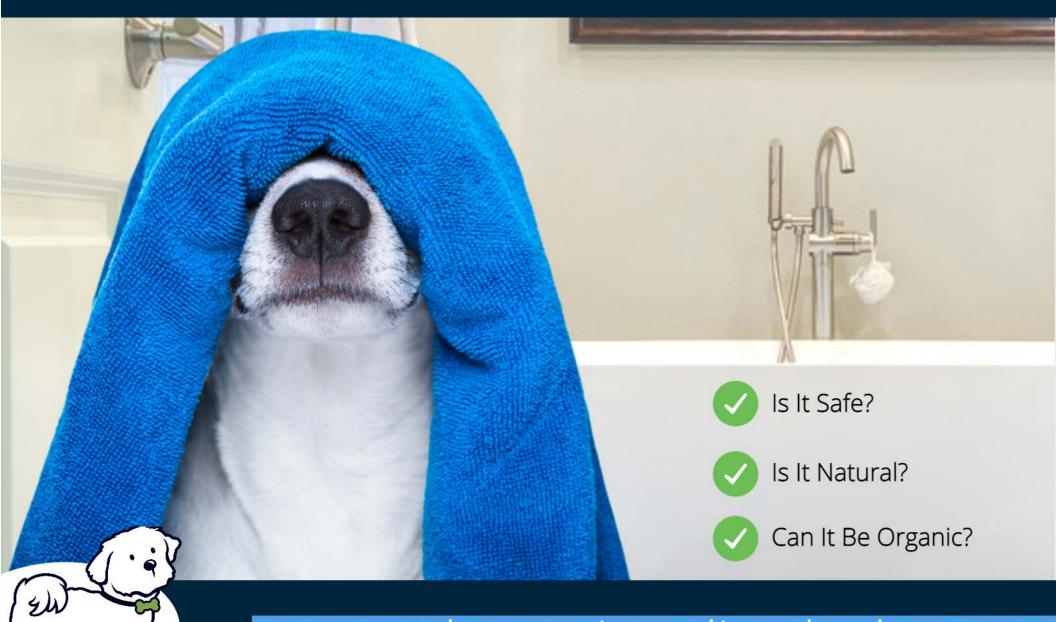
# Afraid To Look At The Ingredients In Your Dog's Shampoo? WHAT YOU PUT ON YOUR DOG IS JUST AS IMPORTANT AS WHAT YOU PUT IN YOUR DOG



www.petshampooingredientdatabase.com

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Ingredient rankings are our opinions of the safety of ingredients based on a review of the literature and safety recommendations. 4-Legger does not review products. We have no way of knowing the concentrations used by manufacturers or the quality and purity of the ingredients. In cases where purity may be a factor we have erred on the side of caution asking ourselves the question, "Would I use this on my dog?" This database is always "in progress" as rankings may change as new information is available. 4-Legger does manufacture and sell 4-Legger, a true all natural and organic dog shampoo (with options for cats, small animals, etc) that we recommend but we also feel pet parents should assess ingredients themselves and choose the products they are comfortable using on their furry family. 4-Legger assumes no responsibility for misuse of the information presented herein.

#### Why Ingredients Are So Important

World War II dramatically changed the types of products we use in our daily life. Metal was needed for the war effort so in 1941 companies used the by-products from cereal manufacturers to make the first dry dog food. It was convenient, cheap, and high profit.

In 1956, General Mills and Purina entered the dog food market making the first kibble. As we all know, the extreme heat and drying removed any beneficial vitamins, nutrients, and moisture from the food.

In the 1970s and 1980s another shift started. Our dogs and cats moved into our homes. No longer were they outdoor dogs and cats. They lived amongst us. The pet food industry boomed with more and more options driving pet food companies to cut corners to remain competitive in a flooded market.

The pharmaceutical companies saw an opportunity when pet owners realized they wanted pets inside, but not the fleas and ticks that sometimes accompany them. They began to modify their agricultural pesticides to be formulated for domestic animals with little thought to the long-term consequences pets would suffer.

This same shift occurred with the development of shampoos. The focus for companies was getting the lowest cost ingredients to maximize profits. Synthetic shampoos took over the market. A bottle of shampoo marketed as all natural and organic that costs \$4.99 is going to sell a lot faster than a true all natural and organic shampoo that sells for \$15.99 because people believe the marketing terminology on the bottle instead of looking at each ingredient and evaluating it independently for safety much in the way pet parents have been taught to look at food and pesticide applications.

Most of these synthetic shampoos pose real concerns as environmental toxins and should NOT be used on your dog or cat.

While pet parents are just starting to realize to the dangers of environmental toxins from lawn treatments, candles, air fresheners, carpet cleaners, detergents to wash their blankets, and more, many haven't thought about toxins being in shampoos. Yet, many of these ingredients are cheap synthetic ingredients that pose long term risks to our furry families.

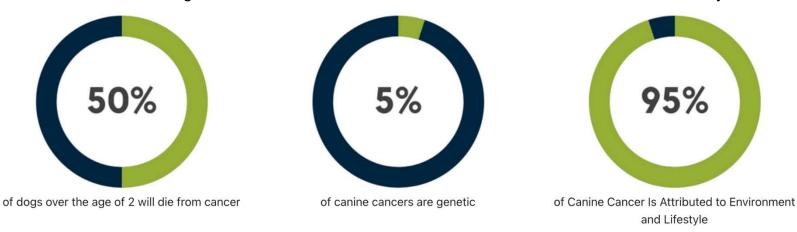
If you look at your dog or cat holistically, you will understand it is everything that goes in and on them that must be safe and healthy. Over the past few decades as we've fed low quality food and exposed them to synthetic ingredients, the life span of our dogs (even more than cats) has been steadily decreasing.

We, like the speakers from the Dog Nutrition Summit hosted by Dr Judy Morgan, believe the exposure of environmental toxins from shampoos, flea and tick treatments, lawn treatments, household cleaners, etc. are directly responsible for the increase in cancers and other health issues like endocrine disruption, hormone imbalances, and more that affect the longevity of our furry family.

If we can lower our dog's exposure to environmental toxins, we can give them longer and healthier lives.

Canine cancer statistics show that 50% of dogs over the age of 2 will die from cancer.

Only 5% of canine cancers are genetic. The other 95% of canine cancers are from environmental and lifestyle factors.



Quite simply, this means that we control 95% of the factors for canine cancer.

It is also important to note that the 2 most common dog cancers are skin cancers.

1: Mast Cell Tumors (a form of skin cancer)

2: Melanoma - Skin and mouth cancer

Do you see the correlation?

Increase in environmental toxins = Increase in cancer.

Most of those cancers start **ON THE SKIN**!

**Every ingredient** along with the **quality and purity** of those ingredients is INCREDIBLY important.

#### **About 4-Legger: A Letter from Melissa Boland**

My dog, Henry Clay died from cancer attributed to environmental toxins on the day I was diagnosed with breast cancer. While I

was in chemotherapy my cell counts were "infection fatal", meaning if I got sick, I wouldn't survive. My oncologist suggested that my dogs and any dogs that came to visit me needed to be bathed frequently to keep my environment safe and as germ free as possible.

After just a few weeks of the new bathing regime, my dogs had dry, itchy, and flaky skin.

The bottle of shampoo I was using claimed, "all natural and organic". It wasn't until I looked at the ingredients that I learned these terms were being used to market and sell products, not speak honestly about the ingredients in the products.

Quite simply, there are no rules for marketing terms. Even products that contain ingredients linked to hormone disruption, organ system toxicity, and cancer can be marketed as all natural and organic.

Since 2015, 4-Legger has been revolutionizing the dog grooming industry.

We make USDA Certified Organic pet grooming products with third party
validation of our ingredients and our manufacturing process through the USDA National Organic Program. We believe natural and organic means a product doesn't contain synthetic chemicals.

We have dedicated our lives to giving every dog the opportunity for a healthy bath and educating pet parents about ingredients in grooming products. Using a dog shampoo without synthetic ingredients is an easy change you can make to reduce your dog's exposure to environmental toxins.

Feel free to contact us with any questions.



#### **Ingredient Ranking**

We use a simple icon system to identify if an ingredient is natural or synthetic, how safe it is, and if it is possible for it to be organic.

#### Is it Natural Or Synthetic?

We use 2 symbols so you can quickly see if an ingredient is natural or synthetic.

If an ingredient like coconut oil goes through 1 reaction as the final ingredient, we've classified it as "Natural".

If it goes through multiple reactions, we've classified it as synthetic.





8

Multiple chemical reactions for the ingredient

Many ingredients are said to be "naturally derived" but we've classified them as a synthetic. That is because

derived" but we've classified them as a synthetic. That is because, while it may have started out as coconut oil it has gone through multiple reactions and is no longer recognizable as coconut oil.

For example, Cocamidopropyl betaine (CAPB) is a fatty acid derived from coconut oil. The manufacturing process to go from coconut oil to CAPB involves using other chemicals and if the resulting ingredient isn't purified, it risks contamination with nitrosamines, which have links to cancer. CAPB is also ecotoxic and may cause skin reactions or allergic reactions.

#### How Safe Is This Ingredient?

We use 4 easy to recognize symbols so you can quickly see how safe we think an ingredient is for you to use.

When we review ingredients, we consider if it is safe for you, your dog or cat, and how safe it is for our planet.



#### Could It Be Organic?

With so many products on the market that make organic claims, we felt it was important to let you know if it is even possible for the ingredient to be USDA Certified Organic by using the two symbols seen here.

#### Just because a product says it is organic, doesn't mean it is.

There are MANY products in the market that take a few organic ingredients and mix them with toxic synthetic ingredients. This practice is called "green marketing" or "green washing" and is the trap we fell into before we realized the pet shampoo market is not regulated.

Can Be **Organic** Organic

May be organically grown, harvested, & processed

It is not possible for this ingredient to be certified to organic

USDA Organic pet shampoo makes up only about 2% of the entire market. Other manufacturers are trying to trick you into thinking their products are all natural and organic when they are not.

#### So how can you tell if a PRODUCT is organic?

You need to learn to look for the USDA Seal on the label for products that are 95%+ organic or the certification statement on the back of the bottle for products that are 70%+ organic. If the seal or the statement are not present, it is NOT organic. No exceptions!

If you look at 4-Legger's shampoos, you'll see we have 2 formulations: the black 8 oz bottle and the clear 16 oz bottle.

On the front of the our newer line in the black bottle, you'll see the USDA seal because this formulation is certified to the 95%+ organic standard through the National Organic Program.



If you look at our original formulation in the clear bottle, you won't see the USDA seal because this formulation is certified to the 70%+ organic standard through the National Organic Program.



On the side of the bottle, you can see a statement that says "Certified to USDA Organic Standards" which lets you know the PRODUCT is organic.

