

WILDWASH INFORMATION SHEET

We at WildWash as professionals have spent the last 10 years slowly and patiently developing what we believe to be the best pet shampoo and range of pet cosmetics in the World. We have collaborated with and sought advice and opinions from other professionals and have identified specifically what is required within a product range to be the ultimate, perfect pet care products from the perspective of the dog or cat, the operator, both professional and pet owner and the environment. WildWash is the first pet shampoo in the UK to be awarded the coveted 3 Star Certification from ASCAS.

We had a firm vision that the pet shampoo we wanted to make would be as good in every way as the highest quality human products available.

We consider ourselves therefore, very lucky to have been introduced to and accepted by, an acclaimed independent boutique apothecary responsible for some of the finest human products ever produced in the UK and are also one of the top ten natural fragrance apothecaries in the world. They have embraced our project with a passion and in a sensitive and knowledgeable environment where products are still hand blended and stirred together in huge white vats, a diverse and holistic mixture of plants, botanicals and essential oils have been put together to create WildWash shampoos and cosmetics.

WHY DO WE NEED A NATURAL PET SHAMPOO?

Just like human skin and hair, a dog's skin and coat responds better when a natural product is used. Natural products promote a healthy, hydrated skin and coat, whereas shampoos containing chemicals can cause dry itchy, scaly skin with poor hair quality, lacking moisture and shine.

Also, we should remember that dogs and cats are not able to shampoo themselves! Any product used on our pets also comes into contact with our skin. The damage caused by cheap chemically made pet shampoos can be evidenced by looking at the professionals, i.e. dog groomers and bathers who will wash up to 12 dogs a day. Many, many groomers suffer from red, sore, cracked hands and mild or moderate to severe dermatitis. We promise that in 100% of cases these ailments will clear up completely or show a marked improvement when WildWash shampoo is used.

Whilst damage to groomers' hands is just one of the external symptoms of trauma caused to ourselves by chemical shampoos, the toxins commonly found in many pet shampoos can also cause many serious internal problems. They can pass through our skin, into our blood stream and can harm unborn babies, impair fertility and cause cancer.

Chemically, man made products upset the fragile balance of our world and cause disruption, damage and pollution to our environment, to ourselves and to our pets. We guarantee that WildWash products are safe to use for your family, your pets and the world in which you live.

WHAT IS NATURAL?

'Natural' can be defined as something that exists and evolved as part of an ecosystem, which works in harmony with other members of that system so that plants, animals and microbes can co-exist happily. WildWash products engage with our natural abundance of flora and botanicals and intelligently and honestly utilise their natural, healing and enriching properties to work perfectly with your pet's sensitive skin.

Our shampoos and products contain absolutely NO Parabens, Phthalates, Phosphates, Sulfates or PEG's.

WHAT ARE PARABENS?

Parabens are chemicals used in the shampoo and cosmetic industry as preservatives. These including Methylparaben, Ethylparaben and Butylparaben amongst others can harm healthy by contributing to the development of cancerous tumours. Some parabens mimic the activity of the hormone oestrogen and are turning up as evidence in breast tumours.

WHAT WE USE INSTEAD

Protecting WildWash products from infection from bacteria and fungi our preservation system contains Poly Epsilon-Lysine, a derivative of the tomato plant and also used in Japan as a food preservative. Phenoxyethanol adds to our preservation, which is found in the botanical world, stabilizing for example, cranberries, cinnamon, prunes and apples.

WHAT ARE PHTHALATES?

Phthalates are used extensively in shampoos, body washes etc. as gelling agents, to make the product appear thicker and more concentrated. They are also used to make scents and fragrances in products last longer. They can also cause birth defects and interfere with male fertility by reducing sperm count and interfering with sperm motility.

