

Barks & Boops

Every Dog Has A Story

Product Training



Learning Outcomes:

- Clearly **communicate** our brand's story and core values.
- **Educate** customers about our product advantages and proper usage.
- **Match** specific products to customer pain points.
- **Address** common objections confidently.
- Provide evidence-based selling points to **facilitate purchasing decisions**.

Our Story:

Inspired by our rescued puppy, Charlie, who was abandoned prematurely. His unique care needs revealed the inadequacies of existing pet products. Barks & Boops emerged to provide targeted care, reflecting genuine love and tailored, effective products.



Core Values:

- **Bond First:** We nurture the unique connection between dogs and their humans, guiding every decision we make.
- **Uncompromising Quality:** We use only human-grade, traceable ingredients to ensure safety, effectiveness, and integrity in every product.
- **Thoughtful Innovation:** We create purposeful, science-backed solutions inspired by real-life needs, continually refined through direct feedback from pets and their people.

Brand Snapshot

Mission: To strengthen and prolong the special bond between humans and dogs through thoughtfully crafted, natural, and scientifically-backed products, emphasizing sustainability, small-batch quality, and genuine connection.

Vision: To be the trusted partner in lifelong pet care, innovating mindfully, engaging communities, and committing unwaveringly to quality to ensure healthier dogs and deeper human-canine relationships.

Market Context & Problem Statement

- 66% of households now own a pet and collectively spent US \$136 billion on them as of 2024.
- Canadian wallet-share is growing: 70% of Canadian pet owners say they are spending more on pet supplies than they used to, even under inflationary pressure.
- In Canada, the grooming market reached CA \$580 million in 2023 and is projected to tack on another 3.2 % CAGR to 2030, outpacing general retail sales growth.

- Skin- & coat-specific products overall hit US \$4.91 billion worldwide in 2024 and are forecast to accelerate at 10 % CAGR through 2030, led by natural, functional formats.
- Government trade analysis shows Canadian shoppers actively “looking for natural and eco-friendly pet products” as sustainability rises on their priority list.
- U.S. consumer surveys find buyers most confident in products “backed by science or vet-endorsed”, especially those touting clinically proven and natural claims.

- Only one FDA-authorized dog sunscreen (Epi-Pet) currently exists, yet sales keep “breaking records,” underscoring pent-up demand for safe UV protection.
- Standard grooming can waste 10-20 gallons of water per dog bath, prompting eco-minded owners and salons to seek low-water or waterless cleansing alternatives.

Take-away: Rising spend, health vigilance, sustainability expectations, and harsher weather are converging to create a hot market for science-backed, natural, functional dog skin-care solutions, the exact space Barks & Boops occupies.

Persistent Pain-Point	Typical Options in U.S./CA Market	Documented Shortfall	Barks & Boops Answer
Paw & nose cracking in winter/summer	Petroleum jelly & waxes	Petrolatum/mineral oil can clog pores and many balms still list synthetic perfumes; several popular “secret-wax” formulas admit petroleum content.	Barrier Booster uses pharma-grade lanolin + beeswax, 100 % lick-safe, food-grade and perfume-free, delivering a breathable seal rather than an occlusive film.
Sunburn on noses, ears, bellies	Only one FDA-approved dog sunscreen (Epi-Pet)	Single-brand bottleneck; zinc-oxide ingestion risk; many products not rated for pets.	Sun Shield introduces the first Canadian-made, non-nano TiO ₂ cream specifically formulated for dogs, lick-safe, beeswax-anchored, water-resistant.
Time-consuming, water-intensive baths	Traditional sulfate shampoos (8–15 min rinse) or alcohol-based dry sprays.	A single bath consumes 10–20 gal water and many “waterless” solutions cause build-up and irritation.	Skip the Soak™ cream-to-foam cuts bath water by 66 % and total wash time by >60 %, leveraging kaolin-based adsorption and coconut-glucoside micro-foam.
Multi-step grooming clutter	Separate conditioner, paw balm, hot-spot salve, cologne.	Rising interest in subscription and pared-down routines. 74 % of U.S. grooming sales still occur offline at fragmented price points.	Groomer’s Gold™ rolls moisturizer, barrier, and daily hot-spot relief into one lavender-infused lanolin putty, simplifying SKUs for groomers and pet parents.

