



The Pampered Pet

#PetCare

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 was valued at \$280 billion in 2022. An estimated 7 percent compounded annual growth rate (CAGR) is expected from 2023 to 2032. With majority of 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.

Active Concepts 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.



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Let's pamper our pets!










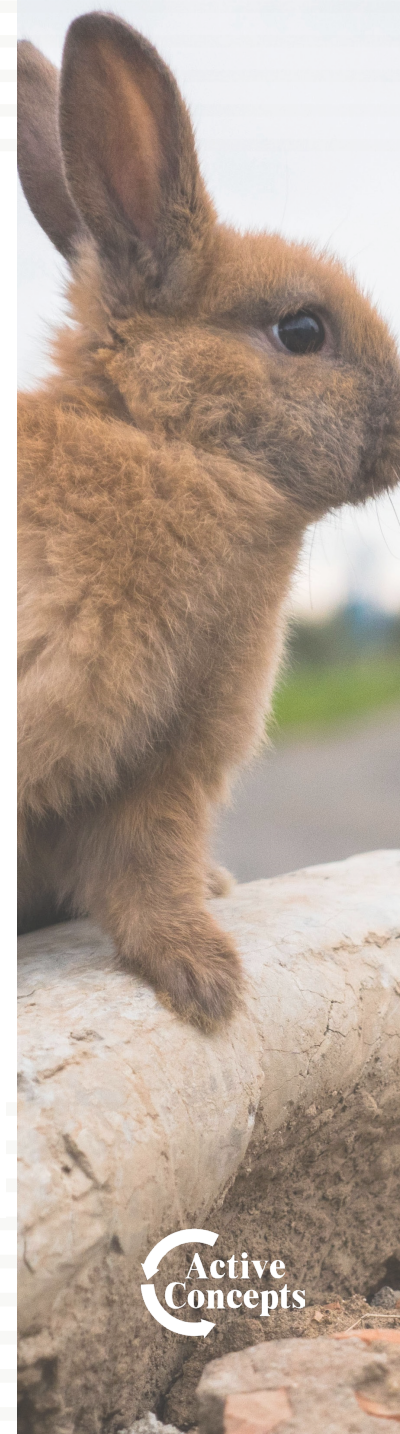
Product Categories

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
	16586 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"> • Improves barrier function • Moisturizing • Antioxidant protection
	10247 ABS 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"> • Moisturizing • Soothing • Enhances the feel of final formula
	20742 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"> • Antioxidant • Perceivable sensorial attributes • Moisturizing
	20963 AC PolyJackharides	Water & Artocarpus Heterophyllus Fruit Extract	Upcycled Jackfruit polysaccharides provide moisturization to the skin	<ul style="list-style-type: none"> • Hydrating • Moisturizing • Anti-Frizz
	10414 ABS 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"> • Alternative for lanolin and petrolatum • Standardized for essential fatty acids • Improves barrier function
	16906 BiEau® Actif Green Algae	Spirulina Platensis Extract	Cellular plant essence delivers isotonic nutrients and harmonizes skin and hair	<ul style="list-style-type: none"> • Improves barrier function • Moisturizing • Decreases transepidermal water loss
	16503PF AC 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"> • Improves barrier integrity • Moisturizing • Soothing



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.







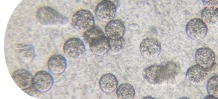
The active ingredients below offer a range of mechanisms to soothe and calm.

	Product Code & Name	INCI Name	Mechanism	Multifunctional Benefits
	10229 ABS 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"> • Soothing • Calming • Natural antimicrobial
	20224PFACB Yogurt Dermal Respiratory Factor PF	Lactobacillus Ferment Lysate Filtrate	Increases cellular respiration, cellular metabolism and collagen production	<ul style="list-style-type: none"> • Soothing • Promotes homeostasis • Increases cellular respiration
	20339PF ACB Bio-Chelate 5 PF	Water & Saccharomyces/Zinc Ferment & Saccharomyces/Copper Ferment & Saccharomyces/Magnesium Ferment & Saccharomyces/Iron Ferment & Saccharomyces/Silicon Ferment	Five fermented essential minerals efficaciously enhancing barrier function and acting as an anti-inflammatory agent for the skin and hair	<ul style="list-style-type: none"> • Enhances barrier function • Anti-inflammatory • Improves skin density
	16558G AC Vegetable Ceramides G	Glycerin & Glycosphingolipids	Vegetable-derived alternative to traditional ceramides capable of rejuvenating the skin and fur	<ul style="list-style-type: none"> • Anti-inflammatory • Conditioning • Nourishing
	16882 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"> • Anti-inflammatory • Wound healing • Pollution protection
	10116PF ABS 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"> • Anti-inflammatory • Moisturizing • Antioxidant
	11907 AC Watercress Extract SF	Water & Nasturtium Officinale Extract	Isolated ascorbic acid-rich fractions and <i>Lactobacillus</i> ferment promote skin homeostasis, and provide anti-inflammatory and antioxidant benefits	<ul style="list-style-type: none"> • Anti-inflammatory • Promotes homeostasis • Antioxidant

