




eco.pupTM
organics for pets



**The Science and Art of
Pure Plant-based Pet Care**TM



**Certified organic, food-grade,
lickable pet care, for all fur babies!**

The Science:

- **Clarity, Transparency & Integrity**
- **Ecobiology & Trichology = Furrichology™**
- **Peer Review Supported Research**
- **Advanced Consumer and Sales Team Education**

The Art:

- **100% Plant-based, Hypoallergenic, Omega-rich, Prebiotic**
- **Preservative-free, Food-grade & Lickable**
- **100% Sustainably Sourced, 100% Biodegradable**
- **Premium Certified Organic Pet Care**

Fur Baby Collection:



**100% Natural,
Certified Organic*
Bathtime Care**

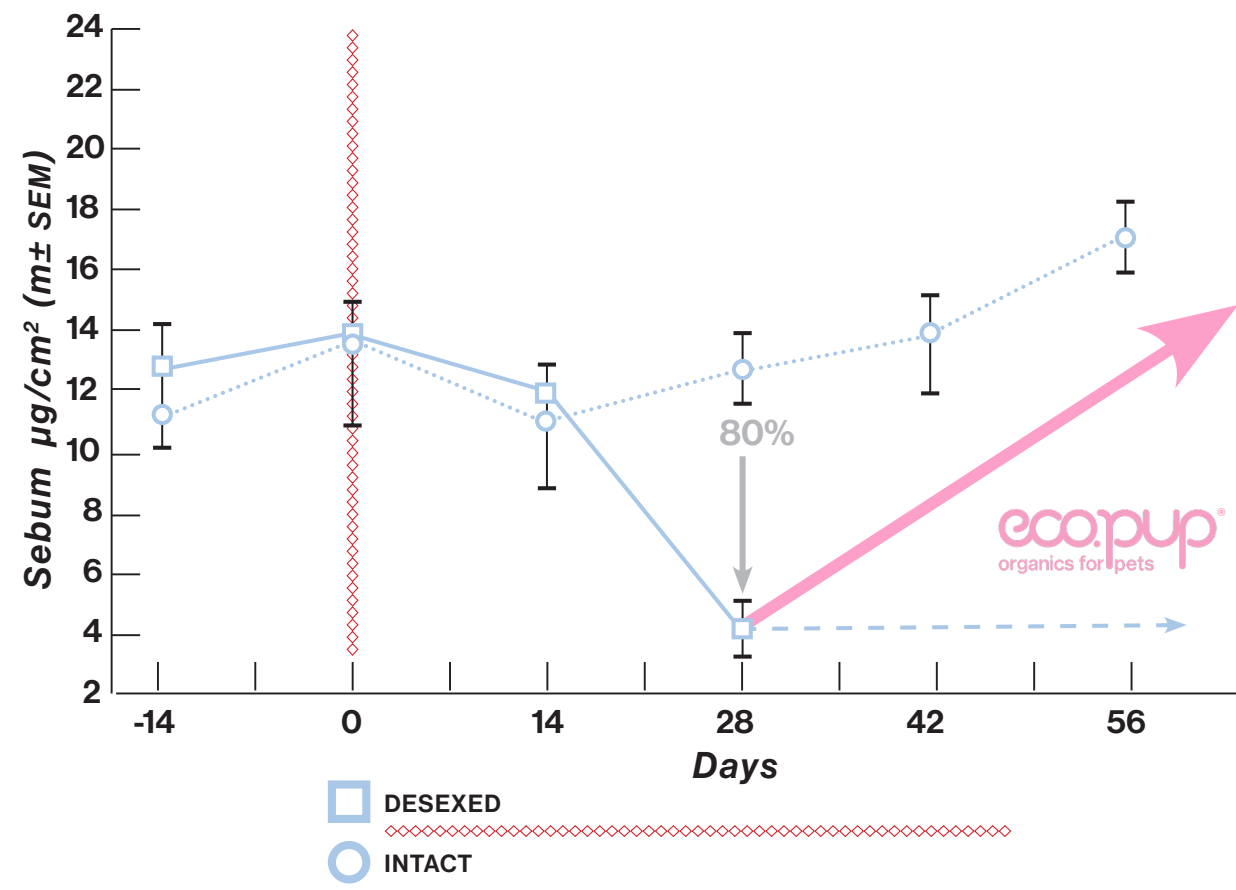
*Formulations Certified to the COSMOS European Cosmetics Standard by ACO Certification Ltd.

