



 Formulator  
SAMPLE SHOP

# PET CARE

*#PamperingPetsIsTheNewNorm*

# Introduction

Pet care is not only a growing industry, the ripple effect of natural and sustainable ingredients becoming a priority in personal care products has pet owners treating their animals to the best there is to offer. According to the 2021-2022 APPA National Pet Owners Survey, 70 percent of U.S. households own a pet. Pet care may sound like a niche category, but when you consider that two out of three U.S. households have pets, the magnitude of the industry starts to become clear.

The overarching trend in pet care is the accelerated humanization of the family pet. Not only are people opting for pets more frequently, these pet “parents” are spending more on their “children” than ever before. It is not uncommon for owners to celebrate their pets, purchasing luxurious gifts for birthdays and holidays. This behavior is almost as common as providing their animal with food, bedding, and grooming. More and more, we are finding this crossover to our pets for everything from organic bedding to meal delivery services to pet insurance. According to Global Market Insights, the pet care market has grown from \$216 billion in 2020 to \$232 billion in 2021. An estimated 6.1 percent compounded annual growth rate (CAGR) will catapult that figure to \$350 billion by 2027. With more and more owners considering their pets as family, this rise is driven by interest in pampering and specialty services for furry family members.

Pet care products have continued to develop through the years.. Everything from unique product forms to the use of clean and natural ingredients continues to improve in pet care. As consumers become more sophisticated in their awareness and knowledge of ingredients, they continue to search for natural and sustainable options, not only for their own personal care products but for their pets as well. An animal’s instinct is to lick itself clean, which is why it is imperative for the market to provide products that do not generate risks for the animal’s health. Also, the skin of pets can be sensitive so it is important to consider what ingredients are going into their grooming products to avoid allergies or itchiness. More importance is being placed on improving the lives of pets while ensuring the safety and quality of the products.

Formulator Sample Shop offers a variety of ingredients ideal for pet care. The following is a selection of individual ingredients for pet products as well as sample formulations to help facilitate the development of unique product forms to improve life for pets of all species and breeds.