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
	20228 ACB 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"> • Reduces erythema • Increases collagen synthesis • Wound healing
	16586 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"> • Wound healing • Antioxidant • Anti-inflammatory
	10248 ABS Pomegranate Extract	Water & Butylene Glycol & Punica Granatum Fruit Extract	Pomegranate extracts are essentially ellagic acid, which is a powerful polyphenol antioxidant shown to promote wound healing	<ul style="list-style-type: none"> • Antioxidant • Anti-inflammatory • Wound healing
	11696PF ABS Marula Bark Extract G PF	Glycerin & Sclerocarya Birrea Bark Extract	Marula bark extracts possess efficient wound healing, anti-inflammatory, and antioxidant benefits	<ul style="list-style-type: none"> • Wound healing • Anti-inflammatory • Antioxidant
	12006 AC 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"> • Antioxidant • Wound healing • Maintains skin homeostasis
	16503PF AC 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"> • Wound healing • Moisturizing • Improves barrier integrity
	20757PF CytoPure PF	Cryptocodium Cohnii Extract	Sulfated polysaccharides deliver wound healing and intense antioxidant benefits	<ul style="list-style-type: none"> • Wound healing • Moisturizing • Antioxidant



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.

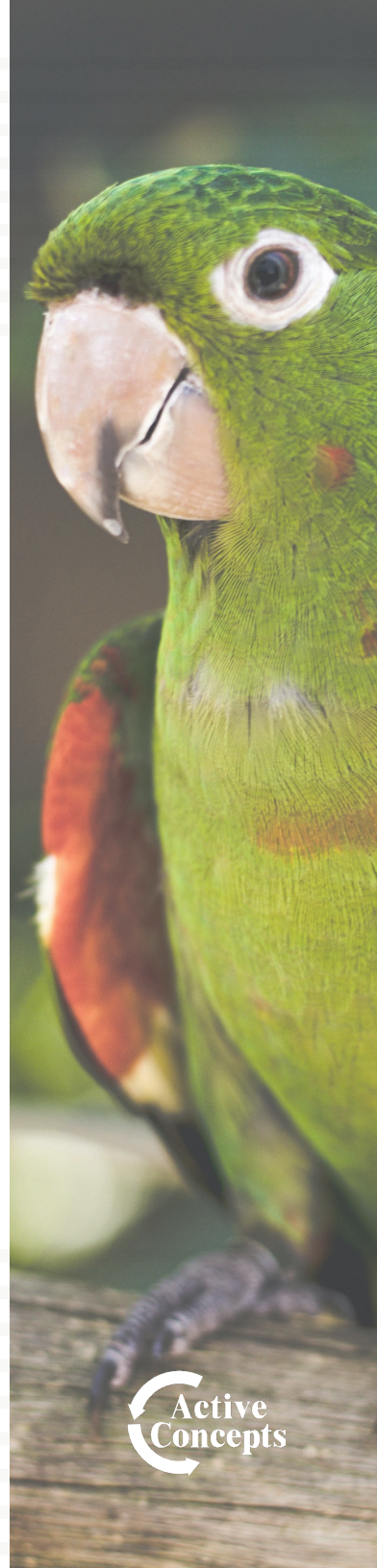
Product Code & Name	INCI Name	Mechanism	Multifunctional Benefits
 16810 ACB Pisum Sativum Peptide	Pisum Sativum (Pea) Peptide	Effectively conditions and moisturizes through superior film-forming and deep conditioning properties for the skin and hair	<ul style="list-style-type: none"> • Improves combability • Creates softer hair or fur • Antioxidant
 20964 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"> • Hair hydration • Improves combability • Reduces frizz
 20036 ACB Kale Protein Blend	Hydrolyzed Kale Protein & Hydrolyzed Carrot Protein & Hydrolyzed Lemon Protein	The power of kale, carrot, and lemon to condition and moisturize while fighting the signs of aging and sun damage	<ul style="list-style-type: none"> • Moisturizing • Improves barrier function • Enhances hair manageability
 16912 VegeaSilk	Yeast Amino Acids	Biomimetic and vegan alternative to hydrolyzed silk proteins, rich in serine, alanine and glycine	<ul style="list-style-type: none"> • Hair smoothing • Hair hydration • Increases shine
 20339PF ACB Bio-Chelate 5 PF	Water & Saccharomyces/Zinc Ferment & Saccharomyces/Copper Ferment & Saccharomyces/Magnesium 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"> • Hair smoothing • Nourishing • Antioxidant
 16932 ACB Rice Water SF	Oryza Sativa (Rice) Seed Water & Saccharomyces Ferment & Lactobacillus Ferment	Fermented rice water allows vitamins and amino acids to be more bio-available to the fur or hair	<ul style="list-style-type: none"> • Hair hydration • Anti-frizz • Conditioning
 16925 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, and hydrating hair	<ul style="list-style-type: none"> • Hair hydration • Conditioning • Enhances hair manageability