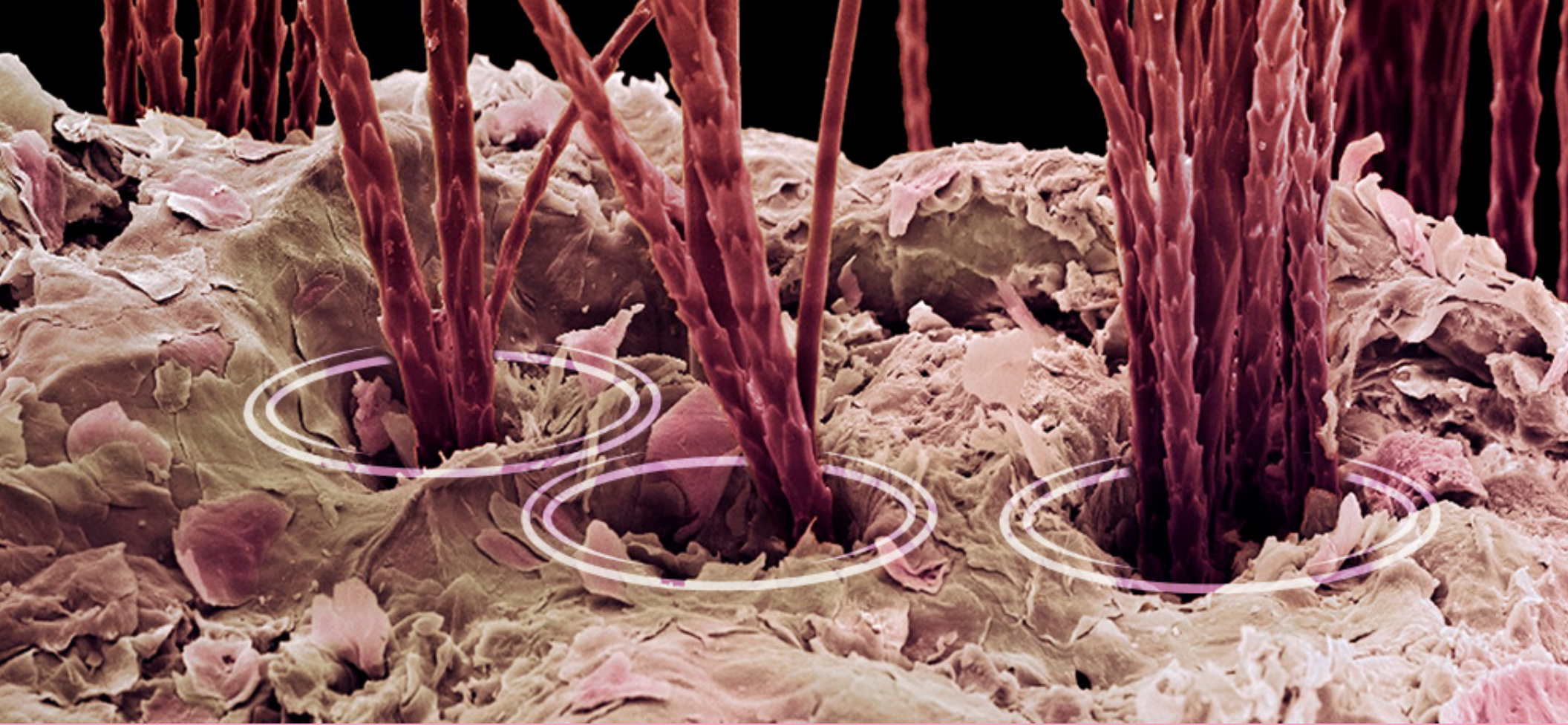
**100% Natural,
Certified Organic[®]
Body Care**



[®]Formulations Certified to the Australian National Organic Standard by ACO Certification Ltd.