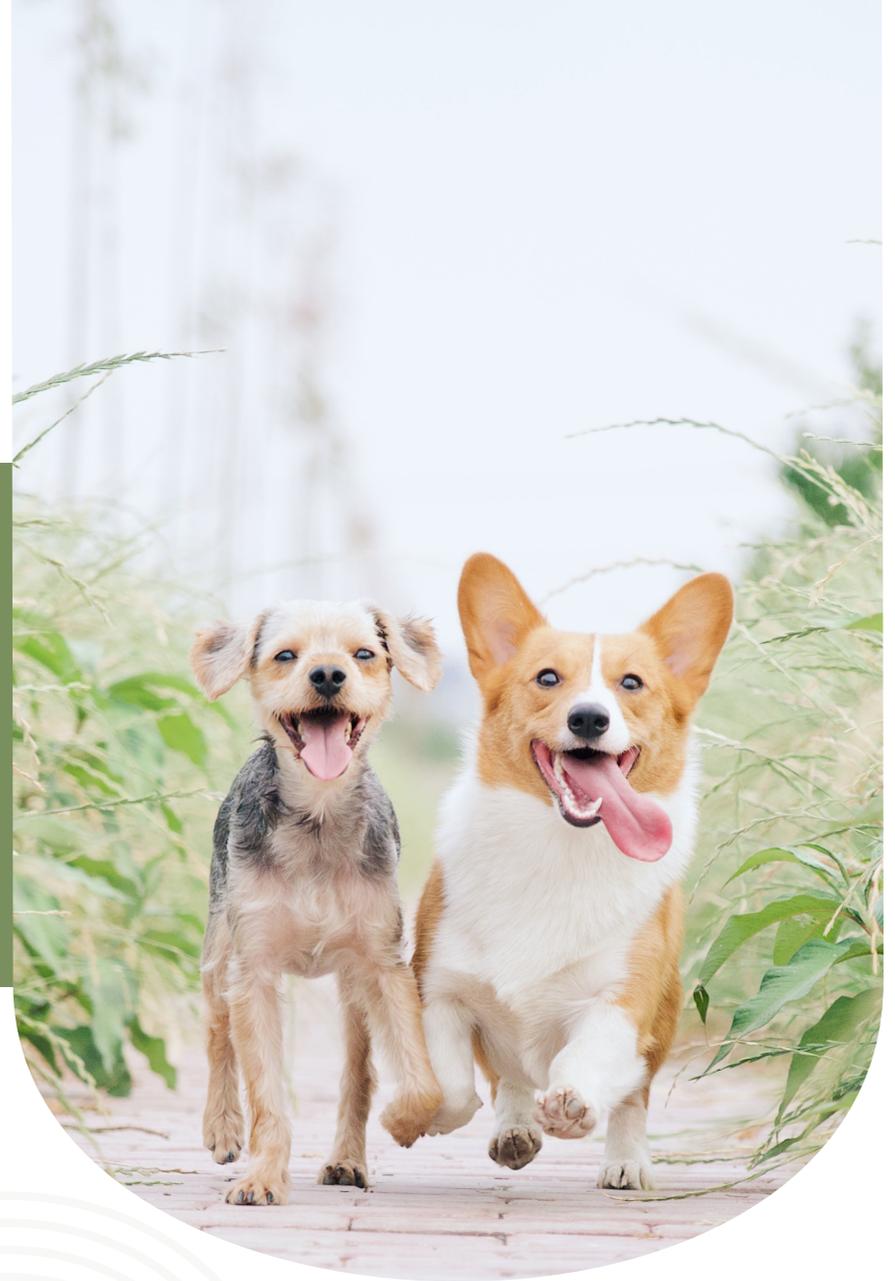
# Table of Contents

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## Products by Category

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Moisturizing	5
Anti-Inflammatory	6
Wound Healing	7
Smoothing	8
Antimicrobial Protection	9



Let's pamper our pets!



# Moisturizing

Pet grooming is vital to the health and cleanliness of the animal. During and after cleansing, it is important to try to maintain healthy and balanced moisture levels for skin and fur. Whether using a shampoo or a conditioning spray, the use of moisturizing ingredients restores softness and shine to the pet's coat.

The active ingredients below detail optimal solutions for a moisturized and conditioned skin and coat.

	Product Code & Name	INCI Name	Mechanism	Multifunctional Benefits
	FSS16586 Phytofuse Renew®	Selaginella Lepidophylla Extract	Moisture Retentive Complex delivers a protective film to the skin and allows for long-term moisturization	<ul style="list-style-type: none"> <li>• Improves barrier function</li> <li>• Moisturizing</li> <li>• Antioxidant protection</li> </ul>
	FSS10247 FSS Pomegranate Sterols	Punica Granatum Sterols	Superfruit ingredient beneficial as a natural replacement for synthetic or animal-derived materials and capable of increasing moisture levels	<ul style="list-style-type: none"> <li>• Moisturizing</li> <li>• Soothing</li> <li>• Enhances the feel of final formula</li> </ul>
	FSS20742 AcquaSeal® Coconut	Cocos Nucifera (Coconut) Fruit Extract	Fractionated coconut lipids seal in moisture and transform the skin into a luxuriously soft, hydrated surface	<ul style="list-style-type: none"> <li>• Antioxidant</li> <li>• Perceivable sensorial attributes</li> <li>• Moisturizing</li> </ul>
	FSS20963 FSS PolyJackharides	Water (and) Artocarpus Heterophyllus Fruit Extract	Upcycled Jackfruit polysaccharides provide moisturization to the skin	<ul style="list-style-type: none"> <li>• Hydrating</li> <li>• Moisturizing</li> <li>• Anti-Frizz</li> </ul>
	FSS10414 FSS Acai Sterols EFA	Euterpe Oleracea Sterols & Linoleic Acid & Oleic Acid & Linolenic Acid	Acai-derived essential fatty acids complement the skin's natural oil barrier to seal in hydration	<ul style="list-style-type: none"> <li>• Botanical replacement of lanolin and petrolatum</li> <li>• Standardized for essential fatty acids</li> <li>• Improves barrier function</li> </ul>
	FSS16906 BiEau® Actif Green Algae	Spirulina Platensis Extract	Cellular plant essence delivers isotonic nutrients and harmonizes skin and hair	<ul style="list-style-type: none"> <li>• Improves barrier function</li> <li>• Moisturizing</li> <li>• Decreases transepidermal water loss</li> </ul>
	FSS16503PF FSS Moisture-Plex Advanced PF	Glycerin & Water & Sodium PCA & Urea & Trehalose & Polyquaternium-51 & Sodium Hyaluronate	Hygroscopic solution capable of moisturizing the skin	<ul style="list-style-type: none"> <li>• Improves barrier integrity</li> <li>• Moisturizing</li> <li>• Soothing</li> </ul>