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 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
	M14005 ProBiotic V™	Lactobacillus Ferment Lysate	Offers an optimized production method capturing bacteriocin peptides that deliver skin benefits	<ul style="list-style-type: none"> • Moisturizing • Soothing • Antimicrobial protection
	M16003 Phytocide Elderberry OS	Sambucus Nigra Fruit Extract	An oil-soluble antimicrobial offering skin conditioning benefits	<ul style="list-style-type: none"> • Conditioning • Anti-fungal benefits • Antimicrobial protection
	10229 ABS 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"> • Soothing • Calming • Antimicrobial protection
	M16002 PhytoCide Aspen Bark Extract Powder	Populus tremuloides Bark Extract	Isolated salicylates effectively impart skin smoothing and antimicrobial benefits	<ul style="list-style-type: none"> • Conditioning • Smoothing • Antimicrobial protection
	M14003 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"> • Anti-fungal benefits • Moisturizing • Conditioning
	M15019MAX Leucidal® SF Max	Lactobacillus Ferment	An effective peptide with antimicrobial, moisturizing, and conditioning benefits	<ul style="list-style-type: none"> • Conditioning • Moisturizing • Antimicrobial protection





Sample Formulations

Gentle Pet Pal Shampoo

Gentle Pet Pal Shampoo

This mild grooming shampoo cleanses your pet's coat while leaving hair or fur hydrated, soft and smooth. It is formulated with nourishing actives to soothe skin and leave your pet feeling soft and plush. This gentle yet effective formula will help your pet look and feel their best!



Trade Name	INCI Name	%	Vendor
Phase A			
Water	Water	34.00	Local
M14005 ProBiocin V™	Lactobacillus Ferment Lysate	4.00	Active Micro Technologies
Sodium Phytate	Sodium Phytate	0.05	FSS
Phase B			
Glycerin	Glycerin	5.00	
Xanthan Gum	Xanthan Gum	0.75	FSS / Kelco
Phase C			
Amisoft ECS-22W	Disodium Cocoyl Glutamate	15.00	Ajinomoto
Plantaren 2000	Decyl Glucoside	10.00	BASF
Cocamidopropyl Betaine	Cocamidopropyl Betaine	15.00	FSS / Lubrizol
Phase D			
10229 ABS White Willow Bark Extract Powder	Salix Nigra (Willow) Bark Extract	1.00	Active Concepts
20224PF ACB Yogurt Dermal Respiratory Factor PF	Lactobacillus Ferment Lysate Filtrate	3.00	Active Concepts
10142 ABS Honey Extract G	Glycerin & Water & Honey Extract	5.00	Active Concepts
16882 Phytofuse Rejuvenate®	Salvia Hispanica Seed Extract	2.00	Active Concepts
10116PF ABS Colloidal Oat PF	Colloidal Oatmeal & Leuconostoc / Radish Root Ferment Filtrate	5.00	Active Concepts
Phase E			
Citric Acid	Citric Acid	QS	
Phase F			
Fragrance	Fragrance	0.20	Agilex
Formulation Guidelines			

1. Start by mixing Phase A.
2. Pre-mix Phase B and add to Phase A.
3. Add Phase C one ingredient at a time; mix until homogeneous.
4. Add Phase D one ingredient at a time; mix until homogeneous.
5. Check and adjust pH to 6.0 - 7.0 with Phase E.
6. Add Phase F; mix until homogeneous.



