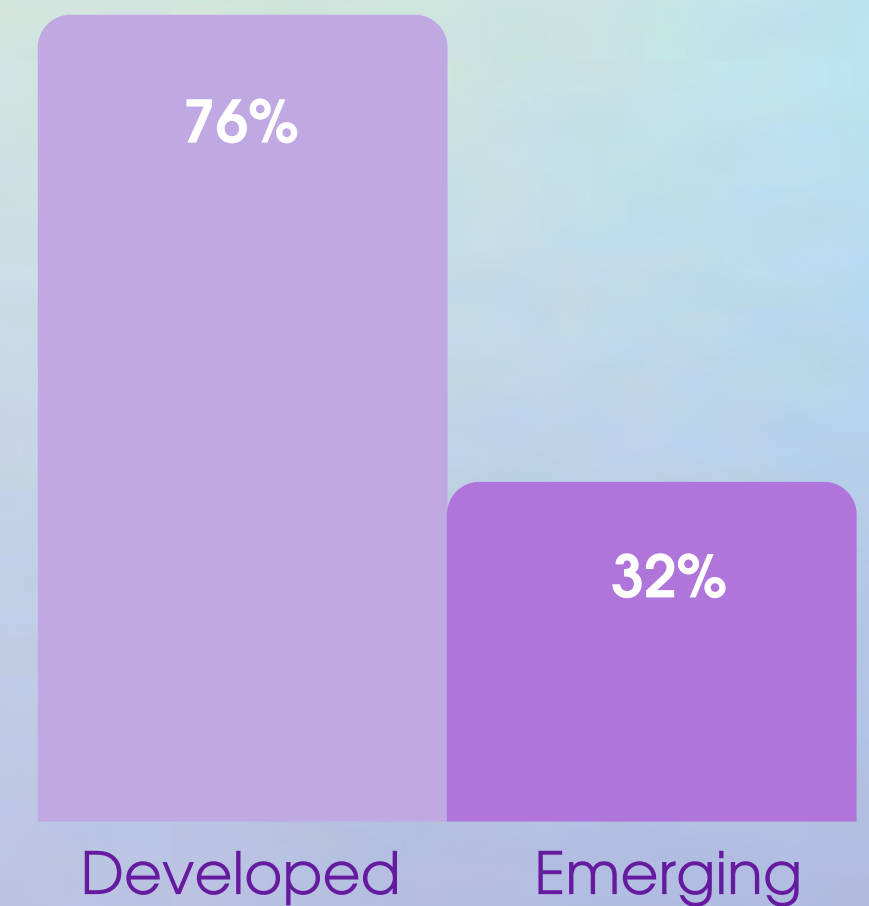
Pet Ownership

% Household Penetration



Emerging Markets

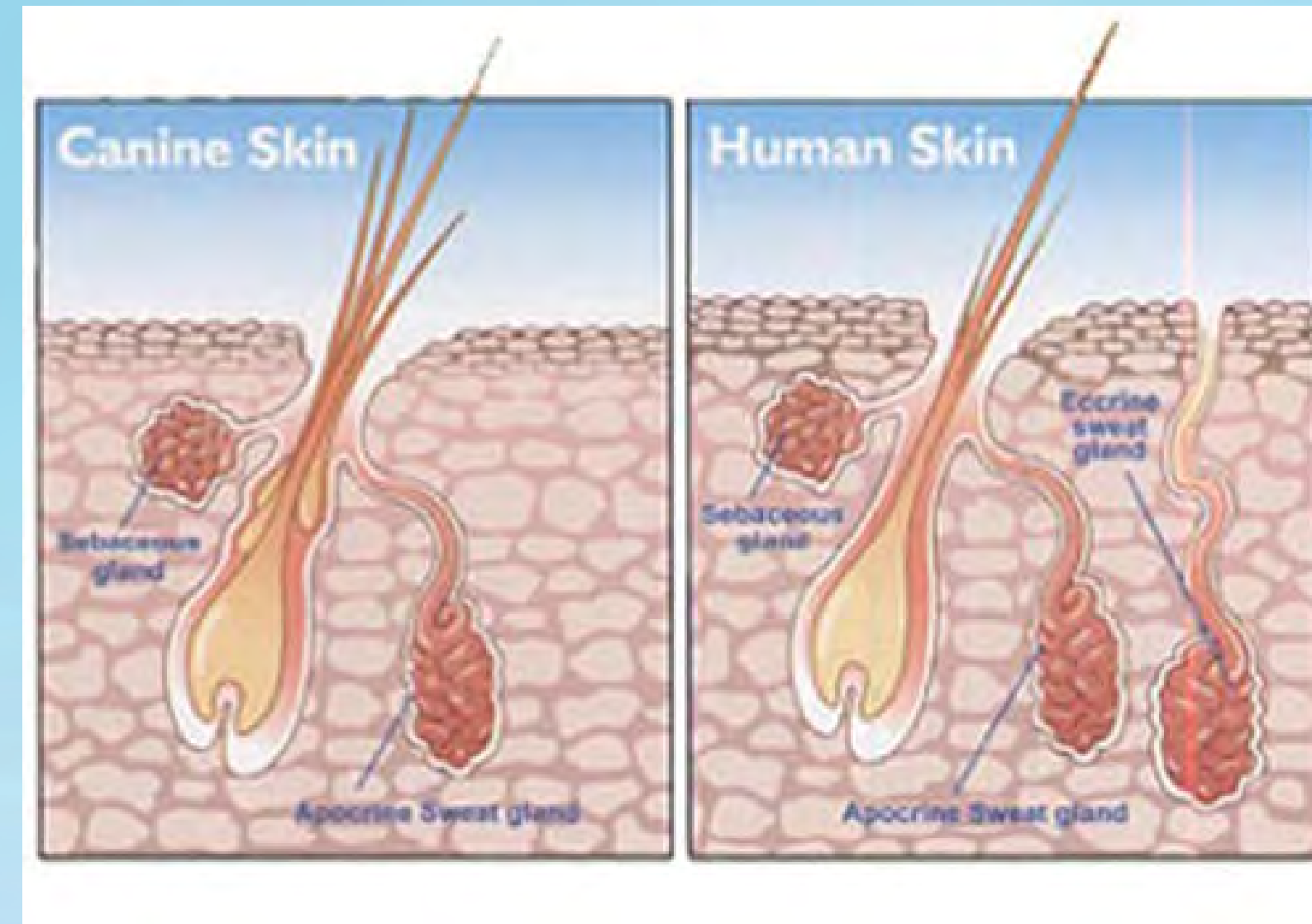
Commercial Coverage



DIFFERENCE BETWEEN CANINE AND HUMAN SKIN

Skin is a wonderful organ – it guards against dehydration, water loss, protects against external aggressors, and provides a base for follicles for hair growth

- Epidermis acts as a body's environmental shield and is constantly replaced
- Canine epidermis has a turnover rate of 20 days vs. human's rate of ~28 days.
- Human epidermis is thicker (at least 12+ cell layers) vs. Canine (8 or fewer cell layers thicker)



GRAPHIC COURTESY OF WWW.VETWEST.AU

CANINE VS. HUMAN

HAIR GROWTH

- Canine hair grows in bundles vs. human hair grows solitary
- Canine hair growth occurs in cycles
 - Once it reaches the length per the genetic make up, hair stops growing and the cycle of shedding begins

SWEAT GLANDS

- Canine dermal skin layer has two types of glands
 - Apocrine glands – seals the outer layer and secret pheromones that give dogs a distinctive body odor
 - Eccrine glands – in the pads of the paws produce watery secretion

INNOVATIVE CARE SOLUTIONS FOR YOUR FURRY FRIENDS

The CitroPet line of active ingredients are 100% natural and sustainable with the aim of delivering innovative care solutions, powered by Brazilian biodiversity, to our pets.