SKU	Core Benefit	Hero Ingredient(s)	Ideal For
Barrier Booster	All-season nose & paw protection	Lanolin + Beeswax	Active dogs • Extreme weather
Groomer's Gold	3-in-1 balm-barrier-heal cream	Lanolin + Lavender-infused Jojoba	Groomers • Simplifying routines
Sun Shield	Natural UV defense for exposed skin	Non-nano TiO ₂ + Raspberry Seed Oil	Pink-skinned, hairless, outdoor dogs
Skip the Soak	Low-water, quick-rinse cleanser	Neroli Hydrosol + Kaolin + Glucosides	Bath-anxious, sensitive-skin dogs, large dogs, spot cleaning

SKIP *The* SOAK

The Only Cream-to-Foam Cleanser for Dogs

Apply Dry. Rinse Clean. No Soaking Needed.

SKU: IHB2501 - IHB2502 - IHB2503

PRODUCT OF CANADA

Patent-Pending



Skip the Soak [Patent Pending Formula]

“For dogs who keep it real (messy)!”

What it is: A revolutionary cream-to-foam dog cleanser designed to significantly reduce water usage and bath-related stress while providing maximum cleanliness.

Why it exists: Eliminates difficulties of traditional bathing like water aversion, skin irritation, and messy cleanup.

Hero ingredients:

- Neroli Hydrosol + Katira Gum: Naturally scented, soothing
- Coconut-derived surfactants: Gentle cleansing
- Kaolin Clay: Effective dirt and oil absorption

Key Features Consumer Benefits:

- Low-water formulation Saves time and resources
- Non-irritating ingredients Gentle on sensitive skin
- Easy rinse-off Quick, effective cleaning

Usage instructions & best practices: Apply dry, massage thoroughly, then rinse with clean water. Ideal for quick, regular cleanings.

Competitive differentiators: Reduces water use by two-thirds; no synthetic emulsifiers or fragrances; suitable for frequent use. No leave-on powders, no sulfates, patent-pending delivery system.

GROOMER'S GOLD

Triple-Action Care, Every Day

3 in 1 Grooming Cream

SKU: IHB2504 - IHB2505 - IHB2506

PRODUCT OF CANADA



Groomer's Gold

"One Cream, Countless Solutions"

What it is: A versatile, multi-purpose grooming cream designed for hydration, protection, and minor skin healing.

Why it exists: Simplifies grooming by combining the functions of multiple products into one effective solution.

Hero ingredients:

- Lanolin: Deep hydration and barrier protection
- Lavender-infused Jojoba Oil: Calming and anti-inflammatory
- Colloidal Oat: Soothing and healing

Key Features Consumer Benefits:

- Multi-functional use Reduces grooming clutter
- Lightweight texture Easy application without greasiness
- Gentle, natural ingredients Safe for daily use and sensitive skin

Usage instructions & best practices: Apply directly to areas requiring moisture, healing, or barrier protection daily or as needed.

Competitive differentiators: All-in-one functionality, lick-safe and petroleum-free, in-house lavender infusion for gentle care.

SUN SHIELD

Natural Sun Protection Made for Dogs

SKU: IHB2507 - IHB2508 - IHB2509

PRODUCT OF CANADA



Sun Shield

"Sun Safety Formulated for Your Dog's Skin"

What it is: A natural sun protection cream specifically formulated for sensitive areas on dogs, providing dual UV defense.

Why it exists: Protects vulnerable areas like noses, ears, and bellies from harmful sun exposure, preventing sun damage and irritation.