# Anti-Inflammatory

Anti-inflammatory ingredients are ideal for pet care. They can function to soothe and heal the pet's skin from everyday irritation, hot spots or scratches. These ingredients will help to minimize a pet's dry, itchy skin and coat.

The active ingredients below offer a range of mechanisms to soothe and calm.

	Product Code & Name	INCI Name	Mechanism	Multifunctional Benefits
	FSS10229 FSS White Willow Bark Extract Powder	Salix Alba (Willow) Bark Extract	Antimicrobial power of natural salicylates reduce erythema and inflammation to promote healthy looking skin	<ul style="list-style-type: none"> <li>• Soothing</li> <li>• Calming</li> <li>• Natural antimicrobial</li> </ul>
	FSS20224PF FSS Yogurt Dermal Respiratory Factor PF	Lactobacillus Ferment Lysate Filtrate	Increases cellular respiration, cellular metabolism and collagen production	<ul style="list-style-type: none"> <li>• Soothing</li> <li>• Promotes homeostasis</li> <li>• Increases cellular respiration</li> </ul>
	FSS20339PF FSS Bio-Chelate 5 PF	Water & Saccharomyces/Zinc Ferment & Saccharomyces/Copper Ferment & Saccharomyces/Magnesium Ferment & Saccharomyces/Iron Ferment & Saccharomyces/Silicon Ferment	Five fermented essential minerals become a powerhouse of benefits, efficaciously enhancing barrier function, increasing growth factor expression, decreasing stress-related factors, increasing cellular energy production, and acting as an anti-inflammatory	<ul style="list-style-type: none"> <li>• Enhances barrier function</li> <li>• Anti-inflammatory</li> <li>• Improves skin density</li> </ul>
	FSS16558G FSS Vegetable Ceramides G	Glycerin & Glycosphingolipids	Vegetable-derived alternative to traditional ceramides capable of rejuvenating the skin and fur	<ul style="list-style-type: none"> <li>• Anti-inflammatory</li> <li>• Conditioning</li> <li>• Nourishing</li> </ul>
	FSS16882 Phytofuse Rejuvenate®	Salvia Hispanica Seed Extract	Isolated polysaccharides from chia create a synthetic scaffolding that promotes wound healing and aid in cellular proliferation	<ul style="list-style-type: none"> <li>• Anti-inflammatory</li> <li>• Wound healing</li> <li>• Pollution protection</li> </ul>
	FSS10116PF FSS Colloidal Oat PF	Colloidal Oatmeal	With a smaller particle size than traditional oatmeal or oat flour, colloidal oatmeal is more bioavailable to the skin	<ul style="list-style-type: none"> <li>• Anti-inflammatory</li> <li>• Moisturizing</li> <li>• Antioxidant</li> </ul>
	FSS11907 FSS Watercress Extract SF	Water & Nasturtium Officinale Extract	Isolated ascorbic acid-rich fractions and Lactobacillus ferment promote skin homeostasis, and provide anti-inflammatory and antioxidant benefits	<ul style="list-style-type: none"> <li>• Anti-inflammatory</li> <li>• Promotes homeostasis</li> <li>• Antioxidant</li> </ul>

# Wound Healing

At some point in time, almost all our pets could find themselves in a situation where they experience a wound. While the skin is designed and known to heal, we can help facilitate the process through the use of active ingredients.

The active ingredients below are efficacious for anti-inflammatory and wound healing benefits.