Keep in mind that this means **EVERY ingredient in the bottle** meets the standards of the USDA organic program, not just 1 or 2.

It also means that from seed to shelf there is a chain of custody verifying that no pesticides or herbicides were used during the growth of the plants and the ingredients have not been contaminated at any point during the manufacturing of the product. It is all under the standards of the USDA organic program. This is a MUCH higher standard of safety for



your furry family member because there is third party validation and inspection of EVERYTHING!

The difference in the USDA certification standard is the primary difference in 4-Legger's two shampoo lines. Our original line uses water which is not organic but is permitted because it is 100% natural while our newer line replaces with water with certified organic aloe vera juice which is 100% USDA certified organic. This simple change is what elevates the newer line to the USDA seal standard.

#### **How To use This Document**

We totally understand ingredients in pet shampoo can be confusing. Ingredients are complex. You may have 1 ingredient that increases skin absorption and another that has links to cancer or endocrine disruption. The combination of those 2 ingredients in the same shampoo should alarm any pet parent for obvious reasons!

We recommend you take your pet's bottle of shampoo and start at the first ingredient in the list and look it up using this document.

Take note of the safety of the ingredient and move to the second, repeat until you have reviewed all the ingredients on the bottle.

If you get to ingredients that are vague or not clear, like "naturally derived surfactant from coconut oil" you SHOULD be concerned about the safety of that product. The manufacturer is trying to trick you with green marketing/washing and is not being honest about what is in the bottle.

If you find ingredients that concern you, then get rid of that shampoo.

If you have questions about ingredients, we are happy to help answer them. Feel free to contact us.

# **A Ingredients**

Ingredient Name	Natural or Synthetic?	How Safe Is It?	Can It Be Organic?	Learn more
ALES or ALS	Synthetic	Very Bad	Can't Be Organic	A synthetic surfactant (cleaning and foaming agent) that contains PEG (polyethylene glycol). May be contaminated with 1,4-dioxane.
Allantoin	Synthetic	O O Pretty Safe	Can't Be Organic	A nitrogen rich compound that promotes the healing of skin. It is synthetic or derived from the urine of animals or plants (like Comfrey). You'll need to verify the source of this ingredient given the high number of synthetics.  Note: Allantoin is considered a drug and should
				be regulated by the FDA.  A great moisturizer to soothe dry skin, aloe also
Aloe Vera Juice (Aloe barbadensis)	Natural	Very Safe	Can Be Organic	acts as a natural conditioner and helps smooth the hair shaft, making the hair shinier, glossier, more manageable, and healthier.

Ingredient Name	Natural or Synthetic?	How Safe Is It?	Can It Be Organic?	Learn more
Ammonium Lauryl Sulfate	Synthetic	Not Safe	Can't Be Organic	A synthetic foaming agent that has links to organ system toxicity.
Ammonium Laureth Sulfate (ALES or ALS)	Synthetic	e e Not Safe	Can't Be Organic	A synthetic surfactant (cleaning and foaming agent) that contains PEG (polyethylene glycol). May be contaminated with 1,4-dioxane.
Amphoteric surfactants	Synthetic	Very Bad	Can't Be Organic	These ingredients typically have contamination from 2-(2-Aminoethylamino)ethanol which has been linked to developmental / endocrine / reproductive effects and long term damage to vision.
Apple Cider Vinegar	Natural	Very Safe	Can Be Organic	Raw and unfiltered apple cider vinegar has long been known to be excellent to help relieve itchy skin, clean and tighten pores, soften and soothe the skin and reduce the presence of bacteria and fungus. Apple cider vinegar for fleas has been well documented as a naturally safe and effective solution.

# Apple Cider Vinegar Conditioning Rinse

Yeast ~ Fleas ~ Detox Bath ~ Conditioning



"My Bostie has been suffering with a rash on his belly for months. His diet is great, his coat is beautiful, but the rash persisted. I sent an email with a photo, and Melissa actually CALLED ME (talk about customer service!) and recommended this, along with the cooling shampoo. I was cautiously optimistic, but now I'm legitimately pleased. The rash is actually, finally, omg, HEALING. Melissa, thank you so much for helping my little guy. With gratitude! ""



Ingredient Name	Natural or Synthetic?	How Safe Is It?	Can It Be Organic?	Learn more
Arcylates copolymer	Synthetic	Very Bad	Can't Be Organic	This is a tricky ingredient as it is made from plastic but is generally chemically stable so they don't break down when formulated to avoid irritation. Complex, right?
				There is the potential for contamination with styrene, a possible carcinogen.
				Bottom line - you don't need plastics in your pet shampoo and they aren't planet friendly.
Argan Oil				Has both antibacterial and fungicidal properties and is very moisturizing to the skin.
	Natural	Very Safe	Can Be Organic	Argan oil is made from the kernels that grow on the argan trees native to Morocco. Increased
				demand for argan oil has put the argan forests at significant environmental threat. They need
				to be sustainably sourced / harvested.

Ingredient Name	Natural or Synthetic?	How Safe Is It?	Can It Be Organic?	Learn more
Artificial Colors	Synthetic	Very Bad	Can't Be Organic	Artificial colors have no business being in pet shampoo.  Up to 25 - 50 synthetic ingredients are needed to create one single color.
				Many are derived from coal tar, petroleum or heavy metals salts. When absorbed on the skin, they can increase the risk of irritation, blocked pores, and more.
Avena sativa (oatmeal)	Natural	Very Safe	Can Be Organic	There are many different types of oatmeal - oat milk (perferred) or colloidal oatmeal which has been ground into a fine powder and mixed with a liquid.
				There are organic options for colloidal oatmeal but they are very rare and involve using a patent-pending extrusion process, which solubilizes the oat kernels to produce a natural or organic oatmeal without the need to process the oats extensively. Because this processing is more expensive, it is rarely used which is why we've ranked colloidal oatmeal lower than oat milk.

Ingredient Name	Natural or Synthetic?	How Safe Is It?	Can It Be Organic?	Learn more
Avocado Oil	Natural	Very Safe	Can Be Organic	Helps the skin maintain hydration and minimizes damage from free radicals as it is full of antioxidants (such as vitamin E).

# 4-Legger Is Trusted by Pet Parents Who Care About Ingredients

All of 4-Legger's planet friendly 100% biodegradable products are safe for pets and humans!

4-Legger is woman owned by dog mom's who care about quality and purity as much as you.

From our bottles and caps to our aloe, oils, and essential oils, we do the research and hard work to ensure we meet the pet parent standard of safety by selecting the highest quality, sustainably sourced, all natural, biodegradable ingredients!

Our customers rave about the amazing lather and the quick rinse from our shampoos. To get great lather, you must use lots of water). Of course, they also feel good using it knowing it is safe & non-toxic!

4-Legger is a cruelty-free Certified Leaping Bunny company ensuring no animal testing is conducted in the development of our products. We are also a Green Certified Business using solar power in our manufacturing and climate controlled warehousing all located in the United States!

Our products are certified organic through the USDA National Organic Program so you can rest assured you are getting a truly natural, safe and non-toxic product! Every ingredient can be traced from the ground they were grown in to the bottle on the shelf.



The official symbol of the United States Department of Agriculture guarantees the integrity of the ingredients, products, and manufacturing practices. The seal can only be used when a product achieves the highest level of certification. 4-Legger has earned it!

Try Our Award Winning Shampoo - www.4-Legger.com

### **B** Ingredients

Ingredient Name	Natural or Synthetic?	How Safe Is It?	Can It Be Organic?	Learn more
Babassuamidopropyl betaine	Synthetic	O O Pretty Safe	Can't Be Organic	A salt used to boost foam and help condition.  While generally recognized as safe, there is an unlikely possibility that it could be contaminated with nitrosamines. Nitrosamines have been linked to cancer.
Balsam Fir Essential Oil (Abies balsamea)	Natural	Very Safe	Can Be Organic	Balsam is a natural stimulant, antiseptic and analgesic. It is great for muscle and joint conditions, respiratory conditions, inflammation and will help to naturally reduce cortisol levels. It is generally non-toxic, non-irritant, and non-sensitizing.
				As with all essential oils, using a high grade essential oil that has been naturally extracted is imperative for the health and safety of your pet!
Bamboo water			×	Natural nutrient rich water extracted from bamboo leaves.
	Natural	Very Safe	Can't Be Organic	It has a soothing effect on irritating skin.

Ingredient Name	Natural or Synthetic?	How Safe Is It?	Can It Be Organic?	Learn more
Bamboo water	Natural	Very Safe	Can't Be Organic	Natural nutrient rich water extracted from bamboo leaves.  It has a soothing effect on irritating skin.
Beeswax	Natural	Very Safe	Can Be Organic	Organic beeswax is superior to non-organic beeswax as the bees that produce the wax have a forage zone free of synthetic chemicals and GMO crops. It is truly exceptional! Safe and non-toxic.
Behentrimonium Methosulfate	Synthetic	e e Not Safe	Can't Be Organic	Has links to allergies and immunotoxicity along with developmental or reproductive toxicity at moderate doses.
Benzyl alcohol		••	Can't Be	An aromatic alcohol also goes by a few other names, such as benzenemethanol or phenylcarbinol.
	Synthetic	Not Safe	Organic	It has very strong links to allergies and immunotoxicity.
Benzyl benzoate	Sunthatic	Not Safe	Can't Be	A synthetic chemical used as a fragrance ingredient and preservative. It is also considered an over the counter drug used as a scabies or lice treatment.
	Synthetic	NOT 2916	Organic	It is linked to allergies, skin irritation, and hormone disruption.

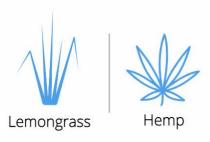
Ingredient Name	Natural or Synthetic?	How Safe Is It?	Can It Be Organic?	Learn more
Benzyl Salicylate	Synthetic	Not Safe	Can't Be Organic	Associated with allergies and contact dermatitis as well as endocrine disruption.
Bilberry Leaf Herb	Natural	Very Safe	Can Be Organic	An anti-inflammatory, astringent and antiseptic to clean, tighten, and nourish the skin as well as antioxidants to help strengthen and protect it. Very hydrating and full of flavonoids and vitamins.
Biosolv Natural Oil Solubilizer	Synthetic	Very Safe	Can't Be Organic	A mixture of Caprylyl/Capryl Glucoside, Water, Polyglyceryl-5 Oleate, Sodium Cocoyl Glutamate, Glyceryl Caprylate, and Citric Acid developed to stabilize essential oils in a solution.
Botanical Extracts	Natural	Pretty Safe	Can Be Organic	While botanical extracts sounds like they are single ingredient extracts, that may not be the case.  Take for example a cherry botanical extract - it may be extracted into parabens or it may be extracted into glycerine and water. Since there is no way to know, we've added it as a caution but noted they are likely natural.  Note: If it is mixed with a synthetic, the safety of the ingredient can dramatically change.