C-CARE



C-BALANCE



C-PROTECT



C-SHINE

C-BALANCE

INCI: Orbignya oleifera seed oil, Pentaclethra macroloba seed oil, Bisabolol, Melaleuca alternifolia leaf oil

C-Balance is an ingredient developed for animals with skin problems or with sensitivity, controlling the attack of germs and bacteria and regulating the microbiome of the animal's skin. It promotes deep damage restoration, moisturizing all skin layers with anti-inflammatory action.



MAIN FOCUS:

Skin Treatment



BENEFITS:

Balance of natural flora - microbial control, reduction of bacterial, odor control, soothing



CLAIMS:

Ideal for animals with skin problems, control of atopic dermatitis, reduction of germ attacks, hydration with anti-inflammatory protection

FORMULATION TIPS:

Ointment - 0.75 to 2%

Toothpaste - 0.1 to 0.25%

Neutral Shampoo - 0.2 to 0.7%

C-PROTECT

INCI: Orbignya oleifera seed oil, Carapa guaianensis seed oil, Cymbopogon nardus oil, Copaifera species resin oils

C-Protect is an active that promotes well-being and helps alleviate discomfort caused by microorganisms. It is ideal for products that aim to ensure protection against insects, in addition to the natural germicidal action, with additional hydration, aromatherapy and relaxation.