Why We Love It
cleanses & softens

No-Rinse Cleanse Spray



Saving time and cleaning efficiently, this no-rinse cleansing spray deodorizes and neutralizes odors while nourishing your pet's coat. It's a great solution in-between trips to the groomer, as well as for pets who dislike the bathing process. A quick all over spray on your pet's coat will leave them smelling fresh and clean.

Trade Name	INCI Name	%	Vendor
Phase A			
Water	Water	57.80	Local
16558G AC Vegetable Ceramides G	Glycerin & Glycosphingolipids	3.00	Active Concepts
Amisoft ECS-22W	Disodium Cocoyl Glutamate	10.00	Ajinomoto
Cocamidopropyl Betaine	Cocamidopropyl Betaine	10.00	Lubrizonl
Phase B			
10950SF AC Saccharomyces Ferment SF	Saccharomyces Ferment	5.00	Active Concepts
16925 PhytoCycle® Orange	Water & Citrus Aurantium Dulcis (Orange) Fruit Extract & Lactobacillus Ferment	4.00	Active Concepts
20653 AC Yogurt Hydrolysate	Hydrolyzed Yogurt Protein	4.00	Active Concepts
16810 ACB Pisum Sativum Peptide	Pisum Sativum (Pea) Peptide	1.00	Active Concepts
20228 ACB Agave HSP	Saccharomyces/Agave Americana Leaf Ferment Filtrate	1.00	Active Concepts
Phase C			
M14005 ProBiocin V™	Lactobacillus Ferment Lysate	4.00	Active Micro Technologies
Fragrance	Fragrance	0.20	Agilex
Phase D			
Citric Acid	Citric Acid	QS	

Formulation Guidelines

1. Combine Phase A and mix well.
2. Add Phase B ingredients separately; mix well.
3. Add Phase C to Phase AB.
4. Check pH; adjust to 6.0 - 7.0 using Phase D.

Why We Love It
cleanses & alleviates odor

Clean & Fresh Instant Wipes

This grooming wipe solution can be used with a cotton pad to clean your pet's paws, skin, snout ears and more! This is a gentle wipe solution with soothing and antifungal ingredients. Perfect for cleansing the skin and coat while providing nourishing ingredients at the same time.

Trade Name	INCI Name	%	Vendor
Phase A			
Water	Water	66.60	Local
Sodium Phytate	Sodium Phytate	0.20	FSS
Cocamidopropyl Betaine	Cocamidopropyl Betaine	5.00	Lubrizon
Phase B			
16503PF AC Moisture Plex Advanced PF	Glycerin & Water & Sodium PCA & Urea & Trehalose & Polyquaternium-51 & Sodium Hyaluronate	8.00	Active Concepts
20036 ACB Kale Protein Blend	Hydrolyzed Kale Protein & Hydrolyzed Carrot Protein & Hydrolyzed Lemon Protein	5.00	Active Concepts
20496 ACB Modified Pumpkin Enzyme PF	Lactobacillus/Pumpkin Fruit Ferment Filtrate	5.00	Active Concepts
21002PF AC Biopolymer Soy PF	Sodium C8-16 Isoalkylsuccinyl Soy Sulfonate	1.00	Active Concepts
Lamesoft PO65	Coco-Glucoside (and) Glyceryl Oleate	1.00	BASF
Fragrance	Fragrance	0.20	Agilex
Phase C			
M14003 AMTicide® Coconut	Lactobacillus & Cocos Nucifera (Coconut) Fruit Extract	4.00	Active Micro Technologies
M15008 Leucidal® Liquid	Leuconostoc/Radish Root Ferment Filtrate	4.00	Active Micro Technologies

Formulation Guidelines

1. Combine Phase A while mixing; warm to about 50°C.
2. Add Phase B ingredients separately to Phase A; maintain heat until clear; discontinue heat.
3. Add Phase C ingredients to Phase AB once temperature is at 40°C or below.