WHAT WE USE INSTEAD

We use biodegradable, natural thickeners/emollients from renewable and sustainable sources, such as Glyceryl Oleate found in almonds, olive oil, peanut oil and pecan oil and teased oil. We have also added Lauryl Glucoside a very gentle surfactant made from coconut oil and sugars, proven to have virtually nil level of skin irritability, to give our shampoos a pleasing, but not 'gloopy' consistency. All our shampoos dilute genuinely to 32-1. Overly thick products usually contain chemical thickeners, which merely give the illusion of concentration but in reality produce a weak, sticky product. Our shampoos and cosmetics contain an unusually high proportion of Pure Essential Oils (1.5%) so their beautiful depth of fragrance naturally lasts and lasts without chemical intervention.

WHAT ARE PHOSPHATES?

These were developed just after World War II when chemically, man made products started to take the place of natural ones. Phosphates were cheap and plentiful and replaced the use of soap in detergents. They are still extensively used today and particularly in products advertised as 'soap free'. Phosphates will not break down in wastewater processing systems. They will leak into water bodies, growing algae and decreasing the oxygen needed to promote healthy aquatic life, and pollute streams, lakes, rivers and ponds.

WHAT WE USE INSTEAD

The base for all our shampoos and conditioners is made from nutrient rich soybean oil, a natural, non-greasy conditioning agent and protector for hair and skin. The anti Irritating properties of the phospholipids found in soybean soothes itching and nourishes, reinforcing skin barrier function. They promote hair growth, adding strength and shine and their film forming properties cover and smooth cuticle scales and eliminate static.

WHAT ARE SULFATES?

Sulfates, most commonly Sodium Laureth Sulfate, Sodium Lauryl Sulfate, Ammonium Laureth Sulfate and Ammonium Lauryl Sulfate are chemical suds-ing agents commonly added to shampoos and cleaning agents to increase foam and lather and give the illusion that the product is super cleaning.

Sulfates leak into water and can cause harm to the environment whilst high levels of Sulfates in drinking water can cause diarrhoea, which can be particularly severe in babies and young children. Sulfates released into the air can cause irritation of the lungs and studies have shown that Sulfates are quickly absorbed into organs causing toxicity and cancers and can find their way into the eyes and causing cataracts. The skin is the largest organ in the body and can quickly absorb these chemicals through the skin and into the blood stream. Sulfates are notoriously difficult to rinse from the coat and hair and leave a residue which can irritate the skin and blunt clippers, scissors and blades. Many top human hair manufacturers including L'Oreal are now going 'Sulfate free'. Sulfates are added to engine degreasers, car washes, industrial strength floor cleaners and yes to yours and your pets' shampoo!

WHAT WE USE INSTEAD

To our combination of Soybean oil and Aloe Vera, we have added Cocamidopropyl Betaine, a mild and safe surfactant derived from coconut oil. Cocamidopropyl Betaine naturally boosts foam and improves viscosity, feel and texture. It also has antistatic and antiseptic qualities.

WildWash shampoos are specifically designed not to over lather. They thoroughly cleanse the skin and coat but rinse out quickly and easily, leaving no residue or build up behind. The coat is squeaky clean with nothing to dull clippers and scissors and we have found that drying time is cut by about 25%.

WHAT ARE PEG's?

PEG's stands for Polyethylene Glycol and are synthetic chemical thickeners, often added to products that do not contain sulfates to thicken them and again, give the illusion that as the product is thicker, it is 'better' and more concentrated. Alas the opposite is actually true. Cheap, dangerous thickeners, thicken but detract, rather than add to quality. The National Toxicology Program has revealed that PEG's cause uterine and breast cancers and leukemia and brain cancer. These chemicals are added to your and your pets' shampoo and interestingly to both brake fluid and caustic spray-on oven cleaner!

Most Conditioners use Cetrimonium Chloride as a thickener. This is a cationic surfactant, which is synthetic, irritating, allergenic and toxic, the oral intake of which can be lethal.

