**PURPLEBONE COPY FOR SHAMPOO AND CONDITIONER BOTTLES/BOX**

**OATMEAL  
Product Description**GENTLE FORMULA CREATED WITH NATURAL INGREDIENTS FOR A SUPREMELY SILKY COAT. ANTIBACTERIAL ESSENTIAL OILS GRAPEFRUIT AND BERGAMOT PROMOTE HAIR GROWTH WHILE CEDARWOOD NOURISHES SENSITIVE SKIN. TOP NOTES OF COCONUT, CITRUS AND PEACH LEAVE YOUR DOG'S FUR SMELLING FRESH AND FEELING SMOOTH. THE PERFECT MILD REMEDY TO SOFTEN AND SOOTHE FOR THOSE REQUIRING SOMETHING EXTRA.  
 **Benefits**– Soothes Sensitive Skin

– Gentle Cleanser

– Allergy-taming

– Reduces Flaking

– Moisturises Hair

– Naturally Deodorises

– Promotes Hair Growth

– Improves Skin Hydration

– Adds Shine and Lustre

**CONDITIONER  
Product Description**PLANT-BASED FOR NATURAL CONDITIONING WITH A CONSCIENCE. PAIR WITH PURPLEBONE SHAMPOO FOR A BALANCED TREATMENT TO TAME THE TANGLES ON THE MOST PERSNICKITY OF CANINES. ESSENTIAL OILS PATCHOULI AND NAGAMOTHA TEMPER SENSITIVE SKIN AND EXCESS OIL PRODUCTION WHILE WEST INDIAN AMYRIS SUBDUES ODOURS. PRECIOUS WOODS AND VIOLET LEAF ADD AN EARTHY TOUCH TO A SOFT CITRUS FRAGRANCE.  
 **Benefits**– Completely Natural

– Reduces Flaking

– Enriched with Elemi

– Naturally Deodorises

– Fights Skin Allergies

– Promotes Hair Growth

– Helps Heal Inflammation

– Moisturises from the Root

– Aloe Vera & Jojoba Oil Fortified

**TEA TREE  
Product Description**

AN UPLIFTING FORMULA WITH MINT ESSENTIAL OILS TO REFRESH THE SENSES WHILE CALMING SENSITIVE SKIN. NATURALLY ANTISEPTIC PEPPERMINT, TEA TREE AND SPEARMINT EASE ITCHINESS AND REDUCE EXCESS OIL PRODUCTION. CEDARWOOD AND PETITGRAIN SOOTHE AND GIVE A BOOST TO HAIR GROWTH. A DAB OF NEROLI ADDS A SUBTLE FLORAL TOUCH. PRACTICAL MEETS BEAUTY.  
 **Benefits**– Soothes Itchiness

– Antimicrobial

– Allergy-easing

– Reduces Irritations

– Conditions Hair

– Naturally Deodorises

– Promotes Hair Growth

– Improves Skin Condition

– Cools and Calms

**DEEP CLEAN  
Product Description**

WHEN YOU NEED A DEEP TREATMENT FOR A DIRTY DOG. COMPLETELY NATURAL AND ALWAYS EFFECTIVE, ORANGE AND LEMON ESSENTIAL OILS PREVENT BACTERIA WHILE NOURISHING THE COAT FROM THE ROOT. A BLEND OF MANDARIN AND LAVENDAR PROVIDES NUTRIENTS AND BRINGS DOWN ANY INFLAMMATION OR ITCHINESS. TOP NOTES OF SICILIAN CITRUS AND MINT LEAF ROUND IT OUT TO GIVE YOUR DOG'S COAT A CLEAN, FRAGRANT FINISH. **Benefits  
–** Nourishing formula

– Antimicrobial

– Adds Nutrients

– Reduces Irritations

– Antiseptic Properties

– Naturally Deodorises

– Balances the Oils

– Improves Skin Condition

– Helps Prevent Infection

**PUPPY  
Product Description**A MILD SHAMPOO MADE ESPECIALLY FOR PUPPIES. YLANG YLANG ESSENTIAL OIL BALANCES THE SKIN IN A GENTLE WAY WHILE GERANIUM PROMOTES HEALTHY HAIR GROWTH. LAVENDAR PROVIDES A NATURAL CALMING EFFECT AND ANTIFUNGAL PROPERTIES FOR WHEN YOUR PUPPY NEEDS EXTRA PROTECTION. TOP NOTES OF VIOLET LEAF AND LEMON GIVE AN EARTHY AND ENERGISING TOUCH. A FORMULA AS EFFECTIVE AS IT IS SAFE FOR PUPS 8 WEEKS AND OLDER. **Benefits**– Safe for Puppies

– Anti-fungal

– Promotes Hair Growth

– Moisturises and Balances

– Soothes Inflammation

– Prevents Bacteria

– Promotes Healthy Skin

– Improves Skin Condition

– Reduces Redness and Itchiness

**HOW TO USE**

**SHAMPOOS**

This new shampoo is 10:1 concentration so you get more value from less product. Dilute one part shampoo with 10 parts water and you've now turned this into a 5000ml shampoo bottle. However, if stronger potency is required it can remain undiluted and placed directly onto the coat.

**CONDITIONER**

This new conditioner is ready-to-use without diluting. However, like the shampoo, it may be diluted for minimised potency if required. Place directly onto the coat and lather up.  
 **ABOUT PURPLEBONE**For over a decade, Purplebone has provided bespoke dog accessories and grooming services to thousands of dogs and expert knowledge to their owners in the Notting Hill community. We are the trusted source for eco-friendly haircare supporting happier humans and healthier dogs.

**BOX**

**OPTION 1**

BESPOKE DOG HAIRCARE MADE OF ONLY THE HIGHEST QUALITY ESSENTIAL OILS AND NATURAL INGREDIENTS TO SOOTHE SENSITIVE SKIN AND HYDRATE THE COAT. FOR HEALTHIER DOGS AND HAPPY OWNERS SENT WITH CARE FROM OUR GROOMING BOUTIQUE IN NOTTING HILL.

**OPTION 2**

NATURAL SHAMPOOS AND CONDITIONER FOR CANINES. DERIVED FROM THOUGHTFULLY-CHOSEN INGREDIENTS TO PROMOTE SILKY FUR EVEN ON THE MOST SENSITIVE OF SKIN. SENT WITH CARE FROM OUR GROOMING BOUTIQUE IN NOTTING HILL TO YOUR DISCERNING DOG.

**OPTION 3**

WHEN RUN-OF-THE-MILL IS SIMPLY NOT ENOUGH, WE BRING YOU NATURAL, HIGH-QUALITY FUR-CARE FOR YOUR DOG. FROM SENSITIVE SKIN TO UNRULY COATS, PURPLEBONE IS THE TRUSTED SOURCE FOR NATURAL, ECO-CONSCIOUS PRODUCTS DELIVERED ACROSS THE UK.