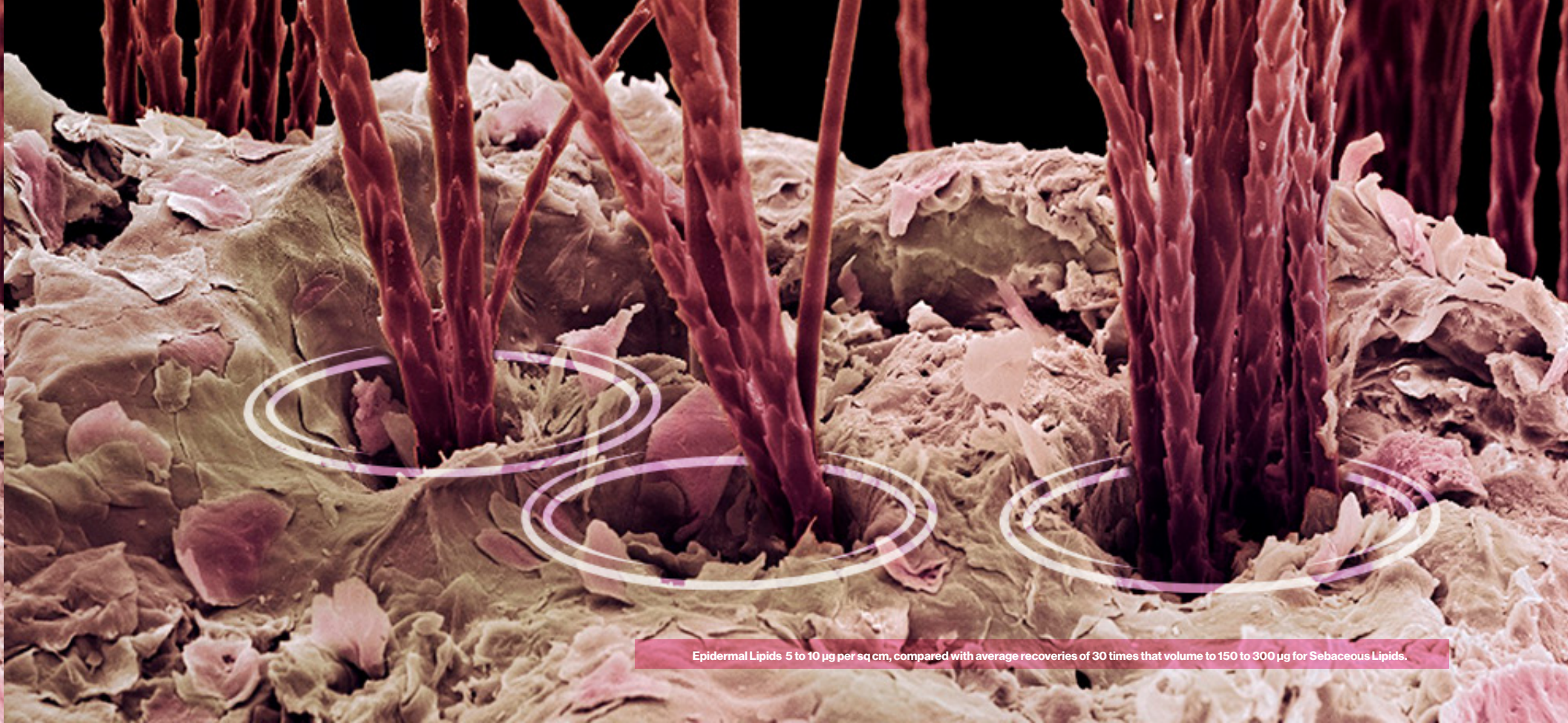
“Lovingly crafted to meet the unique skin care needs of desexed fur babies, and those with sensitive and aging skin types.”





1/3rd follicles

- Canine Skin is 1/3rd Follicle Pores and 2/3^{rds} Epidermal Skin.
- Follicle lipids are derived from Sebaceous Glands within the follicle.
- Epidermal lipids are derived from Skin Cells within the epidermis.

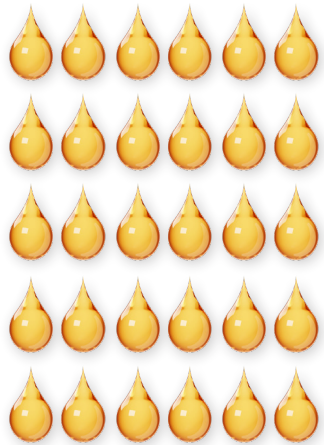


30:1 more lipids

- Sebaceous Glands produce 30 x more lipids daily than skin cells.
- The production of follicle lipids in all mammals are sex-hormone controlled.
- They are broken down by skin's beneficial bacteria to form the skin's natural protective Acid Mantle.
- They are singularly responsible for canine skin pH and the healthy skin microbiome.