MAIN FOCUS:

Repellency



BENEFITS:

Insecticide, anti-inflammatory, non-irritating, and relaxation



CLAIMS:

Protection against insects, natural germicide, hydration, aromatherapy, and relaxing



FORMULATION TIPS:

Dermo-Protective Oil - 0.5 to 1.5%
Dry Bath - 0.2 to 0.5%
Neutral Shampoo - 0.2 to 0.7%



C-CARE

INCI: Orbignya oleifera seed oil, Virola sebifera nut oil, Carapa guaianensis seed oil, Pentaclethra marcoloba seed oil

C-Care offers intense care for the animals' delicate skin. This active imparts a soft, velvety touch and provides protective and regenerative benefits. It treats from paws and foot pads to injuries that need more attention, such as irritation and burns.



MAIN FOCUS:

Dry and damaged areas



BENEFITS:

Regeneration of damaged areas, healing, anti-inflammatory, carrier of assets



CLAIMS:

Treatment of calluses and plantar pads, softness, hydration of dry areas and sensitive skin, wounds, irritation, and burns



FORMULATION TIPS:

Balm or stick for paws or muzzle - 1 to 5%





C-SHINE

INCI: Orbignya oleifera seed oil, Theobroma grandiflorum seed butter, Astrocaryum murumuru seed butter, Mauritia flexuosa fruit oil

C-Shine is specially developed to bring the smoothness your pet needs, with all the efficiency it deserves. The animals fur gains shine and is strengthened by C-Shine, which delivers shiny hair and soft, hydrated skin with each use.



MAIN FOCUS:

Beautification



BENEFITS:

Deep hydration, lightness and smoothness, protection of the animal's skin and shine



CLAIMS:

Hydration, nutrition, reconstruction, easy combing, shine, softness, volume, coat enhancer



FORMULATION TIPS:

Conditioner or Hydration Mask - 0.5 to 1.5%
Hair Unraveler - 0.5 to 0.7%
Shampoo - 0.2 to 0.5%



DIFFERENTIAL



QUALITY STANDARDS

Each product meets Citróleo's strict quality standards, guaranteeing effectiveness and benefit to the final product. The collection takes advantage of the natural cleansing, hydration, and nutrition strength of natural ingredients.



VEGAN & EXCLUSIVE

The Citróleo group is a pioneer in the development of natural assets directed to the specificity of the skin and hair of animals. The products in the CitroPet line are 100% vegan and exclusive.



NATURAL & CRUELTY-FREE

Citróleo carries out the process of obtaining each raw ingredient via cold processing. In addition, the natural ripening time is respected during fruit selection. This keeps the biomolecules preserved, guaranteeing all the properties and features carry over to the final product.



FORMULATING FOR THE TRENDS

A deeper dive into trending formulations in the pet care space with a focus on ingredients to set your products apart.



Canna Care Topical CBD PET RELEAF

WHAT IT IS

A soothing topical CBD cream to offer pets an all-natural skin application to help with external irritations. CBD paired with rich butters and oils offer a soothing sensation for irritated pet skin.

FIT THE TRENDS

- Vegan
- All natural
- Supports skin health
- Hemp & CBD

INGREDIENT RECCOMENDATIONS

Utilize rich butters and oils to deliver natural moisturization to pets' skin

- **Ucuuba butter & Copaiba oil**



Biodegradable Grooming Wipes

WILD ONE



WHAT IT IS

A wipe that's good for pet and planet! Gently clean pets' skin and coat, remove dirt and minimize odor between baths.

FIT THE TRENDS

- "Human grade" ingredients
- Hypoallergenic
- Vegan
- Biodegradable

INGREDIENT RECCOMENDATIONS

Protect your wipes with a preservative that's safe for sensitive areas and readily biodegradable and vegan

- **SHAROWIPES™ 630**



Sweet Pea & Vanilla Body Spray

MAX BONE

WHAT IT IS

A gentle, water-based spray formulated with pets' pH balance in mind. A gentle formulation to keep your pet smelling fresh between baths.

FIT THE TRENDS

- pH friendly
- Great for sensitive skin
- Safe for all pets

INGREDIENT RECCOMENDATIONS

Add glimmer to coat and boost the appearance of shine with pearlescent pigments.