Ingredient Name	Natural or Synthetic?	How Safe Is It?	Can It Be Organic?	Learn more
Butoxy Peg-4 Pg- Amodimethicon	Synthetic	Very Bad	Can't Be Organic	Has some (limited) evidence of non-reproductive organ system toxicity (low risk) but has high contamination concerns from ethylene oxide and 1,4-dioxane (both linked to cancer and endodrine disruption).
Butylene glycol	Synthetic	Very Safe	Can't Be Organic	Helps to keep skin hydrated.

# What Goes ON Your Dog

*Is Incrediblly Important to the Long Term Health Of Your Dog* 

- ✓ ALL Ingredients Matter
- Quality is Quality Inside and Out
- ✓ Healthy Dog Happy Life





# **C** Ingredients

Ingredient Name	Natural or Synthetic?	How Safe Is It?	Can It Be Organic?	Learn more
Calendula	Natural	Very Safe	Can Be Organic	Calendula is excellent for cuts, scrapes, insect bites, and dry itchy skin! It increases the flow of blood and oxygen to that area to accelerate the healing process.
Carnauba Wax	Natural	Very Safe	Can Be Organic	A natural vegetable wax obtained from the leaves of the Brazilian palm tree that grows unendangered in native forests. Each year leaves are pruned by hand to harvest the leaves without harming the tree. To our knowledge there has never been an instance where this species of palm tree was threatened or posed a threat to the environment. Note this is not the same species of palm tree that palm oil is pressed from. The vegan carnauba wax is harder than other waxes but still helps to form a protective barrier to seal in moisture (it's a natural humectant) while allowing the pores to breathe.

Ingredient Name	Natural or Synthetic?	How Safe Is It?	Can It Be Organic?	Learn more
Castile Soap	Natural	Very Safe	Can Be Organic	Made with saponified oils, is the most gentle all natural shampoo available on the market. It is the ONLY shampoo made with truly all natural ingredients and minimal processing.  It can also be organic!
Caprylyl Glycol	Synthetic	Very Safe	Can't Be Organic	While naturally derived from coconut, palm, sunflower (etc) oil, it is considered a synthetic as it is a multi-step process to synthesize. The first step is saponification of oils to obtain the glycerin. The glycerin is then mixed with stearic acid, a fatty acid that comes from animal and vegetable fats and oils.
				It serves primarily as a skin conditioning agent. It can be used in combination with Grapefruit Seed Extract and Potassium Sorbate or other preservatives to boost the anti-microbial properties.
				It can increase skin penetration of other ingredients so be sure all of the other ingredients in the product are safe and nontoxic.
				Allowed in EcoCert products but not allowed in USDA certified products through the National Organic Program.

Ingredient Name	Natural or Synthetic?	How Safe Is It?	Can It Be Organic?	Learn more
Caprylhydroxamic Acid (CHA)	Synthetic	O O Pretty Safe	Can't Be Organic	A fairly new preservative and broad spectrum antifungal agent with strong chelating properties shown to lower mold growth.  A 2017 study showed a strong link between allergic contact dermatitis – red or itchy skin – and CHA. Critics of the study noted that participants with damaged skin likely resulted in increased penetration of the CHA on the skin. The Cosmetic Ingredient Review noted that caution should be taken with the use of CHA in a manner that would result in increased penetration, such as formulation with penetration enhancers.
Carbomer	Natural	O O Pretty Safe	Can Be Organic	This ingredient is used to create a gel like consistency - increase viscosity. Generally thought of as safe but may cause minor skin irritation.
Carrageenan	Natural	O O Pretty Safe	Can't Be Organic	Derived from <i>Chondrus crispus</i> , a species of red seaweed commonly called Irish moss. There is a lot of controversy about why this ingredient is bad mostly because it has shown to clog the skin pores (which is bad). It can help to retain moisture on the skin and is unlikely to cause an allergic reaction.

Ingredient Name	Natural or Synthetic?	How Safe Is It?	Can It Be Organic?	Learn more
Cedarwood Essential Oil	Natural	Very Safe	Can Be Organic	Cedarwood is a natural pest deterrent with natural properties to improve the appearance of your dog's skin.  As with all essential oils, using a high grade essential oil that has been naturally extracted is imperative for the health and safety of your pet!
Cetearyl Isononanoate	Synthetic	Pretty Safe	Can't Be Organic	An ester of Cetearyl Alcohol and a branched chain nonanoicacid used as a skin and hair conditioner. Used at less than 12% in a formulation it is less likely to cause skin irritation. We gave it a neutral rating as we don't know the concentration and more research is needed on this ingredient for long term impacts.

Ingredient Name	Natural or Synthetic?	How Safe Is It?	Can It Be Organic?	Learn more
Cetyl Alcohol	Synthetic	Not Safe	Can't Be Organic	May be used in a number of applications - from fragrance to boosting foam or a thickener. It has links to organ system toxicity and is not friendly to the environment (ecotoxicology). Can have a plant or animal origin.
Charcoal (activated)	Natural	Very Safe	Can't Be Organic	Generally recognized as safe.  More research is needed on the environmental impact of using this ingredient and whether or not it is bioaccumulative.
Chlorhexidine gluconate	Synthetic	Very Bad	Can't Be Organic	A fast acting, broad spectrum antimicrobial agent, with a low potential for causing skin reactions that can continue to kill bacteria on the skin up to 24 hours after use.
				It has been shown to readily go through the skn barrier. Because of limited safety data, CHG is not recommended for use in children <2 months of age and for that reason we've thrown up the warning flag for using it on dogs. There are safer alternatives (like tea tree dog shampoo for dogs which should never be used on cats).

Ingredient Name	Natural or Synthetic?	How Safe Is It?	Can It Be Organic?	Learn more
Chlorphenesin	Synthetic	Very Bad	Can't Be Organic	A preservative, it has links to organ system toxicity to the eye, liver, and kidney and evidence of links to allergies.
Citral	Synthetic	Not Safe	Can't Be Organic	A naturally occuring scent ingredient but is usually synthetically produced on a large scale. It has links to allergies and contact dermatitis. Classified as an irritant.
Citric acid	Natural	Very Safe	Can't Be Organic	Citric acid may be used to adjust the pH of a product to make it more neutral. The goal when doing this is to get the pH closer to 7 - that of your dog's eyes so the manufacturer can claim "tear free". Unfortunately, these same shampoos often use ingredients that you would not want on your dog's eyes. So, yes they may be tear free, but the product is not safe and non-toxic!
				As a note, your dog's skin is better served by a more alkaline pH and being careful around their eyes. If you do get shampoo in your dog's eyes, rinse with water and prevent them from rubbing the affected eye.
				Some dogs may have skin sensitivity to citric acid although rare.

Ingredient Name	Natural or Synthetic?	How Safe Is It?	Can It Be Organic?	Learn more
Cocamide DEA	Synthetic	Very Bad	Can't Be Organic	A foaming agent that has links to organ system toxicity and contamination concerns.
Cocamide MEA	Synthetic	Very Bad	Can't Be Organic	A foam producer that started as a coconut and has been chemically altered into a moderate cancer causer, hormone and thyroid disruptor and an organ toxin.
Cocamidopropyl betaine	Synthetic	Very Bad	Can't Be Organic	A synthetic surfactant associated with irritation & allergic contact dermatitis.  Reactions could be due to the ingredient itself or impurities. Nitrosamines (a common contaminant) are known to cause cancer.
Cocamidopropyl hydroxysultaine	Synthetic	O O Pretty Safe	Can't Be Organic	A a plant derived synthetic hair conditioning agent and foam booster. It is a relatively new ingredient that may have links to skin allergies but appears with the limited data available to be relatively safe.

Ingredient Name	Natural or Synthetic?	How Safe Is It?	Can It Be Organic?	Learn more
Cocamidopropylamine Oxide	Synthetic	Not Safe	Can't Be Organic	A tricky ingredient to rate, it is an environmental toxin with known links to eye and skin irritation but it throught to be relatively safe. It got a not safe ranking based on being an environmental toxin.
Coco-glucoside	Synthetic	Very Safe	Can't Be Organic	Is a synthetic used as a foaming, cleansing, conditioning, and thickening agent. It is made from reaction of coconut oil fatty alcohols and fruit sugar (glucose). While synthetic, it is considered safe with minimal links to allergies.
Coconut Glucose	Synthetic	Very Safe	Can't Be Organic	Another name for coco-glycoside. Is a synthetic used as a foaming, cleansing, conditioning, and thickening agent. It is made from reaction of coconut oil fatty alcohols and fruit sugar (glucose). While synthetic, it is considered safe with minimal links to allergies.
Coconut Oil	Natural	Very Safe	Can Be Organic	Extremely hydrating, a great moisturizer that helps to provide a protective layer, retaining moisture in the skin while allowing the skin to breathe. As a mild oil, it is very good for inflamed or irritated skin, and on dogs with skin sensitivities.
				There is of course organic and non-organic coconut oil.  Prefer organic as it is non-GMO, no pesticides or herbicides used.

Ingredient Name	Natural or Synthetic?	How Safe Is It?	Can It Be Organic?	Learn more
Colloidal Oatmeal	Natural	Pretty Safe	Can Be Organic	Oatmeal that has been ground into a fine powder and mixed with a liquid.  There are organic options for colloidal oatmeal but they are very rare and involve using a patent-pending extrusion process, which solubilizes the oat kernels to produce a natural or organic oatmeal without the need to process the oats extensively. Because this processing is more expensive, it is rarely used. We have it a "pretty safe" rating because of the differences in processing.

# 4-Legger Leads the Industry with the First USDA Certified Organic Aloe Based Dog Shampoo



Setting the standard of excellence pet parents want for their furry families

Simple ~ Effective ~ Natural ~ Clean

## **D** Ingredients

Ingredient Name	Natural or Synthetic?	How Safe Is It?	Can It Be Organic?	Learn more
Decyl Glucoside	Synthetic	Very Safe	Can't Be Organic	A newer ingredient that is a glucose based surfactant. While there isn't a lot of data yet about this ingredient general indications are that it appears to be safe and non-toxic but that it can cause allergic contact dermatitis.
Denatured alcohol	Synthetic	Not Safe	Can't Be Organic	Denatured alcohol is ethyl alcohol with additives (usually methanol) that makes it unsuitable for consumption. It is used in place of alcohol since the additives alter it so that manufacturers don't have to pay taxes on it as an alcohol. Seriously.
				Ethanol acts as a penetration enhancer for many chemicals.
				Methanol (if that is the additive) has links to moderate non-reproductive organ system toxicity.
				Also called SD alcohol

Ingredient Name	Natural or Synthetic?	How Safe Is It?	Can It Be Organic?	Learn more
Dimethicone	Synthetic	Not Safe	Can't Be Organic	A silicon based ingredient that helps to provide skin conditioning. It is linked to organ system toxicity and is not planet friendly (ecotoxicology).
Dioctyl Sodium Sulfosuccinate	Synthetic	Not Safe	Can't Be Organic	An anionic surfactant, generally regarded as safe.  There is a link to non-reproductive organ system toxicity at moderate doses hence there is a formulation limitation for use in human cosmetics.
Dipropylene glycol	Synthetic	O O Pretty Safe	Can't Be Organic	A type of alcohol that is used in cosmetics and skincare products to improve the texture and stability of the formulation. Has low concerns for endocrine disruption (low), Non-reproductive organ system toxicity (low), and Irritation (skin, eyes, or lungs) (moderate). Can increase absorption on the skin and especially around the eyes.
Disodium EDTA	Synthetic	O O Pretty Safe	Can't Be Organic	Used to help control viscosity. It is not a bad ingredient but it does enhance skin absorption which is ok if the remaining ingredients are safe. Not so great if they pose a health threat.