	Product Code & Name	INCI Name	Mechanism	Multifunctional Benefits
	FSS20228 FSS Agave HSP	Saccharomyces/Agave Americana Leaf Ferment Filtrate	Heat shock proteins of the agave maximize epidermal hydration and stabilize cell membranes to repair, protect and soothe skin	<ul style="list-style-type: none"> <li>• Reduces erythema</li> <li>• Increases collagen synthesis</li> <li>• Wound healing</li> </ul>
	FSS16586 Phytofuse Renew®	Selaginella Lepidophylla Extract	Moisture Retentive Complex delivers a protective film to the skin and allows for powerful, long-term moisturization	<ul style="list-style-type: none"> <li>• Wound healing</li> <li>• Antioxidant</li> <li>• Anti-inflammatory</li> </ul>
	FSS20039 FSS Botanical Sugar Complex	Tapioca Starch & Lactobacillus Ferment Lysate	Through fermentation, the nutrients associated with long chain carbohydrates extracted from tapioca starch are more readily available for uptake into the skin and hair.	<ul style="list-style-type: none"> <li>• Antioxidant</li> <li>• Improves hair shine</li> <li>• Wound healing</li> </ul>
	FSS16882 Phytofuse Rejuvenate®	Salvia Hispanica Seed Extract	Isolated polysaccharides from chia create a synthetic scaffolding that promotes wound healing and aid in cellular proliferation	<ul style="list-style-type: none"> <li>• Wound healing</li> <li>• Anti-inflammatory</li> <li>• Pollution protection</li> </ul>
	FSS12006 FSS OleaShield	Lactobacillus & Olea Europaea (Olive) Fruit Water & Lactobacillus Ferment	Biofermented and derived from upcycled olive water waste, this complex improves antioxidant protection and maintains skin homeostasis	<ul style="list-style-type: none"> <li>• Antioxidant</li> <li>• Wound healing</li> <li>• Maintains skin homeostasis</li> </ul>
	FSS16503PF FSS Moisture-Plex Advanced PF	Glycerin & Water & Sodium PCA & Urea & Trehalose & Polyquaternium-51 & Sodium Hyaluronate	Hygroscopic solution capable of moisturizing the skin	<ul style="list-style-type: none"> <li>• Wound healing</li> <li>• Moisturizing</li> <li>• Improves barrier integrity</li> </ul>
	FSS20757PF FSS CytoPure PF	Cryptocodium Cohnii Extract	Sulfated polysaccharides deliver wound healing and intense antioxidant benefits	<ul style="list-style-type: none"> <li>• Wound healing</li> <li>• Moisturizing</li> <li>• Antioxidant</li> </ul>



# Smoothing

Over time, your pet's fur can become unruly and tangled, especially after a shampoo session. Utilizing hydrating, anti-frizz, and detangling ingredients allows you to comb through your pet's fur more easily, leaving behind a smooth and shiny coat that not only looks healthy but feels great to the touch.

Help your pet look their best with the addition of the below ingredients for hydration, anti-frizz, and improved combability.