Oils ain't Oils

Follicle Lipids



- 1/3rd Surface Area
- Omega Rich Oils
- Acid Mantle pH
- Skin Lubrication
- Microbiome Food
- Follicle Water-proofing
- Fur Conditioning
- Primary Source of Vit-E

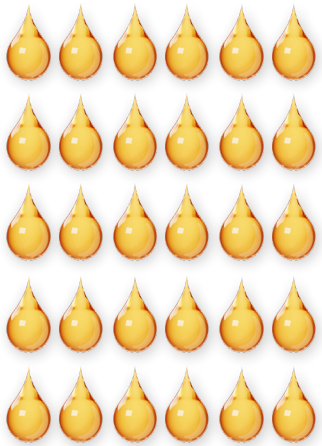
Skin Lipids



- 2/3rds Surface Area
- Ceramide-wax
- Water-proofing
- Skin Barrier Function
- Microbial Barrier
- Not broken down by the skin's beneficial bacteria

Before & After

Follicle Lipids



Skin Lipids



Before Desexing

Follicle Lipids



Skin Lipids



After Desexing

Follicle lipids are reduced by up to 80%

Explore our unique differences...

Above all else, our Leave-in Conditioners embody our Brands purpose... protect, restore, and maintain the natural pre-desexed state of our fur babies skin, to build natural resilience and enhance the body's ability to withstand environmental stressors.

*Above all else,
our Leave-in Conditioners
embody our Brand's purpose...*

**The Science and Art of
Pure Plant-based Pet Care™**



**Dual-action...
skin elixir & fur conditioner!!**



eco.pup... guaranteed free from endocrine disruptive chemicals.



eco.pup[®]

Fur baby-safe, 100% Natural, Certified Organic Bathtime Care

BATHTIME COAT CARE: HYPOALLERGENIC

- 100% PLANTS = VEGAN
- 100% PRESERVATIVE-FREE
- 100% EDC-FREE
- 100% SUSTAINABLY SOURCED
- 100% READILY BIODEGRADABLE
- 100% LICKABLE FOOD-GRADE

• eco.pup products do not contain any synthetic chemical moieties (portion of a molecule).

- **LICKETY-SPLIT Spray Wash**
Sulphate-free, hypoallergenic, spray cleanser. Rinses 25% faster than sulphate-based alternatives.

Gentle cleansing without removing precious skin ceramides, or negatively impacting on the skin's natural lipid barrier function.

- **FANGTASTIC Leave-in Conditioner**
- **MANE MAESTRO Leave-in Conditioner**

Dual-Action Skin Elixir & Coat Conditioner

Omega-rich, supports precious skin lipids, reinforces the skin's microbiome, and nurtures the coat, naturally.

• eco.pup bathtime formulations are certified to the COSMOS EU Cosmetic Standard and manufactured in our own Certified Organic Factory in South Australia.

**eco.pup... guaranteed
free from endocrine
disruptive chemicals.**



eco.pup®

**Fur baby-safe, 100% Natural,
Certified Organic Body Care**

FUR BABY BODY CARE: HYPOALLERGENIC

- 100% PLANTS = VEGAN
- 100% PRESERVATIVE-FREE
- 100% EDC-FREE
- 100% SUSTAINABLY SOURCED
- 100% READILY BIODEGRADABLE
- 100% LICKABLE FOOD-GRADE

• eco.pup products do not contain any synthetic chemical moieties (portion of a molecule).

• **MIDGEMITE**

Outdoor Skin Protection

• **SOOTHE & SMOOTH**

Derma-care Body Moisturising

• **SPARKLE & BLING**

Party Animal Fur Shine & Perfume

• **HUFF, PUFF & KERFUFFLE**

Odour Quenching for Body & Bench

• eco.pup Body Care formulations are certified to the Australian Organic & Biodynamic Food Standard and manufactured in our own Certified Organic Factory in South Australia.

Consultant Education...
advanced training in care.