Ingredient Name	Natural or Synthetic?	How Safe Is It?	Can It Be Organic?	Learn more
DMDM Hydantoin  (also called DMDH Hydantoin or DMDH)	Synthetic	Very Bad	Can't Be Organic	Used as a preservative that slowly releases small amounts of antimicrobial formaldehyde over time. Many dogs have or can develop formaldehyde allergies/sensitivities. It also may cause skin or eye irritation. Formaldehyde is linked to cancer.
Doazolidinyl urea	Synthetic	Very Bad	Can't Be Organic	An antimicrobial preservative that slowly releases formaldehyde.  Many dogs have or can develop formaldehyde allergies/sensitivities. Formaldehyde is linked to cancer.

## **E** Ingredients

Ingredient Name	Natural or Synthetic?	How Safe Is It?	Can It Be Organic?	Learn more
Ethylene Oxide	Synthetic	Very Bad	Can't Be Organic	You likely won't see "ethylene oxide" on an ingredient panel. It is a "non-ingredient", a contaminant of some manufacturing processes.  It has strong links to cancer.
				Look for the following on the label: PPG, PEG, polysorbate and ingredients that end in –eth such as laureth, steareth, ceteareth.
Ethylhexylgl Glycerin	Synthetic	Not Safe	Can't Be Organic	A weak preservative and skin conditioner. While all shampoo should be used with care around the eyes, this ingredient has links to eye toxicity making it very important it does not come into contact with eyes.
Eucalyptus Essential Oil	Natural	Very Safe	Can Be Organic	Naturally helps increase the flow of blood to the skin with antibacterial, anti-inflammatory, and antiseptic, antiviral and deodorizing properties.  As with all essential oils, using a high grade essential oil that has been naturally extracted is imperative for the health and safety of your pet!

## **F** Ingredients

Ingredient Name	Natural or Synthetic?	How Safe Is It?	Can It Be Organic?	Learn more
Fir Essential Oil	Natural	Very Safe	Can Be Organic	Steam distilled from the needles and twigs of the majestic balsam fir tree, this dog safe essential oil excels at relaxing muscles and reducing minor pain and inflammation. Rich in antioxidants it can help to fight free radicals that target the skin proteins, collagen, and elastin which protect the skin from damage. It also helps to clear away toxins that can clog pores and lead to skin issues. It is an uplifting oil that supports both physical and emotional health.  As with all essential oils, using a high grade essential oil that has been naturally extracted is imperative for the health and safety of your pet!
Formaldehyde	Synthetic	Very Bad	Can't Be Organic	A known cancer causing preservative that is also linked with allergies and skin sensitivities. Slow releasing formaldehyde preservatives include  Diazolidinyl urea, Imidazolidinyl urea, DMDM hydantoin, and Quaternium-15.

Ingredient Name	Natural or Synthetic?	How Safe Is It?	Can It Be Organic?	Learn more
Fragrance	Synthetic	Very Bad	Can't Be Organic	A "catch all" for added scent that generally means it has a lot of ingredients linked to allergies and immune issues.  Most have links to organ system toxicity and are not friendly to the planet (ecotoxicology).



# 4-Legger's Healing Balm for Dry Skin

Safe & Non-Toxic



## **G** Ingredients

Ingredient Name	Natural or Synthetic?	How Safe Is It?	Can It Be Organic?	Learn more
Ginger Essential Oil	Natural	Very Safe	Can Be Organic	Ginger restores motivation and stimulates willpower and helps relieve sore muscles. It also helps to boost the immune system and helps to decrease pain. It is a great addition to peppermint with a warm woodsy scent.
				As with all essential oils, using a high grade essential oil that has been naturally extracted is imperative for the health and safety of your pet!
Glycerine (vegetable based)	Natural	Very Safe	Can Be Organic	A by-product of the process of saponification, it is a natural humectant.

Ingredient Name	Natural or Synthetic?	How Safe Is It?	Can It Be Organic?	Learn more
Glyceryl caprylate	Synthetic	Very Safe	Can't Be Organic	While naturally derived from coconut, palm, sunflower (etc) oil, it is considered a synthetic as it requires a multi-step process to synthesize. The first step is saponification of oils to obtain the glycerin. The glycerin is then mixed with stearic acid, a fatty acid that comes from animal and vegetable fats and oils.
				It serves primarily as a skin conditioning agent. It can be used in combination with Grapefruit Seed Extract and Potassium Sorbate or other preservatives to boost the anti-microbial properties.
				It can increase skin penetration of other ingredients so be sure all of the other ingredients in the product are safe and non-toxic.
				Allowed in EcoCert products but not allowed in USDA certified products through the National Organic Program.
Glyceryl sterate (glycerol monostearate)	Synthetic	Very Safe	Can't Be Organic	It is synthetically produced by reacting glycerin with stearic acid, a natural fatty acid derived from palm kernel, vegetable, or soy oil. Stearic acid is one of the most common saturated fatty acids found in nature. A thickener and emollient used to improve the texture and sensory feel of products. It also helps to hydrate and protect the skin, giving your skin that dewy glow.

Ingredient Name	Natural or Synthetic?	How Safe Is It?	Can It Be Organic?	Learn more
Green tea extract  Camellia sinesis	Natural	Very Safe	Can Be Organic	Soothes and protects the skin, reduces sebum, and minimizes signs of aging.
Guar Gum	Natural	Very Safe	Can Be Organic	Made from guar beans it acts as a natural thickener, conditioner, and humectant (holds on to moisture)!
Guar Hydroxypropyltrimonium Chloride	Synthetic	Very Safe	Can't Be Organic	Synthetically derived from guar gum; used in hair conditioning products. Made from guar beans it acts as a natural conditioner and humectant (holds on to moisture)!
Guava leaf juice  (psidium guava leaf extract)	Natural	Very Safe	Can Be Organic	Packed full of antioxidants, it helps protect the skin from damage and improves the skin tone.

## **H** Ingredients

Ingredient Name	Natural or Synthetic?	How Safe Is It?	Can It Be Organic?	Learn more
Henna Herb Powder (colorless)	Natural	Very Safe	Can Be Organic	While best known as a human hair dye, Henna, extracted from the Henna tree ( <i>Lawsonia inermis</i> ) adds shine and definition to your dog's coat while deeply conditioning the hair follicle leaving your dog's coat smooth, silky, and shiny! Our neutral colored non dying Henna is also thought to have antibacterial, antiviral and inflammatory effects.
Hemp Seed Oil	Natural	Very Safe	Can Be Organic	A powerful antioxidant and anti-inflammatory that works to improve your dog's skin.
Hexyl Cinnamal	Synthetic	Not Safe	Can't Be Organic	A naturally occuring scent ingredient that is synthetically produced in large scale. It has links to allergies and immune system toxicity.

Ingredient Name	Natural or Synthetic?	How Safe Is It?	Can It Be Organic?	Learn more
Hydantoin	Synthetic	Very Bad	Can't Be Organic	Used as a preservative that slowly releases small amounts of antimicrobial formaldehyde over time. Many dogs have or can develop formaldehyde allergies/sensitivities. It also may cause skin or eye irritation. Formaldehyde is linked to cancer.
Hydrolyzed Silk	Synthetic	O O Pretty Safe	Can't Be Organic	Chemically altered proteins from silk, obtained from boiling silkworms. While it is considered safe and non-toxic, it is certainly not an ethical ingredient to source and should not be used.
Hydroxyethylcellulose	Synthetic	Very Safe	Can't Be Organic	A plant-derived thickening agent typically used as a binding agent or emulsifier. It is considered safe and non-toxic.
Hydroxycitronellal	Synthetic	Not Safe	Can't Be Organic	A known immune system toxicant with links to allergies.

## 4-Legger Gives Back

Your dog is your best friend, your loyal companion. You are their life, their love, and their leader.

They will be yours - always faithful and true to the last beat of their heart.

You owe it to them to be worthy of such devotion.

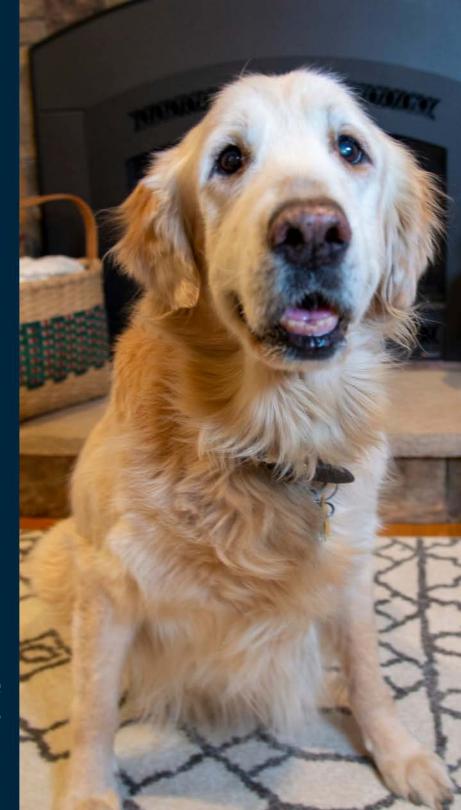
4-Legger's culture is to live every day trying to be the humans our dogs think we are.

We feel it is important to shine a light on the things that need to be changed in the pet grooming industry and to give back to the people and organizations who have dedicated their time and resources to making a positive difference.

We are committed to supporting organizations who are the voice for change.

We donate to organizations who speak up for healthier and safer practices for our 4-legged friends and we donate products to organizations who take excellent care of those less fortunate until they find their forever homes.

