

SMELLY DOG?

Freshen up with
TROPICLEAN®



Pet parents desire natural products

Consumers globally who are interested in beauty/grooming products which make a natural claim:¹

“Natural” 86%

Importance of Natural ³	
Sub-category	Natural is Desired
1. Ear wash/cleaner/wipes/powder	74%
2. Conditioner	74%
3. Paw & pad balm, lotion, etc.	70%
4. Sun protection	70%
5. Facial cleanser	69%
6. Cleaning wipes	69%
7. Medicated treatment	69%

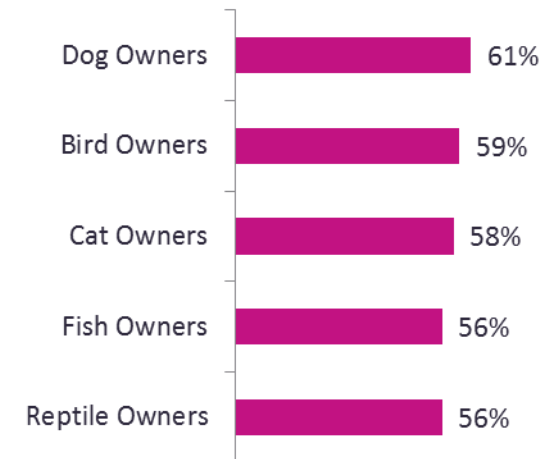
Importance of Natural ³	
Sub-category	Natural is Desired
8. Shampoo	68%
9. Tear stain remover	67%
10. Dry shampoo	66%
11. Bath bombs	63%
12. Sprays/colognes	59%
13. Detangler	51%

QA8: When shopping for the following grooming products, do you seek out items that are natural?



Of global pet owners agree that the choice of products they make for their pets is a reflection of their personal values and preferences²

Dog owners' choices are most likely to reflect their own values and preferences:



Removed dyes to offer an increasingly natural derived solution without impacting efficacy



Berry & Coconut

Deep
Cleansing



Oatmeal & Tea Tree

Medicated
Itch Relief



Aloe & Coconut

Deodorizing



Papaya & Coconut

Luxury
2-in-1



Neem & Citrus

Flea & Tick
Relief



Lime & Coconut

Shed
Control



Kiwi & Cocoa Butter

Moisturizing

Awapuhi & Coconut will maintain the FDA approved dyes



Dye *benefits whitening/brightening power* of the shampoo



98.6% naturally derived

