

# WAGS

*premium pet care*



# WAGS

WAGS is a range of premium luxury pet care products created and manufactured in partnership with leading formulation chemists in the UK. All our pampering products have been developed by dog lovers for dog lovers.

Each product is vegan friendly with many key active ingredients. Proudly made in the UK to high standards, manufactured with clean formulations.

Our range of products have been carefully curated to provide convenient solutions for everyday problems such as muddy paws, shedding & tangled coats, stinky odor's and flea protection. This range of grooming products for dogs, consists of luxury shampoos, deodorizing sprays, fragrances and nose & paw balm.

Formulated with key active ingredients such as natural wheat proteins (silicone free) and Aloe Vera extracts to soothe and moisturize skin and coats. Hyaluronic acid that hydrates, protects and reduces frizz, natural active botanical ingredients and Vitamin E to achieve fantastic health and shine on all coat types.

We have created fresh and unique fragrances to ensure your pampered pooch will always look, feel & smell amazing.

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## BABY POWDER SHAMPOO

Gentle fragrance with strong cleaning formulation for a lovely smelling coat. Paraben free, developed for puppies and adult dogs.



## SHEA & HONEY SHAMPOO

A caring floral/oriental fragrance opening with soft orange notes, and a floral heart. Rich in golden honey and shea butter, scattered with accents of heliotrope and orchids, leaving a powdery trail of musk and soft coconut.

- Contains Key Active Ingredients:
- Natural Argan oil - for coat conditioning promoting healthy clear skin
- Aloe Vera Leaf Juice - to nourish and soothe the skin
- Hyaluronic Acid - intense hydration enhancing skin flexibility and reducing frizz
- Vegan friendly formulation
- Silicone Free
- Proudly made in the UK
- Paraben Free
- Free from artificial coloring.
- Alcohol free
- A mild formulation developed especially with puppies in mind
- Intense cleaning for dirty, smelly dogs



## VOLCANIC PUMICE SHAMPOO

Black volcanic pumice stone is an excellent, natural exfoliator shampoo and scrub for dogs. This product removes dried and dead skin cells leaving your dog's skin and coat healthier. This Body Scrub for dogs has an exclusive mixture of powerful, organic ingredients to exfoliate, energize, and clean your pet's skin and fur. Ideal for dogs with itchy scratchy skin or simple pampering for your pet. By using nature to remove dried skin from hair follicles this can eliminate bad odors which are caused by the build up of dead skin and excessive oils. We use fine volcanic pumice sourced from North America from land which is owned by native American's and sustainably sourced, providing income to the inhabitants. It also contains Argan oil for nourishing the skin and hair and Vitamin E to help condition skin.



Contains Key Active Ingredients:

- Black Volcanic Pumice stone - a natural exfoliator derived from volcano activity in North America, kind to the environment
- Natural Argan Oil - for coat conditioning also promoting healthy clear skin
- Aloe Vera Leaf Juice - to nourish and soothe the skin
- Hyaluronic Acid - intense hydration enhancing skin flexibility and reducing frizz
- Natural Wheat Proteins (silicone free)

Vegan friendly formulation

Proudly made in the UK

Paraben free

Alcohol free

Free from artificial colouring

Intense cleansing wash for dirty, smelly dogs





## FLEA & TICK SHAMPOO

Plant based Flea repellent shampoo containing Neem oil and Eucalyptus citriodora oil (Citrepel 75). These Botanic, organic oils are extracted from eucalyptus trees and Citronella grass. The oils are concentrated and when combined, produce a powerful natural insect and flea repellent active ingredient called PMD which is safe to use on dogs and puppies.

Derived from natural essential oils, Citrepel® is made from a high concentrated PMD, a powerful active ingredient shown to be effective against a broad spectrum of insects. Citrepel® 75 meets the ecological and organic cosmetic standards outlined by ECOCERT. This product is free from Deet and Pyrethrins. It also contains Aloe Vera leaf juice to cool the skin and assist healing. These Organic, active ingredients are sustainably sourced from the Southern Hemisphere and provide a regular source of income for the inhabitants.

Contains Organic Key Active Ingredients which are plant based and sustainably sourced:

- Citrepel 75 ( ECOCERT Certification) -derived from Citronella Grass this ingredient is scientifically proven to repel biting and sucking insects. It also includes Eucalyptus Oil which offers anti-bacterial and anti-toxin benefits (better known as Eucalyptus Citriodora)
- Neem Oil – known to be a key anti-oxidant, with anti-septic, anti-inflammatory and anti-fungal benefits plus being a natural biocide to repel fleas and biting insects
- Aloe Vera Leaf Juice to cool the skin and assist healing

Vegan friendly formulation

Proudly made in the UK

Deet & paraben free

Safe to use on puppies and dogs

Silicone & Alcohol free







## FLEA & TICK REPELLENT

This 'plant based' Flea repellent spray is easily applied. It is made from Neem oil and Eucalyptus citriodora oil (Citrepel 75). These Botanic organic oils are extracted from eucalyptus trees and Citronella grass. The oils are concentrated and when combined, produce a powerful, natural insect and flea repellent active ingredient called PMD which is safe to use on dogs and puppies.