Learn more at www.4-Legger.com



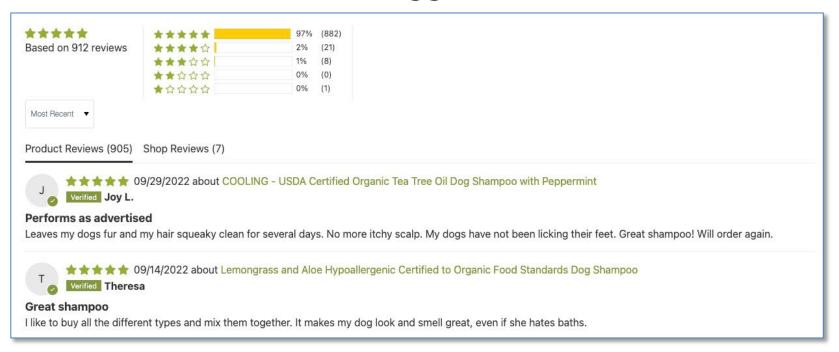
## **I Ingredients**

Ingredient Name	Natural or Synthetic?	How Safe Is It?	Can It Be Organic?	Learn more
Imidazolindinyl urea	Synthetic	Very Bad	Can't Be Organic	Used as a preservative that slowly releases small amounts of antimicrobial formaldehyde over time. Many dogs have or can develop formaldehyde allergies/sensitivities. It also may cause skin or eye irritation. Formaldehyde is linked to cancer.
Isopropyl alcohol	Natural	Very Bad	Can't Be Organic	A mild antiseptic, cleaner and disinfectant that is VERY drying to your dog's skin causing irritation to your dog's skin. It can affect your dog's nervous system and cause organ system toxicity. Many "dry" dog shampoos may use alcohol to quickly "dry" your dog. Yikes!

#### **J Ingredients**



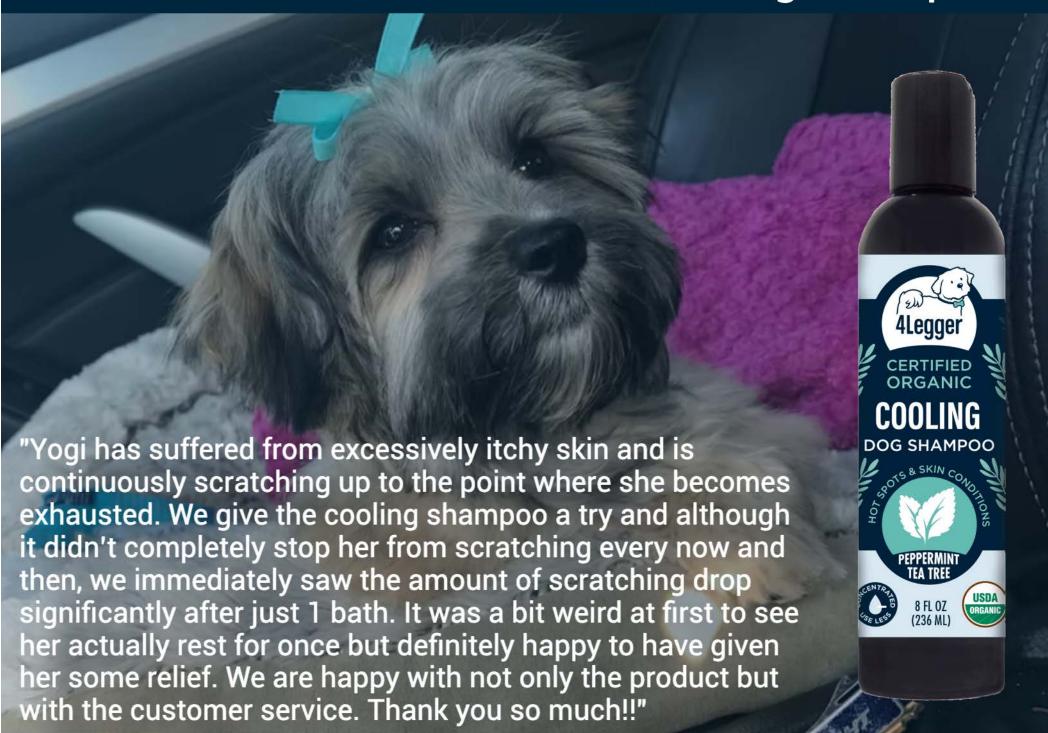
## Customer Reviews of 4-Legger Pet Products



## **K** Ingredients

Ingredient Name	Natural or Synthetic?	How Safe Is It?	Can It Be Organic?	Learn more
Kathone CG	Synthetic	Very Bad	Can't Be Organic	A mixture of methylchloroisothiazolinone and methylisothiazolinone (2 toxic ingredients), this ingredient has links to skin allergies and irritation, developmental and reproductive toxicity, and is ecotoxic.
				A peer review journal article also identifes these ingredients as being mutagenic.
Ketoconazole	Synthetic	Very Bad	Can't Be Organic	There is very strong evidience this fungicide, one of the most commonly used in medicated dog shampoo, is an endocrine system disruptor with limited evidence of reproductive toxicity.
				We recommend a tea tree shampoo for yeast. A natural alternative to these toxic ingredients.

## Holistic Alternative to Medicated Dog Shampoo



## **L** Ingredients

Ingredient Name	Natural or Synthetic?	How Safe Is It?	Can It Be Organic?	Learn more
Lavender Essential Oil	Natural	Very Safe	Can Be Organic	Known for its antibacterial and anti- inflammatory properties, lavender is used to treat common skin disorders where it can help to reduce itching, swelling, and redness to reduce skin irritation and hot spots.
				As with all essential oils, using a high grade essential oil that has been naturally extracted is imperative for the health and safety of your pet!
Lemongrass Essential Oil	Natural	Very Safe	Can Be Organic	Known for its antibacterial and anti- inflammatory properties, lavender is used to treat common skin disorders where it can help to reduce itching, swelling, and redness to reduce skin irritation and hot spots.
				As with all essential oils, using a high grade essential oil that has been naturally extracted is imperative for the health and safety of your pet!

Ingredient Name	Natural or Synthetic?	How Safe Is It?	Can It Be Organic?	Learn more
Lauramide DEA	Synthetic	Very Bad	Can't Be Organic	A foam booster with links to organ system toxicity and contamination concerns by nitrosamines - with links to cancer.
Laurel Glucoside	Synthetic	O O Pretty Safe	Can't Be Organic	A sugar and lipid based surfactant (cleaner) and conditioner and emulsifier. This ingredient has few dermatological issues and is safer than other synthetics. It has also been subject to recent animal safety testing.
Linalool	Synthetic	Not Safe	Can't Be Organic	Strong evidence of this ingredient being linked to immune system toxicity and allergies.
Limonene	Natural	Not Safe	Can Be Organic	While it is possible to find organic limonene, it is rare. It is made through hydrodistillation, a process in which orange fruit peels are soaked in water and heated until the volatile molecules are released via steam, condensed, and separated. Due to its strong aroma, limonene is often utilized as a botanical insecticide. It does have links to allergies and can break down quickly if not stored properly. It is also has links to wildlife and environmental toxicity.

# They Deserve The Best



Give Your Dog a

Healthy Bath with Dog

Shampoo Certified to

USDA Organic Food

Standards





Aloe Vera Lemongrass & Organic Coconut Oil

#### **Benefits**

Relief from dry and itchy skin Soothes and remoisturizes skin Hypoallergenic Safe & Non-Toxic

16 FL OZ (473 ML)





Unscented Aloe Vera & Organic Coconut Oil

#### **Benefits**

Gentle for Dry & Sensitive Skin
Moisturizing & Hydrating
Hypoallergenic
Add Your Own Essential Oils

16 FL OZ (473 ML)



Cedar
Peppermint &
Organic Coconut Oil

#### Benefits

Conditioning & Moisturizing
Naturally Deodorizing
Safe & Non-Toxic

16 FL OZ (473 ML)



Oatmeal Lavender & Organic Coconut Oil

#### Benefits

Soothes Dry & Itchy Skin Moisturizing & Hydrating Gentle & Effective

16 FL OZ (473 ML)



Nothing artificial or synthetic

SCORE P



## **M** Ingredients

Ingredient Name	Natural or Synthetic?	How Safe Is It?	Can It Be Organic?	Learn more
Marshmallow Root  Althaea officinali	Natural	Very Safe	Can Be Organic	The anti-inflammatory effect of marshmallow root may also help relieve skin irritation caused by furunculosis, eczema, and dermatitis.
Magnesium hydroxide	Synthetic	Pretty Safe	Can't Be Organic	Can enhanced skin absorption of ingredients through the skin. Recommend to not use with "leave on" the skin products.
Mangosteen Juice	Natural	Very Safe	Can Be Organic	Rich in a type of antioxidants called xanthones, the juice of this fruit can help to protect the skin while it improves the appearance of the skin.
Methyl- chloroisothiazolinone	Synthetic	Very Bad	Can't Be Organic	A preservative linked to allergies and skin irritation. It is not planet friendly (ecotoxicology). There is some evidence that may link it to cancer.

Ingredient Name	Natural or Synthetic?	How Safe Is It?	Can It Be Organic?	Learn more
Methylisothiazolinone	Synthetic	Very Bad	Can't Be Organic	A preservative with links to neurotoxicity, skin irritation, and allergies.
Methylparaben	Synthetic	Very Bad	Can't Be Organic	A preservative linked to endocrine disruption (think thyroid issues).
MEA - Monoethanolamine	Synthetic	Very Bad	Can't Be Organic	A pH adjuster that has links to organ system toxicity and skin irritation.
MEA Lauryl Sulfate (Monoethanolamine Lauryl Sulfate)	Synthetic	Very Bad	Can't Be Organic	A cleaning agent (surfactant) with strong possibilities of contamination by ethylene oxide or 1,4-dioxane with links to cancer.

Ingredient Name	Natural or Synthetic?	How Safe Is It?	Can It Be Organic?	Learn more
<b>1-Monolaurin</b> (glyceryl laurate)	Synthetic	Pretty Safe	Can't Be Organic	Generally regarded as safe. It can increases the absorption of other ingredients through the skin layer (so if present you want to make sure all of the ingredients in the formulation are safe and non-toxic).  Does have known links to skin irritation.
Mineral Oil	Synthetic	Very Bad	Can't Be Organic	Mineral oil is derived from petroleum used in fragrances and for conditioning of skin products. It blocks pores and does not let the skin breathe. It has links to organ system toxicity.

## **N** Ingredients

Ingredient Name	Natural or Synthetic?	How Safe Is It?	Can It Be Organic?	Learn more
Neem Seed Oil	Natural	Very Safe	Can Be Organic	A highly sustainable oil known for its ability to repel pests and provide strong antifungal, antibacterial and antimicrobial properties. Our neem dog shampoo excels at cleaning and eliminating dandruff while hydrating the skin and improving the strength and health of hair follicles due to its high antioxidant content.
Neroli	Natural	Very Safe	Can Be Organic	Often a solvent extracted absolute and not a true steam extracted essential oil, you need to to be very careful when using products with Neroli in it. It is a very expensive essential oil when pure. If it is in a low cost product, assume it is synthetic and not safe to use on animals.
				As with all essential oils, using a high grade essential oil that has been naturally extracted is imperative for the health and safety of your pet!