Clean & Fresh Instant Wipes

Why We Love It
cleanses & refreshes



Crystal Clear Ear Rinse

This ear rinse solution cleanses and removes dirt while providing soothing and antifungal benefits. A gentle yet effective way to clean and protect dirty ears. Helps combat excess buildup in the ears while leaving ears and skin feeling clean and fresh.

Trade Name	INCI Name	%	Vendor
Phase A			
Water	Water	60.50	Local
SDA-40-B	Ethyl Alcohol	10.00	
Glycerin	Glycerin	10.00	
Plantaren 2000	Decyl Glucoside	1.00	BASF
20199 ACB White Willow Bark Extract 20%	Salix Alba (Willow) Bark Extract	0.50	Active Concepts
Phase B			
10950SF AC Saccharomyces Ferment SF	Saccharomyces Ferment	2.00	Active Concepts
11494 ABS Lavender Extract BG	Water & Butylene Glycol & Lavandula Angustifolia (Lavender) Flower/Leaf/Stem Extract	1.00	Active Concepts
10162 ABS Lemongrass Extract PBF	Water & Butylene Glycol & Cymbopogon Citratus Extract	5.00	Active Concepts
10318PF ABS Witch Hazel Extract NS PF	Water & Hamamelis Virginiana (Witch Hazel) Bark/Leaf/Twig Extract & Leuconostoc/Radish Root Ferment Filtrate	5.00	Active Concepts
Phase C			
M14003 AMTicide® Coconut	Lactobacillus & Cocos Nucifera (Coconut) Fruit Extract	2.00	Active Micro Technologies
11531 ABS Apple Cider Vinegar Extract G 50	Glycerin & Apple Cider Vinegar	3.00	Active Concepts
Phase D			
NaOH	Sodium Hydroxide	QS	
20343LNZ ACB Fruit Mix	Water & Vaccinium Myrtillus Fruit Extract & Saccharum Officinarum (Sugar Cane) Extract & Citrus Aurantium Dulcis (Orange) Fruit Extract & Citrus Limon (Lemon) Fruit Extract & Acer Saccharum (Sugar Maple) Extract	QS	Active Concepts

Formulation Guidelines

1. Combine Phase A and mix well.
2. Add Phase B ingredients separately and in order to Phase A.
3. Add Phase C to Phase AB.
4. Check pH; adjust to 7.0 - 7.5 with Phase D.

Why We Love It
cleanses & soothes

Paw Pads Healing Balm

Paw Pads Healing Balm

Whether it is sand or snow, our furry friends' paws can easily become dry and cracked over time. This paw pads balm soothes and conditions dry cracked paw pads providing your pet with much needed relief. Massage this moisturizing blend onto the paws to help provide your pet with the ultimate paw protection.

Trade Name	INCI Name	%	Vendor
Phase A			
D22019 ACD Coconut Oil	Cocos Nucifera (Coconut) Oil	70.00	Active Concepts Distribution
White Beeswax	Cera Alba	7.00	FSS / Strahl & Pitsch
Carnauba Wax	Copernicia Cerifera (Carnauba) Wax	5.00	FSS / Strahl & Pitsch
Microcrystalline Wax SP-88	Microcrystalline Wax	4.00	Strahl & Pitsch
Phase B			
20742 AcquaSeal® Coconut	Cocos Nucifera (Coconut) Fruit Extract	1.00	Active Concepts
10247 ABS Pomegranate Sterols	Punica Granatum Sterols	1.00	Active Concepts
10414 ABS Acai Sterols EFA	Euterpe Oleracea Sterols & Linoleic Acid & Oleic Acid & Linolenic Acid	1.00	Active Concepts
10543 ABS Coconut Extract OS	Helianthus Annuus (Sunflower) Seed Oil & Cocos Nucifera (Coconut) Fruit Extract	4.00	Active Concepts
10350 ABS Rice Lipids Plus	Oryza Sativa (Rice) Lipids	3.00	Active Concepts
Phase C			
M16003 Phytocide Elderberry OS	Sambucus Nigra Fruit Extract	4.00	Active Micro Technologies

Formulation Guidelines

1. Add Coconut Oil to Vessel while mixing; begin heating; once melted, add Beeswax; once melted, add Carnauba Wax; mix until uniform and homogeneous (about 82°C).
2. Discontinue heat.
3. Once at or below 65°C, add Phase B to Phase A separately; mix until uniform.
4. Add Phase C to Phase AB and mix until uniform; pour into molds while still fluid (about 45°C).



Why We Love It

soothes & conditions



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