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- Contains Organic Key Active Ingredients which are plant based and sustainably sourced:
- Neem Oil - known to be a key antioxidant, with antiseptic, anti inflammatory and antifungal benefits plus a being a natural pesticide to repel fleas and biting insects
- Eucalyptus Citradora (Citrapel 50 & 75) - derived from Citronella Grass. Combined with Neem Oil to create PMD, a concentrated and highly effective insect and flea repellent.
- Aloe Vera Leaf Juice to cool the skin and assist healing
- Vegan friendly formulation
- Proudly made in the UK
- Deet & paraben free
- Gentle formulation safe to use on puppies and dogs
- Free from artificial colouring and alcohol





## BABY POWDER DEODORISER

This odor neutralizer eliminates malodors, leaving a long-lasting fresh fragrance. Containing natural deodorizer (saccharomyces ferment) natural enzymes that break down the proteins that cause bad smells. Also contains Aloe Vera leaf juice and vitamin E to heal and nourish



## SHEA & HONEY DEODORISER

A fragrance with a caring appeal, opening with soft orange notes and a floral heart. Rich in golden honey and shea butter, scattered with accents of heliotrope and orchids, leaving a powdery trail of musk and soft coconut. Containing natural deodorizer (saccharomyces ferment) natural enzymes that break down the proteins that cause bad smells. Also contains Aloe Vera leaf juice and vitamin E to heal and nourish

Contains Key Active Ingredients:

- Odor neutralizers (saccharomyces ferment) that eliminates malodors like sweat, urine, faeces and other offending dog odors. These Natural 'plant based' enzymes derived from vegetable feed stock eliminate and neutralize the bad odors from your pet
- Aloe Vera Leaf Juice - to nourish and soothe the skin
- Vitamin E
- Long lasting fragrance

Vegan friendly formulation

Proudly made in the UK

Paraben & alcohol free

Free from artificial coloring

Gentle formulation suitable for all dogs and puppies





## BABY POWDER

### Fragrance For ALL Dogs

Long lasting baby powder fragrance spray for that clean fresh smell.

\*Can be used as an everyday fragrance spray or as a finishing spray after your dog has been groomed. Infused with vitamin E to help detox and condition skin and Aloe Vera leaf juice to help moisturize the skin.

## BERT'S FRAGRANCE For Male Dogs

An aromatic accord with top notes of bergamot, lemon, cassis, incense, pink pepper and juniper. The heart of jasmine, rock rose and velvet woods, descend onto a base of ambergris, musk, moss and patchouli.

## LOLA'S FRAGRANCE For Female Dogs

A multifaceted, white floral fragrance opening with a bold fusion of orange, neroli and apple. The floral heart emerges through jasmine, violet and peony, nestled amidst a sumptuous woody base warmed by amber, patchouli, vanilla and musk.



These products contain:

- Fine fragrance oils that have been carefully chosen to be used safely leaving your pet fragrant and smelling pleasant at all times.
- Aloe Vera Leaf Juice - to nourish and soothe your pet's skin with moisture
- Vitamin E for a healthy shine
- Hyaluronic Acid for intense hydration reducing frizz and leaving the coat shiny.

Easy and safe to use on all dogs and puppies

Mild 'vegan friendly' formulation

Proudly made in the UK

Paraben free

Free from artificial colouring



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Meet Bert and Lola, our fragrance ambassadors and loved members of the iNorth team - these two lovely dogs belong to Glenn and Danny, two of our iNorth founders





## NOSE & PAW BALM

Lick safe. This product contains hand picked healing and nourishing ingredients which provide anti-bacterial and anti-inflammatory benefits for your pet's protection. Will soothe and repair crusty noses and dry paws, providing lasting protection from the elements. Specially formulated for easy application and maximum absorption into the skin. Key ingredients such as Eucalyptus Oil which has anti-bacterial properties, Lavender Oil which is a natural anti-inflammatory for calming and Vitamin E and Aloe Vera to cool, hydrate and nourish your pet's dry, cracked skin.



This product contains :

- Eucalyptus Oil - a natural plant derivative with anti-bacterial properties
- Lavender Oil - a natural anti-inflammatory to soothe and assist healing
- Aloe Vera Leaf Juice - to cool and moisturize
- Hyaluronic acid - intense hydration enhancing skin
- Vitamin E - to nourish the damaged skin

Vegan friendly formulation

Proudly made in the UK

Free from artificial colouring



AS SEEN IN

BRITISH **VOGUE**



WAGZ – premium luxury professional grooming pet care. Formulated by leading dermatists and proudly manufactured in the UK. Developed by dog lovers for dog lovers! High in Natural origin ingredients, Vegan, smells divine and includes botanicals such as Aloe Vera, Argan oil and Hyaluronic Acid with the aim to rejuvenate, restore and repair your dog's skin and coat. Shop now at [www.wagzpetcare.co.uk](http://www.wagzpetcare.co.uk) and follow them on Instagram @wagzpetcareuk