## **O** Ingredients

Ingredient Name Natural or How Safe Is It? Can It Be Learn more Synthetic? Organic?	
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Oatmeal Glycerite (from Oat Milk)







Anti-inflammatory, anti-irritant, and moisturizing characteristics. Can soothe, smooth, and nourish skin and hair/fur. While oat is recommended for all skin types, it is especially good for sensitive and dry/flaky skin. Oat is also recommended for dry or damaged hair as it helps to provide moisture and improves conditioning of hair/fur. The oat milk extract is then mixed with vegetable (corn) glycerite instead of alcohol to keep it stable.

Oatmeal from Colloidal Oatmeal







Oatmeal that has been ground into a fine powder and mixed with a liquid.

There are organic options for colloidal oatmeal but they are very rare and involve using a patent-pending extrusion process, which solubilizes the oat kernels to produce a natural or organic oatmeal without the need to process the oats extensively. Because this processing is more expensive, it is rarely used. We have it a "pretty safe" rating because of the differences in processing.

Olive Oil







Rich in vitamins, minerals, natural fatty acids, and antioxidants. Known for its ability to nourish, rejuvenate, and protect the skin.

Orange Essential Oil (Sweet)







Packed with natural Vitamin C to promote the production of collagen (repair skin) and known for its ability to reduce inflammation and bacteria, lift the spirits and promote healthy skin.

# All Natural Dental Powder Because What Goes In Your Dog's Mouth Should be Safe



## **P** Ingredients

Ingredient Name	Natural or Synthetic?	How Safe Is It?	Can It Be Organic?	Learn more
Panthenol	Synthetic	Pretty Safe	Can't Be Organic	A form of Vitamin B5 it is used for skin conditioning and to control static. It has no links to toxicities but does have data gaps and implicit safe concentration limits in products.
Paraben	Synthetic	Very Bad	Can't Be Organic	Parabens are a class of preservatives or fragrances that are not planet friendly (ecotoxic) with strong ties to hormone (endocrine system) disruption.
Patented optical brightener	Synthetic	Very Bad	Can't Be Organic	Also referred to as optical brighteners or fluorescent whiteners, are a mixture of synthetic ingredients that appear colorless but when exposed to UV light, they reflect back blue which makes the coat look shiny and bright and make whites look more "white".
				They are not biodegradable and more information is needed on their safety. They have links to allergies. Give the lack of safety studies we've flagged them as a concern.

Ingredient Name	Natural or Synthetic?	How Safe Is It?	Can It Be Organic?	Learn more
PEG-20	Synthetic	Very Bad	Can't Be Organic	Has links to non-reproductive organ system toxicity (moderate) and high contamination concerns from ethylene oxide and 1,4-dioxane (both have links to cancer).
PEG 120 Methyl Glucose Dioleate	Synthetic	Very Bad	Can't Be Organic	The polyethylene glycol ether of the diester of Methylglucose and Oleic Acid it is thought to be relatively safe with some links to skin irritation and is not recommended for broken or irritated skin as it would allow for skin penetration. It does have links to contamination from ethylene oxide and 1,4-dioxide which is why we've given it a very bad ranking.
PEG-150	Synthetic	Very Bad	Can't Be Organic	Has links to sensory organ system toxicity (moderate) and high contamination concerns from ethylene oxide and 1,4-dioxane (both have links to cancer).
Pentylene Glycol	Synthetic	O O Pretty Safe	Can't Be Organic	A synthetic thickening agent that can act as a preservative but is also used to make skin "feel" hydrated. It can cause skin irritation to some animals with sensitivities so we have ranked it as "Pretty Safe" as a caution.

## Peppermint Essential Oil







Works to balance the sebum on your dog's skin and coat while increasing the blood flow to the skin to heal and provide protection against bacteria and viruses.

As with all essential oils, using a high grade essential oil that has been naturally extracted is imperative for the health and safety of your pet!

**Petroleum Jelly** 







Derived from petroleum (not planet friendly - ecotoxic) with links to organ system toxicity with contamination concerns by PAHS - with links to endocrine disruption, cancer, bioaccumulation, and organ system toxicity.

**Note:** There are many different brands of petroleum jelly with a vast spectrum of ingredient purity. While we'd not use it on ourselves or our dogs, if you are going to use it, make sure you buy a reputable name brand.

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Has links to non-reproductive organ system toxicity (moderate) and high contamination concerns from ethylene oxide and 1,4-dioxane (both have links to cancer).

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Ingredient Name	Natural or Synthetic?	How Safe Is It?	Can It Be Organic?	Learn more
Phenoxyethanol	Synthetic	Not Safe	Can't Be Organic	A relatively new preservative. Let's first note that it is safer than some other preservatives like formaldehyde, paraben, and methylisothiazolinone preservatives. There is some evidence that it may cause skin irritation or allergies in some dogs and that it may have links to organ system toxicity.
				It is also is a sensitizer meaning your dog can develop an allergic reaction to it after using it for some time with no problems.
				<b>Note:</b> This is a synthetic ingredient that is not allowed by Ecocert for use in natural or organic products. If the bottle says "natural" or "organic" and it also says "phenoxyethanol" you would be wise to avoid any products manufactured by this company.
Phospholipid CDM  Sodium Coco PG- dimonium Chloride Phosphate	Synthetic	Very Safe	Can't Be Organic	A fairly new surfactant, hair-conditioning agent and foam booster. There is not a lot of data on this ingredient (yet) but it is so far generally regarded as safe.

Ingredient Name	Natural or Synthetic?	How Safe Is It?	Can It Be Organic?	Learn more
Plant-derived and coconut-based cleansers	Synthetic	Very Bad	Can't Be Organic	Without knowing what the ingredient is, pet parents should be very cautious when they see this ingredient. It is likely they are using this phrase because they don't want to tell you what it is.
Polyglyceryl-4 Oleate	Synthetic	Very Safe	Can't Be Organic	We gave this ingredient a green rating but want to point out a caution. There are animal and petroleum sources so you will need to ask for the ingredient source wen you see this ingredient listed.
				A synthetic combination of 4 glycerine molecules into 1 large molecule that makes it more moisturizing, added to a fatty acid under alkaline conditions - that joins the 2 chemicals into one new molecule.
				It is generally regarded as a safe and effective moisturizer – certainly safer than the alternatives like polyethylene glycol (PEG) and triethanolamine (TEA). It is also approved to be used in ECOCERT certified organic products.
Polyethylene Glycol (PEG)	Synthetic	Very Bad	Can't Be Organic	Works to hold on to moisture but has some links to organ system toxicity. Concerns with contamination by ethylene dioxide and 1,4-dioxane (both linked to cancer) from the manufacturing process.

Ingredient Name	Natural or Synthetic?	How Safe Is It?	Can It Be Organic?	Learn more
Polyquarternium	Synthetic	Very Bad	Can't Be Organic	Has links to non-reproductive organ system toxicity (moderate),  Has high contamination concerns (high) from acrylamide (which has links to cancer).
Polysorbate 20 (also called Polysorbate 40, Polysorbate 60, Polysorbate 80, or Tween 20)	Synthetic	Very Bad	Can't Be Organic	Polysorbate, in its original form, is a harmless sorbitol (vegetable based sugar alcohol).  When polysorbate has a 20, 40, 60, 80 after it, it has been treated with 20 (40, 60, or 80) parts of ethylene oxide.  The resulting ingredient is an emulsifier.  We have rated it as "Very Bad" due to possible contamination concerns. The scientific literature also has limited evidence of sensory organ toxicity.  Read the blog post about Polysorbate 20 to learn more about this ingredient.
Potassium Benzoate	Synthetic	O O Pretty Safe	Can't Be Organic	A mild preservative used to extend the shelf-life of products by preventing the growth of bacteria, fungi, and molds. It is used as a safer alternative to parabens. Some allergies

Ingredient Name	Natural or Synthetic?	How Safe Is It?	Can It Be Organic?	Learn more
Potassium Citrate	Synthetic	Very Safe	Can't Be Organic	Acts as a buffering and chelating agent it is generally recognized as safe.
Potassium cocoate	Natural	Very Safe	Can Be Organic	Saponified coconut oil made from mixing potassium hydroxide with coconut oil. When the reaction is done, there is zero potassium hydroxide left in the final finished product.
				It is safe and non-toxic! Extremely hydrating, a great moisturizer that helps to provide a protective layer, retaining moisture in the skin while allowing the skin to breathe. As a mild oil, it is very good for inflamed or irritated skin, and on dogs with skin sensitivities.
Potassium Hydroxide  also known as lye and caustic potash	Synthetic	Pretty Safe	Can't Be Organic	This is one of the confusing ingredients. It is a synthetic used in the natural process of making soap. When used to saponify oils, there is none left in the final product hence why products can still be USDA Certified Organic even though they started with a non-organic product the final product can be 75%-95% organic.

Ingredient Name	Natural or Synthetic?	How Safe Is It?	Can It Be Organic?	Learn more
Potassium olivate	Natural	Very Safe	Can Be Organic	Saponified olive oil made from mixing potassium hydroxide with olive oil. When the reaction is done, there is zero potassium hydroxide left in the final finished product.
				It is safe and non-toxic! Rich in vitamins, minerals, natural fatty acids, and antioxidants. Known for its ability to nourish, rejuvenate, and protect the skin.
Potassium jojobate	Natural	Very Safe	Can Be Organic	Saponified jojoba oil made from mixing potassium hydroxide with coconut oil. When the reaction is done, there is zero potassium hydroxide left in the final finished product.
				It is safe and non-toxic! A great cleanser and an excellent moisturizer. Jojoba also contains fatty acids that help to rejuvenate and restore dry skin.
Potassium Sorbate	Synthetic	O O Pretty Safe	Can't Be Organic	Generally regarded as safe, it is a mild preservative used to repalce parabens. It is often found in products with a more acidic pH, which we do not recommend for animals but find for human skin. It is rare to have an allergic reaction.

Ingredient Name	Natural or Synthetic?	How Safe Is It?	Can It Be Organic?	Learn more
Propanediol	Synthetic	Pretty Safe	Can't Be Organic	Can increase skin absorption. Has a low concern for endocrine disruption and high concern for skin and eye irritation.
Proprietary Blend of Surfactants, Moisturizers or Conditioners	Synthetic	Very Bad	Can't Be Organic	Don't fall for this marketing trick. If they aren't willing to tell you what is actually in the product you can rest assured it is ingredients you don't want on your dog!
Propylene Glycol	Synthetic	Very Bad	Can't Be Organic	Used as a skin conditioner that can retain moisture but has links to skin irritation, organ system toxicity and can increase the skin's absorption.
Propyl Paraben	Synthetic	Very Bad	Can't Be Organic	A preservative that can mimic estrogen and likely act as a hormone system disruptor (endocrine system). Also, not planet friendly.







