



Deodorizing Pet Shampoo

Safe and friendly dog shampoo with foam enhancement, hair and skin conditioning, using **Itaconix SF 505** and excellent odor neutralization with **Itaconix ONZ 400**.

Ingredient	Function	wt%
DI water	Diluent	53.0%
Cocamidopropyl betaine surfactant	Gentle surfactant for oil and dirt removal	20.0%
Sodium lauryl ether sulfate surfactant	Gentle surfactant for oil and dirt removal	14.0%
Itaconix® SF 505	Foam enhancer, skin conditioning	5.0%
Sodium chloride salt	Boosts thickening	2.5%
Glycerin	Humectant	2.0%
Itaconix® ONZ™ 400	Odor neutralizer	2.0%
Essential oils	Adds scent to product	1.0%
PEG-7 glyceryl cocoate	Conditioner	0.5%
Preservative	Preservative	q.s.

Directions

- Add water to a clean vessel with mixing
- Add **Itaconix SF 505** while mixing until solution is clear and homogeneous
- Add **Itaconix ONZ 400** while mixing
- Add sodium lauryl ether sulfate while mixing until solution is clear and homogeneous
- Add cocamidopropyl betaine while mixing until solution is clear and homogeneous
- Add PEG-7 glyceryl cocoate while mixing until solution is clear and homogeneous
- Add glycerin while mixing
- Add fragrance while mixing
- Add salt to thicken
- Mix until the solution is clear and homogeneous



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Potential Label Claims:

- Fast and extended odor neutralization
- Cleanses the skin
- Dye free
- pH balanced for dog's skin and coat
- De-sheds
- Softens fur
- Hydrates
- Cleanses
- Long-lasting scent
- Formulated for sensitive skin
- Naturally derived ingredients
- Gently cleans & moisturizes

Plant-Based Content:

55-90% based on ingredient selection

Product Properties

Appearance..... Clear viscous liquid

pH..... 7.0

Viscosity..... 2000 - 3000 cPs

Usage

- Pour a quarter size amount of shampoo onto the dog's coat and rub gently into the coat vigorously to foam up shampoo to help remove tangles, remove odors, moisten and condition the skin. Depending on the hair and size of dog more shampoo may be needed.
- Avoid getting shampoo in the eyes, ears and nostrils. Rinse thoroughly once finished until no soap is left.

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