**Furr Collective**

**Dani, the entrepreneurial powerhouse behind Furr Collective, just released the brand-new Mane Gloss Natural Conditioning Shampoo. As beautifying as it is nourishing for dogs with sensitive and problematic skin, over the past year Dani has worked alongside her family in perfecting the organic, aromatic formula alleviating canines of their dermal woes. Creating an entire brand from uncomplicated products providing complete transparency of ingredients, Furr Collective stands by its values of simplicity and sustainability to improve the wellbeing of dogs across the UK and beyond.**

Milly feels best when her skin is soft and supple. However, for many years she was afflicted with dry flakiness leaving her itchy and uncomfortable. This is when Dani stepped in utilising her beauty industry acumen to provide assistance for Milly in her undesirable situation. Milly, a convivial five-year-old pug, came to Dani as a package deal alongside her owner Alex when they moved in together during the first London lockdown. Dani’s simple undertaking of tending to Milly’s skin issues soon blossomed into a vocational venture when she quickly discovered the inadequate nature of UK regulatory laws for grooming products. Companies are able to legally claim their products are fully natural when it simply isn’t the case. Dani’s experience growing up with her family Labrador’s sensitive skin gave her a foundational understanding of the delicacies around catering to canine epidermis dilemmas. This galvanised the idea for Dani to produce her own high quality, natural dog shampoo Mane Gloss under her thoughtfully developed brand, Furr Collective.

Two months of furlough bestowed Dani with the time to begin investing energy into research for Mane Gloss, with Milly’s light-hearted energy offering both company and inspiration. After the initial formula proved successful for Milly, the next step was to gain feedback from family. “I thought this would be opportunity to bring Mane Gloss to the forefront and transform it into a family business. We tested it on my parents’ Labrador and it simply snowballed from there.” Soon, two local groomers sampled Mane Gloss and thoroughly enjoyed the results, giving Dani the expert feedback she needed to move forward. Utilising her professional experience in Beauty PR, Alex’s financial know-how and her father’s 25-year chemical engineering and product formulation background, the family created the no-nonsense 2-in-1 shampoo. The all-natural formula contains only the highest-grade ingredients such as aloe oil, colloidal oatmeal, camomile, natural odour neutralisers and pure essential oils. The essential oils lend to the fragrant appeal of the shampoo, however more importantly they contribute to the skin soothing and antibacterial factor. Dani recognises the value in products which are not only natural but also thoroughly effective, which is why her family invested over a year formulating Mane Gloss.

Furr Collective’s sourcing and packaging has also been carefully considered, which Dani’s parents manage. Dani handles the design and looks to beauty brands such as Glossier and Byredo for inspiration as they represent uncomplicated products accessible to everyone. Dani explains, “I saw what other people were doing, not just in pet care but across various beauty industries and wanted to bring these elements together in Furr Collective.” Environmentally conscious packaging is also at the forefront for Dani and she has ensured the entire bottle is recyclable, keeping waste to a minimum.

Yet another crucial step for Dani was to assess healthy pH levels in dog shampoo. Utilising human-grade shampoo on a canine can create an imbalance in their naturally heightened pH which is why she highlights the importance of strictly using skin products meant for dogs. Artificial ingredients such as parabens and sulphates should also be avoided and instead an owner should opt for natural, gentle ingredients such as aloe and oat. Dani elucidates, “Oatmeal is a natural cleanser and hydrates the skin. Along with smelling pleasing, lavender and peppermint oils repel ticks and fleas.” Mane Gloss Natural Conditioning Shampoo is a versatile product in that it is not solely for dogs with dry skin but may be used as an all-rounder for any dog’s grooming regime. Utilising Mane Gloss provides the owner with peace of mind knowing their dog is pampered with the same quality of natural ingredients they would choose in their own health and wellbeing routine.

Dani highlights how the importance of regular grooming is not only to maintain the aesthetic of the dog, but also adding to their quality of life. This is especially true for high maintenance pugs like Milly whose folds and noses need to be cleaned regularly. Ensuring proper removal of build-up and oil while checking for fleas and ticks during the grooming session is crucial, especially for the more adventurous dogs. Dani urges owners understand the correct brush for their breed then brush the dog’s hair prior to bathing in order to loosen excess dirt. “For Millie, we use a rubber brush as she has quite short hair. For medium to long-haired dogs, I would advise using a slicker, wire-hair brush and then a stripping comb for dogs with particularly thick undercoats.” The grooming session is also an opportunity to check a dog’s ears for infection and the gums for decay.

For dogs such as Milly who suffer from chronic skin problems, a pivot toward raw foods can be life changing. Dani’s family Labrador halted his itching since the changing to the raw food diet. Ingredients such as gluten, present in many dog foods, can exacerbate skin problems as well. Dani proffers advice from her own personal and professional experience in the pet care industry. “To safeguard dogs from the heat in summer, I recommend keeping a cooling pad in the freezer along with little frozen treats such as cucumbers and carrots which gently cool dogs down when temperatures rise. It’s important to be mindful of walking dogs only in the early mornings or evenings, keeping an eye on their pads as they are especially sensitive to heat.” This dedication to dog wellbeing filters into Dani’s passion for her Furr Collective brand, proving to change lives of owners and dogs one step at a time through providing ethical, thoughtfully made products.

With one highly successful product to inaugurate the range, Dani is now looking to expand. She is currently in the midst of developing a deodorising spray similar to a dry shampoo which will be oriented toward larger breeds, as well as a moisturising balm which can be used on paws and dry skin patches. For future development, she is considering to partner with retailers and groomers to incrementally build the brand. Immersing herself into Furr Collective has become a driving passion which doesn’t feel like work for Dani. Her advice for individuals looking to start their own business is to find a niche in an industry or area of passion and look to solve a persisting problem for the consumers. Mane Gloss has absolutely accomplished this thanks to Milly as catalyst and we are looking forward to seeing what is next for Dani and her family at Furr Collective.