★★★★ 09/01/2022 about RESTORE - USDA Certified Organic Apple Cider Vinegar Conditioning Rinse for Dogs

Verified Jessica M.

#### The only dog conditioner that gives us peace of mind!

My husband and I have used this conditioning rinse for our dog (Taylor, 11 years old) for about a year. It gives us so much peace of mind knowing that the ingredients are organic...and can be easily read directly off the bottle! It rinses off sooo easily! And the ingredients are very gentle on Taylor's senior dog skin!





★★★★ 11/29/2021

Verified Kristel S.

#### Made a HUGE difference!

My Bostie has been suffering with a rash on his belly for months. His diet is great, his coat is beautiful, but the rash persisted. I sent an email with a photo, and Melissa actually CALLED ME (talk about customer service!) and recommended this, along with the cooling shampoo. I was cautiously optimistic, but now I'm legitimately pleased. The rash is actually, finally, omg, HEALING. Melissa, thank you so much for helping my little guy. With gratitude!



**★★★★★** 10/28/2021

#### Best Shampoo for my long haired Dashund

Wow what a difference, the smell is incredibly wonderful and my 4 dogs can verify!!

Their fur is softer and they look beautiful and fluffy.

They are definitely not as itchy.

The shampoo is even great for my short haired terrier.

I just cannot go back to shampoos that claim to be helping their skin and coat as they get thick and gummy.

They are easy to brush and happy to have it done now.

Thank you 4Legger





### **Q** Ingredients

Ingredient Name Natural or How Safe Is It? Can It Be Learn more Synthetic? Organic?

Quaternium-15







Used as a preservative that slowly releases small amounts of antimicrobial formaldehyde over time. Many dogs have or can develop formaldehyde allergies/sensitivities. It also may cause skin or eye irritation. Formaldehyde is linked to cancer.

## **R** Ingredients

Ingredient Name	Natural or Synthetic?	How Safe Is It?	Can It Be Organic?	Learn more
Rose Geranium Essential Oil	Natural	Very Safe	Can Be Organic	Known as a humectant for its ability to help retain moisture, it has mild astringent and has antibacterial and antifungal properties.  Interestingly, it is a known adaptogen herb, meaning it helps to support the adrenal system to help manage hormonal responses - supporting the endocrine system - to stress. It has also been shown to kill dust mites.  As with all essential oils, using a high grade essential oil that has been naturally extracted is imperative for the health and safety of your
Rose Hip Oil	Natural	Very Safe	Can Be Organic	Harvested from the seeds of Rosa canina (rose bushes) this oil is full of nutrients including vitamins A, C and E, antioxidants and essential fatty acids (linolenic, linoleic, and oleic acid) that hydrate, heal and rejuvenate dry and itchy skin without blocking the pores.

Ingredient Name	Natural or Synthetic?	How Safe Is It?	Can It Be Organic?	Learn more
Rosemary Essential Oil	Natural	Very Safe	Can Be Organic	Rich in nutrients, rosemary, a known anti- inflammatory will improve circulation, aid in moisturizing dry skin, boost healing, and increase the natural shine and hydrated appearance of your dog's coat.  As with all essential oils, using a high grade essential oil that has been naturally extracted is imperative for the health and safety of your pet!
Rosemary Extract Rosemary Leaf	Natural	Very Safe	Can Be Organic	Incredibly high in antioxidants, it is used in place of a preservative in organic products.

Extract

# **S Ingredients**

Ingredient Name	Natural or Synthetic?	How Safe Is It?	Can It Be Organic?	Learn more
Sage Leaf Herb	Natural	Very Safe	Can Be Organic	Sage was named after the latin word "salvere" which means "to be saved" as it is so revered for its ability to heal and restore. The antiseptic and anti-inflammatory properties make sage an excellent toner. It can also help to regulate sebum production while the strong antioxidants provide protection against free radicals that damage skin cells.
Saint John's Wort	Natural	Very Safe	Can Be Organic	A natural anti-inflammatory, anti-fungal, antiseptic, astringent, antimicrobial and antioxidant that improves the health of your dog's skin.

Ingredient Name	Natural or Synthetic?	How Safe Is It?	Can It Be Organic?	Learn more
Salicylic Acid	Natural	Very Safe	Can't Be Organic	Salicylic acid is a naturally occurring compound, which can be isolated from the bark of the willow tree. It can also be synthetically produced.
	Synthetic			It can increase skin absorption of all ingredients in a product so you'd want to make sure when it is present the other ingredients are safe and all natural. A low possibility of causign skin Irritation in some animals. It can help to unclog pores and help with dandruff.
Saponified Organic Oils	Natural	Very Safe	Can Be Organic	Vegetable oils that have been converted to soap and glycerine - the highest grade of soap available! It is safe, non-toxic, mild, and gentle!  They can also be organic!
Sea Salt	Natural	Very Safe	Can't Be Organic	Exactly what it sounds like - salt from the sea, ocean, or salt water lake that has been dehydrated. It is generally regarded as safe.

Ingredient Name	Natural or Synthetic?	How Safe Is It?	Can It Be Organic?	Learn more
Sclerotium gum	Natural	Very Safe	Can't Be Organic	Used as a thickening and conditioning agent. It is generally regarded as safe. It is a polysaccharide (carbohydrate) produced by fermentation of filamentous fungus.
SD 40	Synthetic	Not Safe	Can't Be Organic	Denatured alcohol is ethyl alcohol with additives (usually methanol) added that make it unsuitable for consumption. It is used in place of alcohol as the additives make it where manufacturers don't have to pay taxes on it as an alcohol.
				Ethanol acts as a penetration enhancer for many chemicals.
				Methanol (if that is the additive) has links to moderate non-reproductive organ system toxicity.
				Also called denatured alcohol.
Shea Butter	Natural	Very Safe	Can Be Organic	A vegetable oil obtained from the tree Butyrospermum parkii used for skin conditioning.

Ingredient Name	Natural or Synthetic?	How Safe Is It?	Can It Be Organic?	Learn more
Soapbark Extract  (Quillaja saponaria wood extract)	Natural	O O Pretty Safe	Can Be Organic	Generally recognized as safe with some evidence of having links to skin allergies allergies.
Sodium Alpha Olefin	Synthetic	Pretty Safe	Can't Be Organic	Generally regarded as safe but if contaminated with gamma sultone (part of the manufacturing process) and not purified, it may have links to non-reproductive organ system toxicity. How can you know if it is contaminated? You won't know from looking at the bottle. Don't buy cheap shampoo!  It also has strong links to dry and irritated skin for dogs
				with sensitive skin.  Made from anise and fennel, this natural preservative is
Sodium Anisate	Natural	Very Safe	Can't Be Organic	safe and while not organic itself, is approved for use in organic products.  When mixed with odium levulinate, it can be an effective anti-fungal.

Ingredient Name	Natural or Synthetic?	How Safe Is It?	Can It Be Organic?	Learn more
Sodium Benzoate	Synthetic	Not Safe	Can't Be Organic	There are two sources of sodium benzoate - natural from fruit and lab synthesized.  It is an effective preservative that prevents the growth of molds and bacteria.
				When sodium benzoate is formulated with vitamin C or citric acid, it may form benzene. (a known carcinogen). This reaction is pH dependent and very unlikely but is noted.
				It does have links to allergies and there is limited evidence that it may have links to endocrine disruption.
Sodium Bicarbonate	Natural	Very Safe	Can't Be Organic	Baking soda is a salt used for deodorizing, pH adjusting, oral care, and more.

Ingredient Name	Natural or Synthetic?	How Safe Is It?	Can It Be Organic?	Learn more
Sodium c-14-16		• •	×	A detergent cleansing agent that produces a lot of foam.
Olefin Sulfonate	Synthetic	Not Safe	Can't Be Organic	The name may be misleading, but sodium C14-16 olefin sulfonate is not a sulfate. Sulfonate is related to but not the same as sulfates. In a sulfonate the sulfur is linked direct to a carbon atom where as a sulfate is linked directly to the carbon chain via an oxygen atom.
				They do however have similar qualities when it comes to propensity of being irritating to the skin.
				It also has links to organ system toxicity.
Sodium chloride	Natural	Very Safe	Can't Be Organic	Generally regarded as safe, sodium chloride is salt.
Sodium citrate	Natural	Very Safe	Can't Be Organic	Generally regarded as safe, it is used as a pH adjuster and water softener. Usually produced from fruits, through yeast fermentation, or even by solvent extraction. Sodium citrate is then produced by neutralizing citric acid with sodium hydroxide.

Ingredient Name	Natural or Synthetic?	How Safe Is It?	Can It Be Organic?	Learn more
Sodium cocoate	Natural	Very Safe	Can Be Organic	Saponified coconut oil made from mixing sodium hydroxide with coconut oil. When the reaction is done, there is zero sodium hydroxide left in the final finished product.
				It is safe and non-toxic! Extremely hydrating, a great moisturizer that helps to provide a protective layer, retaining moisture in the skin while allowing the skin to breathe. As a mild oil, it is very good for inflamed or irritated skin, and on dogs with skin sensitivities.
Sodium Cocoyl Isethionate	Synthetic	Very Safe	Can't Be Organic	A relatively new surfactant. Generally regarded as safe but may cause skin irritation.
Sodium Hydroxide	Synthetic	O O Pretty Safe	Can't Be Organic	It would be exceptionally rare for sodium hydroxide to be used as a final ingredient. More likely it is used to saponify oils where it is absent in the final product and as such is safe.
				If it is used outside of saponification, the safety rating would need to change to be less safe.

Ingredient Name	Natural or Synthetic?	How Safe Is It?	Can It Be Organic?	Learn more
Sodium Hydroxymethylglycinate	Synthetic	Very Bad	Can't Be Organic	A synthetic antimicrobial preservative with strong links to skin and eye irritation as well as allergies. Under certain conditions can release formaldehyde.
Sodium jojobate	Natural	Very Safe	Can Be Organic	Saponified jojoba oil made from mixing sodium hydroxide with coconut oil. When the reaction is done, there is zero sodium hydroxide left in the final finished product.
				It is safe and non-toxic! A great cleanser and an excellent moisturizer. Jojoba also contains fatty acids that help to rejuvenate and restore dry skin.
Sodium Lauroamphoacetate	Synthetic	Very Safe	Can't Be Organic	A fairly new and very mild surfactant (cleanser) with rare skin allergies. It is generally regarded as safe.
Sodium Lauryl Glucoside Carboxylate	Synthetic	Very Safe	Can't Be Organic	Made from starch and fatty alcohol, this new surfactant (cleanser) has so far been found to be quite safe and biodegradable.