- **SYNCRYSTAL Silver** and **SYNCRYSTAL Soft Silver**



Pet Dental Gel

OXYFRESH



WHAT IT IS

An easy way to eliminate bad breath as well as plaque and tarter. A safe and effective flavorless gel that's perfect for both cats and dogs. Clean teeth with no brushing required.

FIT THE TRENDS

- Eco-friendly
- Vet approved
- Gluten free

INGREDIENT RECCOMENDATIONS

Protect your dental products with natural and organic antibacterial protection for oral care applications

- **BIOSECUR® Organic Oral Care C320C**



Petz Herbal Protective Paw Balm

HEMPZ

WHAT IT IS

A restorative balm powered by hemp oil to hydrate and nourish paws. Help keep your pet's paws looking and feeling their best and protect them from damage.

FIT THE TRENDS

- Hemp & CBD
- Vegan
- Gluten free

INGREDIENT RECCOMENDATIONS

Soften, soothe, and relieve sensitive or irritated skin by harnessing the power of hemp oil

- **GaleHemp® oils and emulsifiers**



CARING CONCENTRATED SHAMPOO

FEATURING C-BALANCE

Phase	Trade Name	INCI Name	%
A	Water	Aqua	Up to 100%
	Disodium EDTA	Disodium EDTA	0.20
	PEG-150 Distearate	PEG- 150 Distearate	1.00
B	Glycerine	Glycerin	5.00
	Xanthan Gum	Xanthan Gum	0.50
C	Sodium Laureth 2 Sulfate	Sodium Laureth 2 Sulfate	30.00
	Decyl Glucoside	Decyl Glucoside	2.00
	Green CAPB	Cocamidopropyl Betaine	8.00
	Green Cocoamphoacetate B	Sodium Babassuamphoacetate	2.00
D	C-Balance	Orbignya oleifera seed oil, Pentaclethra macroloba seed oil, Bisabolol, Melaleuca alternifolia leaf oil	0.40
	PEG-40 Hydrogenated Castor Oil	PEG-40 Hydrogenated Castor Oil	0.50
	Antioxidant	Antioxidant	q.s.
E	Butylated Hydroxytolune	Butylated Hydroxytolune	0.05
	Citric Acid	Citric Acid	pH 5.5 - 6.5
	Preservative	Preservative	q.s.
	Fragrance	Fragrance	q.s.





PAW STICK
FEATURING C-CARE

Phase	Trade Name	INCI Name	%
A	Coconut Oil	Cocos Nucifera (Coconut) Oil	80.00
	C-Care	Orbignya oleifera seed oil, Virola sebifera nut oil, Carapa guaianensis seed oil, Pentaclethra marcoloba seed oil	5.00
	Carnauba Wax	Copernicia Cerifera (Carnauba) Wax	9.00
	Beeswax	Beeswax	3.00
	Rice Bran Wax	Oryza Sativa (Rice) Bran Wax	2.00
	Tocopherol	Tocopherol	1.00

PROTECTIVE NATURAL REPELLENT SPRAY

FEATURING C-PROTECT

Phase	Trade Name	INCI Name	%
A	Water	Aqua	Up to 100%
	Propylene Glycol	Propylene Glycol	5.00
	Disodium EDTA	Disodium EDTA	0.01
B	C-Protect	Orbignya oleifera seed oil, Carapa guaianensis seed oil, Cymbopogon nardus oil, Copaifera species resin oils	2.00
	PEG-40 Hydrogenated Castor Oil	PEG-40 Hydrogenated Castor Oil	4.00
	Polysorbate 60	Polysorbate 60	2.00
	Antioxidant	Antioxidant	q.s.
C	Preservative	Preservative	q.s.





RADIANT CONDITIONER

FEATURING C-SHINE

Phase	Trade Name	INCI Name	%
A	Water	Aqua	Up to 100%
	Disodium EDTA	Disodium EDTA	0.10
	Glycerine	Glycerin	3.00
	Green Behenic	Behenamidopropyl Dimethylamine	0.70
	Cetrimonium Chloride	Cetrimonium Chloride	1.00
	Lactic Acid	Lactic Acid	1.00
B	C-Shine	Orbignya oleifera seed oil, Theobroma grandiflorum seed butter, Astrocaryum murumuru seed butter, Mauritia flexuosa fruit oil	0.70
	MCT Oil	Caprylic/Capric Triglyceride	1.00
	Antioxidant		q.s.
C	Preservative	Preservative	q.s.

APRIL 2022



ACME-HARDESTY

THANK YOU .

For your time and attention



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