VOGUE ADVERTISING FEATURE

### Top Dog On Campus

**1. GIZZARD** dog wear bags are 100% biodegradable and offer convenience without compromising the environment. With reusable packaging, they're even easier to use. They're also one of the most eco-friendly pet products on the market for any occasion. Browse more at [GizzardWear.com](http://GizzardWear.com) and on Instagram @gizzardwear

**2. ZEPHYRUS** is a gourmet pet treat. Hand-crafted from all-natural ingredients that guarantee delicious. Featuring natural ingredients, their products, including their variety of dog treats and confections, offer pups a high-quality experience at home – making them one of the first choices for discerning pet parents. Visit [zephyrusfood.com](http://zephyrusfood.com) and follow @zephyrusfood on Instagram.

**3. NERDZ** dog water bags are 100% biodegradable and offer convenience without compromising the environment. With reusable packaging, they're even easier to use. They're also one of the most eco-friendly pet products on the market for any occasion. Browse more at [Nerdz.com](http://Nerdz.com) and on Instagram @nerdz

**4. Justice** based brand **PICK OF NEW** offers a special way through their non-toxic pet products and practices. From colorful, up-cycled knit sweaters to cute patchy jackets and soft accessories, they aim to make a positive difference while promoting fashion for pet parents that's fun, fashionable, and eco-friendly. Visit [www.pickofnew.com](http://www.pickofnew.com) and follow @pickofnew on Instagram.

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**6. Founded in 2014, BEGGIE DOGS** has revolutionized the way dog accessories are marketed. High-end gold dog chains to the 1 K market. With award-winning success, the brand expanded to including leashes, necklaces, pet collars, and dog food. They're now offering more unique dog and their accessories, a touch of luxury on their walks. Visit [www.beggiedogs.uk](http://www.beggiedogs.uk) and follow @beggiedogs on Instagram.

**7. MON PUFFY ADORE HANDBAGS** is a new luxury pet accessory brand. Each handbag is thoughtfully created with boutique fabrics made from luxury pearls, diamonds, and gold leather. Beauty Crystals is compared to the dog's golden retriever. Beauty Crystals is compared to the dog's golden retriever. Each handbag is thoughtfully created with boutique fabrics made from luxury pearls, diamonds, and gold leather. Beauty Crystals is compared to the dog's golden retriever. Each handbag is thoughtfully created with boutique fabrics made from luxury pearls, diamonds, and gold leather. Beauty Crystals is compared to the dog's golden retriever.

**8. Manufactured in Cornwall, OCEAN'S** is a planet conscious company that produces a range of pet accessories including dog leashes and collars, leashes, collars, and dog food. They're now offering more unique dog and their accessories, a touch of luxury on their walks. Visit [www.oceans.com](http://www.oceans.com) and follow @oceans on Instagram.

**9. DOWN DOG BAGS** are custom-made dogging bags and bags for dogs. Each bag is thoughtfully created with boutique fabrics made from luxury pearls, diamonds, and gold leather. Beauty Crystals is compared to the dog's golden retriever. Each handbag is thoughtfully created with boutique fabrics made from luxury pearls, diamonds, and gold leather. Beauty Crystals is compared to the dog's golden retriever.

**10. WAGZ** – premium luxury professional grooming pet care. Formulated by leading dermatists and proudly manufactured in the UK. Developed by dog lovers for dog lovers! High in Natural origin ingredients, Vegan, smells divine and includes botanicals such as Aloe Vera, Argan oil and Hyaluronic Acid with the aim to rejuvenate, restore and repair your dog's skin and coat. Shop now at [www.wagzpetcare.co.uk](http://www.wagzpetcare.co.uk) and follow them on Instagram @wagzpetcareuk

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**12. Specializing in luxury pet accessories, LEOPARD'S FENEST** offers handbags, leashes, beds and bags for smaller dogs as well as clothing and accessories for all breeds of dogs. Founded in 2014, Leopard's Fenest is a pet accessory brand that produces a range of pet accessories including dog leashes and collars, leashes, collars, and dog food. They're now offering more unique dog and their accessories, a touch of luxury on their walks. Visit [www.leopardsfenest.com](http://www.leopardsfenest.com) and follow @leopardsfenest on Instagram.

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Also available in  
Shea & Honey fragrance



Also available in  
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Also available in  
Bert's fragrance *for male dogs*  
Lola's fragrance *for female dogs*

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The logo features the word "WAGS" in a large, dark green, serif font. The letters are partially overlaid by several white, stylized paw prints of varying sizes. The background is a solid light green color.

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**iNorth Ltd**

Cheshire, WA14 1RP, UK

CONTACT : [contact@wagspetcare.co.uk](mailto:contact@wagspetcare.co.uk)

[www.wagspetcare.co.uk](http://www.wagspetcare.co.uk)