Fury Trichology???
*who would have ever thought
there was such a thing!!*
Let's call it "Furrichology"

eco.pup™

RESEARCH



ESSENTIALS

eco.pup™

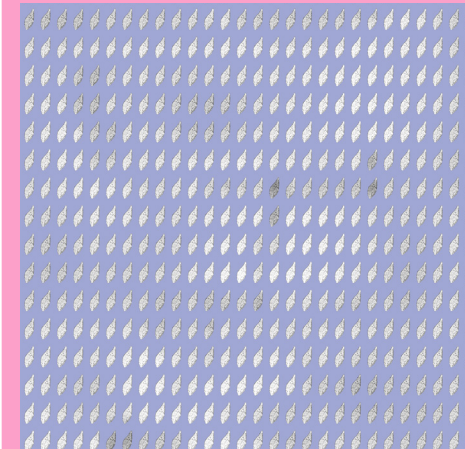
RESEARCH



FUNDAMENTALS

eco.pup™

RESEARCH



ADVANCED

Consumer Education...
new insights into skin health.

Nine Furrichology™ Care Essentials

The top nine care essentials you should know before choosing pet care

#1

5x thinner
Fur Babies' skin is 5 times thinner

#6

7x less
Desexing equals 7 times less apocrine fluid

#2

7x less
Desexing equals 7 times less sebum

#7

0% barrier
Fur Babies' skin has no barrier function

#3

7x more
Fur Babies' skin is 7 times more porous

#8

3:1:1:1 ratio
The Golden Ratio of canine skin lipids

#4

7x more
Fur Babies' skin has 7 times more hair shafts

#9

5.5 pH acidic
Desexing changes the normal pH

#5

0% sweat
Fur Babies' skin has no sweat glands



The Market

“While 69% of Australian households now have a pet, many more would like a pet (or an additional pet).”

“An estimated 3.5 million households are actively considering new pets in the next 12 months, and a further 4.4 million are broadly interested.”

“In general, younger people are very interested in all types of pets, with 93% of Gen Z adults (18-24 years old) interested in getting a new pet.”

“More likely to be drawn to the idea of having a pet - wealthier households earning more than \$100,000 annually (85% vs 76% earning less than \$100,000 per year).”

“The Australian pet product and accessories market is estimated to have reached almost \$3 billion in the last 12 months. Over half of this is attributed to dog owners, who reported spending almost \$1.7 billion.”

Our Market

Australia's Pet Owner Personas

Eco.pup Target Market = 46% of the total Australian Pet Owners

Affordability & Convenience (30%), Simplicity & Reliability (25%), Care & Quality (27%), & Appeal & Reassurance (19%).

Care & Quality (27%)

“Given their focus on the happiness of their pets, these owners would appreciate high quality products, services and information that demonstrate a sense of genuine care for their pets.”

Appeal & Reassurance (19%)

“This segment is likely searching for fun and shareable solutions - underpinned by a sense of comfort that they are getting their pets the best, even if it's stretching the budget. This segment has the greatest opportunity for further education on keeping a happy and healthy pet.”

“The ‘Care & Quality’ cohort prefers retail stores (34% vs 15%) and pet shops (27% vs 14% in person, 20% vs 10% online) - while the ‘Appeal & Reassurance’ cohort is more likely to buy these from the vet (10% vs 2%)”

Eco.pup Organics combines the science of Ecobiology and Trichology with the art of certified organic Green-chemistry to create the healthiest choice premium care to meet the needs of our beloved pet's.

De-sexing Currently in Australia ~80%.

Skin Conditions = ~10% of Reasons for visiting the vet in the past 12 months

EVERYDAY PEOPLE

Example. 1 - Alisha & Leia's Story

There are so many stories to be told...

Alisha, 42, a Speech Pathologist. She loves healthy living and fresh food, and although she is not a total vegan yet, she is totally into natural, vegan, and organic stuff.

She has had Leia for fourteen years now and as an old-girl, Leia has developed sensitive skin and dermatitis. Alisha loves using Eco.pup® **Lickety Split Spray Wash** for Leia's long coat and skin, and Leia loves a gentle rub down with The Eco.pup® **Mane Maestro Leave-in Conditioner** to make her coat tangle-free, and so soft and shiny.

“Since we started using Eco.pup® products Leia is like a new dog. Her skin is never dehydrated anymore and her coat always has a natural sheen.