Product Code & Name	INCI Name	Mechanism	Multifunctional Benefits
 FSS16810 FSS Pisum Sativum Peptide	Pisum Sativum (Pea) Peptide	Effectively conditions and moisturizes through its superior film forming and deep conditioning properties	<ul style="list-style-type: none"> <li>• Improves combability</li> <li>• Creates softer hair or fur</li> <li>• Antioxidant</li> </ul>
 FSS20964 FSS Vegan Keratin OS	Prunus Armeniaca (Apricot) Kernel Oil & Lens Esculenta (Lentil) Seed Extract & Hydrolyzed Cicer Seed Extract & Chenopodium Quinoa Seed Extract	Through hydrolysis of chickpea, lentil, and quinoa proteins, this complex can efficiently penetrate the hair shaft and deposit at the cuticle junctions	<ul style="list-style-type: none"> <li>• Hair hydration</li> <li>• Improves combability</li> <li>• Reduces frizz</li> </ul>
 FSS20036 FSS Kale Protein Blend	Hydrolyzed Kale Protein & Hydrolyzed Carrot Protein & Hydrolyzed Lemon Protein	The power of kale, carrot, and lemon into one nutrient rich formula designed to condition and moisturize while fighting the signs of aging and sun damage	<ul style="list-style-type: none"> <li>• Moisturizing</li> <li>• Improves barrier function</li> <li>• Enhances hair manageability</li> </ul>
 FSS16912 FSS VegeaSilk	Yeast Amino Acids	Biomimetic and vegan alternative to hydrolyzed silk proteins, rich in serine, alanine and glycine	<ul style="list-style-type: none"> <li>• Hair smoothing</li> <li>• Hair hydration</li> <li>• Increases shine</li> </ul>
 FSS20339PF FSS Bio-Chelate 5 PF	Water & Saccharomyces/Zinc Ferment & Saccharomyces/Copper Ferment & Saccharomyces/Magesium Ferment & Saccharomyces/Iron Ferment & Saccharomyces/Silicon Ferment	Fermented minerals to deeply nourish the skin and smooth the hair or fur	<ul style="list-style-type: none"> <li>• Hair smoothing</li> <li>• Nourishing</li> <li>• Antioxidant</li> </ul>
 FSS16932 FSS Rice Water SF	Oryza Sativa (Rice) Seed Water & Saccharomyces Ferment & Lactobacillus	Fermented rice water allows vitamins and amino acids to be more bio-available to the fur or hair	<ul style="list-style-type: none"> <li>• Hair hydration</li> <li>• Anti-frizz</li> <li>• Conditioning</li> </ul>
 FSS16925 PhytoCycle® Orange	Water & Citrus Aurantium Dulcis (Orange) Fruit Extract & Lactobacillus Ferment	A pseudo-protein system from upcycled orange fruit waste improves overall hair feel by conditioning, hydrating, and enhancing hair	<ul style="list-style-type: none"> <li>• Hair hydration</li> <li>• Conditioning</li> <li>• Enhances hair manageability</li> </ul>

# Antimicrobial Protection

Natural antimicrobials are ideal for propelling pet care products to the next generation. Even in pet care, consumer pressure is driving the industry to look for alternatives to traditional preservatives. As consumers continue to look for preservative free options, the use of natural antimicrobials can help address the gap. Natural antimicrobials can help to reduce the likelihood of skin infections caused by scratching and biting. These natural antimicrobials may also help to inhibit pathogenic bacteria.

The ingredients listed below include our best offering for multifunctional active ingredients that provide a spectrum of benefits while also upholding product integrity.

	Product Code & Name	INCI Name	Mechanism	Multifunctional Benefits
	FSSM14005 ProBiocin V™	Lactobacillus Ferment Lysate	Offers an optimized production method capturing bacteriocin peptides that deliver skin benefits	<ul style="list-style-type: none"> <li>• Moisturizing</li> <li>• Soothing</li> <li>• Antimicrobial protection</li> </ul>
	FSSM16003 Phytocide Elderberry OS	Sambucus Nigra Fruit Extract	An oil-soluble antimicrobial offering skin conditioning benefits	<ul style="list-style-type: none"> <li>• Conditioning</li> <li>• Anti-fungal benefits</li> <li>• Antimicrobial protection</li> </ul>
	FSS10229 FSS White Willow Bark Extract Powder	Salix Alba (Willow) Bark Extract	Antimicrobial power of natural salicylates reduce erythema and inflammation to promote healthy looking skin	<ul style="list-style-type: none"> <li>• Soothing</li> <li>• Calming</li> <li>• Antimicrobial protection</li> </ul>
	FSSM16002 PhytoCide Aspen Bark Extract Powder	Populus tremuloides Bark Extract	Isolated salicylates effectively impart skin smoothing and antimicrobial benefits	<ul style="list-style-type: none"> <li>• Conditioning</li> <li>• Smoothing</li> <li>• Antimicrobial protection</li> </ul>
	FSSM14003 AMTicide® Coconut	Lactobacillus & Cocos Nucifera (Coconut) Fruit Extract	Fermented coconut fruit delivers moisturizing and conditioning skin benefits with anti-fungal attributes	<ul style="list-style-type: none"> <li>• Anti-fungal benefits</li> <li>• Moisturizing</li> <li>• Conditioning</li> </ul>
	FSSM15019MAX Leucidal® SF Max	Lactobacillus Ferment	An effective peptide with antimicrobial, moisturizing, and conditioning benefits	<ul style="list-style-type: none"> <li>• Conditioning</li> <li>• Moisturizing</li> <li>• Antimicrobial protection</li> </ul>