WHAT WE USE INSTEAD

As explained above, under the heading of 'Phthalates' we do not use anything chemical or synthetic to alter the thickness of our shampoos and conditioners. An excessively thick and 'gloopy' product does not function well and thickness does not aid efficacy. To give our products a pleasing consistency, we use Glyceryl Oleate and Sorbitan Sesquicaprylate, both naturally derived from the coconut palm and completely safe and non-irritant.

In our Conditioner we use Esterquats that are palm based and naturally derived from a vegetable and renewable source. These are safe, mild and fully biodegradable. All of our products are completely free from Silicones.

ASCAS

WildWash has been awarded a 3 Star Certification from ASCAS for all of our shampoos. To gain this 3 Star Rating we have had to comply with ASCAS very stringent rules and regulations. We are extremely proud to be the FIRST Company in the UK to be awarded this accolade.

WHAT IS ASCAS?

ASCAS stands for Animal Shampoo and Cosmetics Association Standards and is an independent body set up to regulate and document what goes into our pet's shampoo and products. Prior to ASCAS there was no animal equivalent to say the FDA or MHRA, which govern human cosmetics. One could if they wished, put washing up detergent or floor cleaner into a bottle and call it 'Dog Shampoo' with very little come back!

To comply with our ASCAS 3 Star Status we have had to put a full ingredient list using inci names and to the same EU cosmetic regulations that human person care products must follow. We have provided a Best Before date, our address and stated that our products are made in England.

Our products are certified to contain no Sulfates and are kind to skin and hands.

Our products are natural and good for the environment and come in recyclable packaging.

Our products are ABSOLUTELY at no stage of development tested on animals.

Our products contain Organic and Fair Trade ingredients and are GMO free.

Our products contain none of the huge list of ingredients banned by ASCAS and which are frequently found in pet shampoos.

For more information please go to www.ascas.org

OUR PRODUCTS

All our products are made by hand using selected human grade ingredients to enhance the function of each particular shampoo. As explained above, the base for our shampoos is made from soybean oil with all its conditioning and anti-irritant benefits.

To this we have added Neem Extract for its anti-inflammatory, antiviral, antifungal and antibacterial qualities. Neem fights dandruff and calms skin problems, leaving a clean, shiny, lush coat, whilst being an efficient natural deterrent against fleas, mites, ticks and mange. It is also antioxidant and anti-carcinogenic so helps protect against free radicals and environmental carcinogens.

We have included Sea Kelp as it is one of the most nutrient dense vegetables on the planet and provides a huge array of vitamins and minerals. It contains the complete complex of B vitamins essential to promote health and encourage cell growth and division, which is important to new hair growth. It also contains Magnesium and Iodine and introduces Zinc directly to the hair follicle where proteins are made, to ensure the on-going formation of new hair.

Another part of our recipe is Aloe Vera, as it nourishes skin and promotes cell regeneration whilst softening, healing and repairing. It has anti-irritating and antiseptic qualities and soothes and calms distressed skin. To this amazing base shampoo we now add the actives, these are the natural ingredients which give each shampoo its distinctive formula and allow it to do its particular job to the fullest. Let us take as an example our Shampoo for Itchy or Dry Coats. This includes Lavender with its antiseptic and antifungal properties to calm and protect and speed up healing of scratched or damaged skin; Manuka Leaf to heal and promote natural cell renewal; Ylang Ylang to balance and soothe; Rose Geranium to regulate and stabilise; Patchouli to regenerate and Benzoin to boost elasticity and calm redness and itchiness. As you can imagine all these wonderful natural ingredients and essential oils generate an absolutely heavenly fragrance.

One element that is essential to all of our range and the key to the absolute quality of the end result is the methodology whereby each and every product is hand made in such a precise and sensitive manner to preserve the optimum condition of every natural ingredient.