*Our fav' is **Mane Maestro**; as soon as we use it, her coat is like it was as a puppy.*

It must be the combination of the omega oils and plant extracts; It rubs totally in, and I can feel the instant difference with my own hands as I rub it into Leia's coat... that is how I know it is doing her a whole heap of deep-down good.

And, its all made of food-grade ingredients, and the product is totally hypoallergenic, so no problem if Leia licks it off afterwards.

I recommend it to all of my friends with dogs with longer coats”.



EVERYDAY PEOPLE

Example. 2 - Jan & Susie's Story

Professionals stand behind the work they do and the products they use...

Jan, 52, and her daughter Susie, 22, are a mother and daughter groomer team with a lifelong family held passion for dogs. Everything is important in their business, from the way they meet and greet their clients (two and four legged) to the way they present their Salon and staff. Susie is the driving force in the business, and has been an eco-warrior since primary school. They have both always had a dedication to all products safe for the planet and their clients.

They love Eco.pup Organics as it meets all of their professional needs for bespoke grooming treatments and also has the highest level of premium eco-accountability on the market.

*"We have always wanted sulphate-free formulas for our shampoo products, so we've fallen in love with the Eco.pup® Fur Baby Care Range. We are now exclusively an **Eco.pup Premium Salon**, from our retail shelves to our basins.*

We are proud to advertise that we only use certified organic, preservative free, vegan products in our Salon!

Our customers want the best for their pets, and therefore we promote the certified organic premium care we use as an intrinsic part of every grooming service we do.

Until Eco.pup, there was never a product that gave us the education and transparency about what we were doing and using everyday... now we have absolute confidence in our skills and our chosen products!"



EVERYDAY PEOPLE

Example. 3 - Megan & Molly's Story

Every person has a different reason to choose a specific product, some reasons are small and superficial, others are more serious...

Megan, 33, is a Teacher at junior primary level, and little-miss Molly often comes to school with her for "show & tell" days, so smelling good and looking good is important. Molly has always had trouble with her skin since she was a puppy and can scratch herself bare in some spots over time if it is not attended.

The scratchy behaviour is a all year round thing, however, Molly also suffers from a smelly skin issue if not shampooed weekly.

*"I hate the idea of using chemical products on Molly, so I've fallen in love with the Eco.pup® premium care range. Apart from her weekly bath in **Lickety Split Spray Wash**, she gets a full rubdown with **Soothe & Smooth Skin Elixir**.*

I rub it everywhere into her coat and tummy and give her a little massage... Molly loves it! I wish someone would do it for me too!

Anyway, since we have been using this combo regularly Molly doesn't scratch at all, and doesn't get smelly one bath to the next.

And, her coat is amazing... and as you can imagine, it's now never a struggle to get Molly into the tub on a weekend!"



EVERYDAY PEOPLE

Example. 4 - Nath & Max's Story

Nath, 34, an IT Business Analyst and is stuck in an office all day. He is into hiking a lot, so he and Max are always outdoors on the weekends. Unfortunately, with the great outdoors comes a sweaty damp coat, fleas, midge bites, nicks and cuts, on Max, not so much on Nath; so Max is prone to smelling musky, skin flaking and itching.

Although Max himself is a pretty easy going pal, there is often a bit of maintenance required before Nath's wife lets both of them back in the house after a hike. Nath's also totally into natural stuff, so using medicated chemical shampoos to control Max's smelly issues never felt OK to him...

"Before, I had to wash Max every Saturday afternoon no matter what the weather, or if not, the whole house smelt doggy and he was scratching like crazy.