Ingredient Name	Natural or Synthetic?	How Safe Is It?	Can It Be Organic?	Learn more
Sodium Lauryl Sulfate	Synthetic	Not Safe	Can't Be Organic	A synthetic cleaner that is not friendly to our planet (ecotoxic). It can be derived from petroleum base or plants. It has links to skin irritation. As a household cleaner it would cause little concern; but, when wouldn't want it on my dog's skin!
Sodium Laureth Sulfate	Synthetic	Very Bad	Can't Be Organic	A synthetic cleaner and known skin irritant that has links to organ system toxicity and contamination concerns by ethylene oxide and 1,4-dioxane which both have links to cancer.
Sodium Lauroyl Methyl Isethionate	Synthetic	Very Safe	Can't Be Organic	A synthetic surfactant that has no known links to toxicity.
Sodium Levulinate	Synthetic	Very Safe	Can't Be Organic	The salt of levulinic acid, a synthetic acid. While a fairly new ingredient, it is thought to be safe.

Ingredient Name	Natural or Synthetic?	How Safe Is It?	Can It Be Organic?	Learn more
Sodium Methyl Cocoyl Taurate	Synthetic	Very Safe	Can't Be Organic	While many are quick to point out it is derived from fatty acid amide of N-methyltaurine in coconut, it is MANY chemical reactions to get to where it is a surfactant / foaming agent. The Cosmetics Ingredient Review has deemed sodium methyl cocoyl taurate safe for use in cosmetic products "when formulated to be non-irritating".
Sodium Olivate	Natural	Very Safe	Can Be Organic	Saponified olive oil made from mixing sodium hydroxide with olive oil. When the reaction is done, there is zero sodium hydroxide left in the final finished product.  It is safe and non-toxic! Rich in vitamins, minerals, natural fatty acids, and antioxidants. Known for its ability to nourish, rejuvenate, and protect the skin.
Sodium palmate	Natural	Very Safe	Can Be Organic	Saponified palm oil made from mixing sodium hydroxide with palm oil. When the reaction is done, there is zero sodium hydroxide left in the final finished product.  It is safe and non-toxic!
Sunflower Oil	Natural	Very Safe	Can Be Organic	Rich in Vitamins A, D, and E, sunflower oil acts as an emollient that holds moisture inside the skin cells and retains skin hydration. As a strong antioxidant, it helps to protect the collagen and elastin in the skin to improve the skin's tone. The high amounts of Omega-6 (linoleic) fatty acid are anti-inflammatory to reduce skin inflammation and dermatitis.

Ingredient Name	Natural or Synthetic?	How Safe Is It?	Can It Be Organic?	Learn more
Surfactant Blend Derived from Natural Ingredients (Coconut Base)	Synthetic	Very Bad	Can't Be Organic	Manufacturers use this statement when they don't want to tell you the actual ingredients making it confusing for the consumer.
Stearic Acid	Natural	Very Bad	Can't Be Organic	A naturally occurring fatty acid that is usually derived from rendered fat of farm and domestic animals.
Stearamidopropyl Dimethylamine	Synthetic	Pretty Safe	Can't Be Organic	A low hazard ingredient that in higher concentrations can cause eye irritation and skin irritation. Has some restrictions for use in cosmetics and manufacturing. Is not save as a "leave on" product. Must be rinsed off.  It is suspected to be an environmental toxin (ecotoxic) so it is not safe for our planet.

## **T Ingredients**

Ingredient Name	Natural or Synthetic?	How Safe Is It?	Can It Be Organic?	Learn more
Tea Tree Oil	Natural	Pretty Safe	Can Be Organic	The quality of this ingredient is VERY important along with the other ingredients in the formulation as it can increase skin absorption.  Generally regarded as safe for external use but does have links to skin irritation and some pets may be sensitive to it. Has formulation limitations for concentrations.  Not recomended for use in puppies or cats/kittens.
TEA-lauryl sulfate (Triethanolamine Lauryl Sulfate)	Synthetic	Very Bad	Can't Be Organic	A cleaning and foaming agent that has contamination concerns by ethylene oxide and 1,4-dioxane - both linked to cancer.
Texapon K 12	Synthetic	Very Bad	Can't Be Organic	Another name for Sodium Lauryl Sulfate, a synthetic cleanser and known skin irritant that has links to organ system toxicity and contamination concerns by ethylene oxide and 1,4-dioxane which both have links to cancer.

Ingredient Name	Natural or Synthetic?	How Safe Is It?	Can It Be Organic?	Learn more
Thyme Essential Oil	Natural	Very Safe	Can Be Organic	Reduces inflammation and is helpful to fungal, yeast, viral and bacterial conditions. Helps reduce unwelcome muscle spasms and improves circulation. Supports a compromised immune system and help encourage the body to fight off germs naturally. Supports confidence.
				As with all essential oils, using a high grade essential oil that has been naturally extracted is imperative for the health and safety of your pet!
Titanium Dioxide	Natural	Very Bad	Can't Be Organic	Naturally occurring mineral that is mined and processed / purified. Absorbs, reflects, or scatters light (including ultraviolet radiation from the sun). Was commonly used in sunscreens but there is a strong movement to ban it as it is toxic to fish etc. It is thought to be safe when 99+% pure.
Tocopherol	Natural	Very Safe	Can Be Organic	Tocopherol also called natural Vitamin E is used as a preservative in USDA Organic Ingredients as it is a strong antioxidant often derived the fatty acids in olive oil.

Ingredient Name	Natural or Synthetic?	How Safe Is It?	Can It Be Organic?	Learn more
Tricolsan			Can't Be	An antibacterial with links to bioaccumulation, moderate non-reproductive organ system toxicity, and skin irritation.
	Synthetic	Very Bad	Organic	Has links to endocrine disruption.
				Also likely to have contamination concerns from dioxins.
				A suspected eco-toxin (not planet friendly).
Triethanolamine	Synthetic	Very Bad	Can't Be Organic	Used as a cleanser and a pH adjuster. Known to have links to organ system toxicity and a skin allergen. Has the possibility of containing nitrosamines which are linked to cancer.

## **V** Ingredients

Ingredient Name	Natural or Synthetic?	How Safe Is It?	Can It Be Organic?	Learn more
Vitamin E (Plant Based High Grade Tocopherol)	Natural	Very Safe	Can Be Organic	This ingredient is where you have to put a lot of trust in the manufacturer to ensure they are purchasing a plant-based high grade (expensive) source. If a manufacturer skimps and purchases a lower grade petroleum-based less expensive ingredient there could be contamination concerns from hydroquinone.
				Natural = d alpha-tocopherol Synthetic = dl alpha-tocopheryl
Vodka	Natural	Very Safe	Can Be Organic	In addition to being a natural and organic preservative, it is also a natural astringent that will cleanse the skin to relieve itchy skin, reduce dander and tighten the pores. It also has the ability to seal the hair cuticle which will manage and reduce the appearance of frizz, resulting in a softer and shinier coat.

### **W-X Ingredients**

Ingredient Name	Natural or Synthetic?	How Safe Is It?	Can It Be Organic?	Learn more
Witch Hazel	Natural	Very Safe	Can Be Organic	A great natural toner to clean oily skin or "gunky" ears. Should avoid if the skin is dry or very sensitive skin as it may cause irritation.
Xanthan Gum	Synthetic	Very Safe	Can't Be Organic	Used to help prevent ingredients from separating and as a thickening agent, it is very safe and non-toxic.  Xanthan gum is considered a synthetic made from fermentation and is on the accepted list of ingredients for use in USDA Organic products.

### **Y-X Ingredients**

Ingredient Name	Natural or Synthetic?	How Safe Is It?	Can It Be Organic?	Learn more
Ylang Ylang Essential Oil	Natural	Very Safe	Can Be Organic	Known for its sedative properties. it eases the mind, releases nervous tension and helps the whole body relax and calm An effective antidepressant that has a positive effect on blood flow and emotions. Also cooling and soothing to help with pain and inflammation management and to help reduce the presence of unwanted bacterial activity.  As with all essential oils, using a high grade essential oil that has been naturally extracted is imperative for the health and safety of your pet!
Zinc pyrithione	Synthetic	Not Safe	Can't Be Organic	Used for dandruff and seborrheic dermatitis. It also has antibacterial and antifungal properties.  Generally regarded as afe but has some use / formulation / concentration restrictions. The maximum concentration in human anti-dandruff shampoos was set at 1%.  At moderate doses is bioaccumulative with links to non-reproductive organ system toxicity. Also should be noted that this ingredient is often found with other ingredients that may warrant caution.

#### 4-Legger's Clean Ingredients ~ Clean Dogs®

As pet parents who lost a dog to cancer, 4-Legger has dedicated our lives to changing the pet grooming industry to make it safer and healthier.

Since 2015, 4-Legger has been the trusted source for pet parents who care about ingredients and the #1 best-selling organic shampoo recommended by holistic veterinarians.

#### What does clean mean?

Clean means everything, from the soil our plants are grown in, to the bottles they are packaged in, are focused on the health and safety of our furry family and our planet.















- √ Sustainably Sourced
- Certified Organic Through the National Organic Program
  - √ Certified Cruelty Free by Leaping Bunny
  - √ Solar Powered Manufacturing and Warehousing
    - √ Responsibly Harvested
    - √ Certified Green Business
      - √ Recyclable Bottles
- √ Climate Controlled Manufacturing and Warehousing
  - √ We Give Back! (Rescue and Shelter Donations)

Our ingredients are sustainably sourced and responsibly harvested to be planet friendly, human friendly, and pet friendly.

We know that better ingredients are worth higher prices because quality is everything and EVERY ingredient matters! Select a product line to view the ingredients:

USDA Certified Organic Shampoo
USDA Certified Organic to Food Standards Shampoo
USDA Certified Organic Conditioner
USDA Certified Organic Healing Balm
USDA Certified Organic Deodorizing Sprays
Dental Powder

#### We Have Solutions for Everyone In Your Furry Family

We have shampoo for every member of your furry family and every situation. From every day use to maintain their healthy skin and coat, hypoallergenic for sensitive skin, to puppies and kittens, and more. Here are some of our best recommendations based on your situation. Select below to view products!



Maintain Healthy Skin & Coat



Hypoallergenic For Sensitive Skin



Pesky Pests & Fleas



Hot Spots, Yeast or Bacterial Infection



Dry, Itchy, Flaky Skin



Cats, Rabbits, Horses, & Other 4-Leggers



Puppies and Kittens



<u>Urinary Incontinence</u>



Dirty Dogs



**Skunked Pet** 



Add Your Own Essentail Oils

#### **The Pet Shampoo Ingredient Database**

Visit <u>www.petshampooingredientdatabase.com</u> for updates to the ingredient rankings and to learn more about ingredients.

If we are missing an ingredient, please take a minute to submit it to us!