We do not use Parfum in our product; nor do we use synthetically made essential oils or synthetic fragrances of any kind. Driven by a beautiful aroma from Essential Oils, they are crafted in a way that perfumes were created a thousand year ago. We do not use 'extracts' or 'infusions'. We use only 100% Pure Essential Oils in our products at a concentration of 1.5%. At this high concentration the Pure Essential Oils do not only add a delicious aroma they add efficacy to the function of the particular shampoo in which they are contained. In other words, they help it to work. Matricaria obtained from Chamomile in our Shampoo for Light Coloured Coats, naturally and gently lightens, Rosemary, Cedarwood and Lemongrass deodorise in our Shampoo for Deep Cleaning and Deodorising and our Detangle contains Camellia Japonica Seed Oil to free matted hair.

Our amazing perfumer recognised as one of the top ten natural perfumers in the world has created the most complex and beautiful scents to compliment and enhance each particular shampoo and fragrance.

We have then ensured our formula is correctly pH balanced to suit your pets' sensitive skin.

WHAT IS pH?

pH measures the acidity or alkalinity of a solution. The lower the number, the more acid and the higher the number the more alkaline. Whilst human skin and hairs' pH tends to range from 5.2 to 6.2, a dog's pH can vary from 5.5 to 7.5, though tending toward the more alkaline figures. Therefore if a shampoo formulated for human skin, which is far more acid, was used on a dog, the dog's acid mantle will be disrupted creating an environment where bacteria, parasites and viruses can run rampant. We have therefore set our pH balance on all our products between 5.5 and 7.5 to ensure they work in perfect harmony with your dog or cats' pH requirements.

WHERE IS WILDWASH MADE?

We are proud to say that WildWash is made entirely in England. Having our shampoo made on home soil means that we have been able to oversee every step of the development of our products from concept to testing (on ourselves!) to final production, bottling and labelling. We ourselves all stirred (only ceremonially, it takes an awful lot of muscle power to hand stir a vat of 500 litres!) our first batch of Conditioner and to look at that luscious creamy vat of fragrant smelling emulsion in its final stages, knowing the labour and love put into it, was truly inspiring. We have all got totally drenched in the wonderful process of creating our products and know them inside out. We know first hand the care and time and love that have gone into creating WildWash products and cannot wait to share them with you.

THE WILDWASH TEAM AND WHAT DO YOU GET FROM US?

You receive full and complete disclosure of every ingredient contained in our product, so absolute transparency, on what each and every one of our products contain. We believe this has never been done before and invite you to ask any other pet shampoo manufacturer to disclose their FULL list of ingredients.

Our Team comprises Karen, Jane and Laura, all super knowledgeable and passionate about our products, they are here to look after you, advise you and show you how to pass on this knowledge to your staff and to your customers. We are happy to visit each and every one of our clients no matter how large or small and no matter where in the UK you are situated and set up tailored staff training sessions. We will come to your shop, department store, grooming salon, teaching school or even the spare room in your house where you groom your dogs to chat and advise you on our products. We all believe 100% in WildWash products and are at hand to answer your queries or enquiries at all times. We also have a dedicated email address and telephone number where your customers who would like advice on specific problems can contact us directly.

The difference with us is that we really do care. We are genuinely concerned about your one client who has a dog with itchy/distressed/unhappy skin. We want to help remedy the problem with the most suitable WildWash product, and we know that once we have done this, your client will tell her friends, and they will tell their friends. Word of mouth is the best recommendation. You will have more happy customers and there will be a lot less itchy dogs in the world.....and this makes us at WildWash very happy indeed!

WHAT DO WE GIVE BACK?

WildWash guarantees to donate a percentage of all its profits to selected animal charities in the UK. Please feel free to email us at info@wildwash.co.uk if you have any favourite charities you would like to be included in our scheme.

MONEY BACK GUARANTEE

We genuinely and honestly believe our shampoos and pet cosmetics to be the best available anywhere in the world at this time. We are sure you will enjoy using WildWash and want you to be totally happy with our product. If you are not, please return the unused portion to us and we will happily refund your purchase.