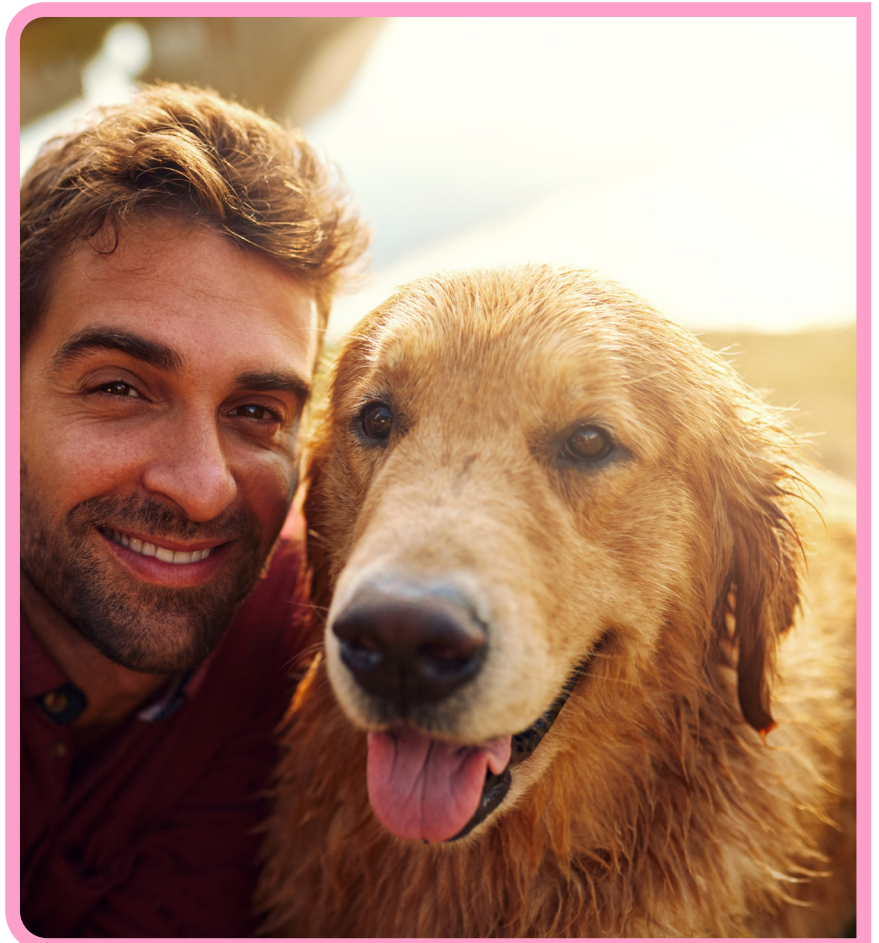
*Since discovering Eco.pup® **Lickety Split Spray Wash** with its hypoallergenic plant-base, it has totally changed whatever it was that made him so itchy and smelly before.*

Max can go two to three weeks between washing now with barely a scratch or a whiff of doggy.

*I do a full rubdown routine with Max every Saturday. I start with a few squirts of **Fangtastic Leave-in Conditioner**... leave it for about ten minutes and then I give him an allover misting and rub down with **Midgemite Spritz** for the outdoors protection... its all pretty easy... just shake, squirt, and go!*

*I finish with the **Midgemite Spritz** because we are always out and about where the midges are. Max loves a good massage, but most importantly we used to have to get him antihistamine injected every spring so his skin reaction wouldn't drive him crazy!*

Since using the Eco.pup we have no more skin allergy or midge itching issues!"



EVERYDAY PEOPLE

Example. 5 - Mel & Jai's Story

Better trained staff leads to consumer confidence in your store brand, and vastly better sales outcomes.

Mel and Jai both are part of the senior sales team for a major pet retail store. They both undertook the in-house training program in Furrichology™ when the Eco.pup Organics brand was introduced nationally throughout the group. They are both delighted to be known as the **Furrichology Experts**, and are always keen to share their knowledge to help junior staff and customers.

*Mel says... "Before, I had the Furrichology training, a customer would ask me questions about what they should use on the dog's sensitive skin, and all I could do was read the text off the back of a bottle to answer their questions. **Now I can share professionally why the sensitivity exists**, and offer multiple strategies to care for their pet. I am confident in my knowledge, and in the advice and products that I share... it feels great!*

*"...Yeah, as Mel said, it feels great to know that you are highly trained and can offer really valuable information to a customer about caring for their pets, said Jai... also, before the training, we basically shared bits and pieces of disinformation... there is a lot of it out there. The Furrichology Training is all interdependently research backed, and if we are particularly interested in one or two topics, there is lots of supportive references to do our own research. **All this means we are truly the experts, and Eco.pup Organics offers us the healthiest choice products to back up our knowledge** with solutions to customer problems!*





Brand Ladder





“Medicine is a science of uncertainty and an art of probability.” ... Sir William Osler 1849-1919

info@ecokidorganics.com