Hero ingredients:

- Non-nano Titanium Dioxide: Safe, physical UV blocker
- Raspberry & Pumpkin Seed Oils: Natural UV resistance and skin nourishment

Key Features Consumer Benefits:

- Dual-action protection Comprehensive sun safety
- Food-grade ingredients Completely lick-safe
- Non-greasy formulation Comfortable, stable application

Usage instructions & best practices: Apply generously to exposed areas before sun exposure. Reapply as needed, especially after swimming.

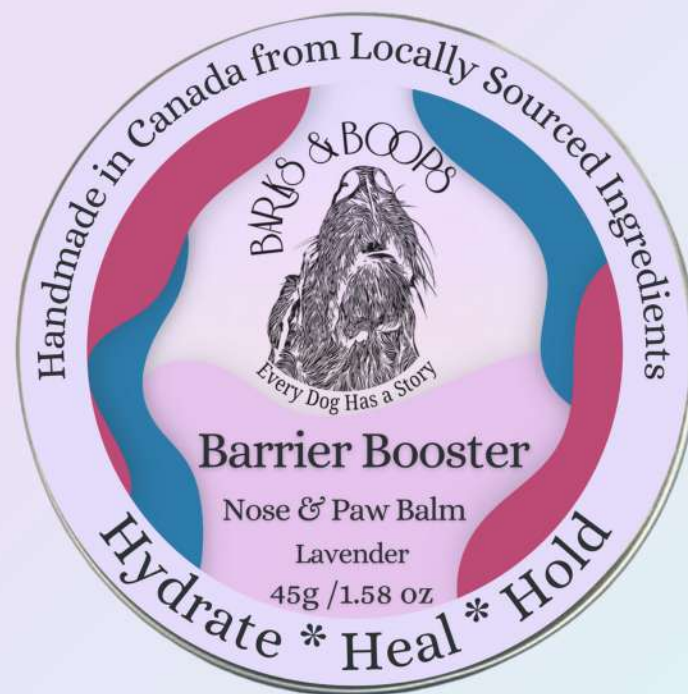
Competitive differentiators: Physical barrier plus botanical protection, stable on skin, lick-safe, suitable for sensitive skin.

BARRIER BOOSTER

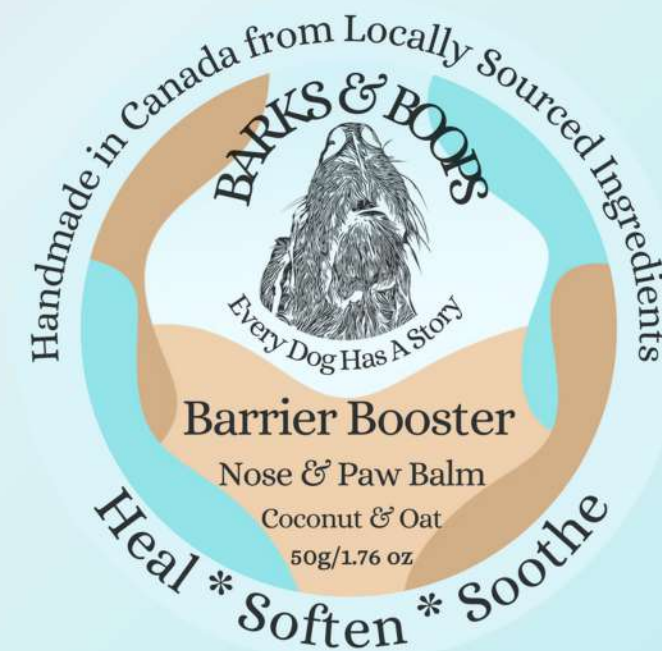
Natural Nose & Paw Protection for Dogs

SKU: IHB2510 - IHB2511

Lavender



Coconut & Oat



Barrier Booster

"Year-round Paw & Nose Protection"

What it is: A nourishing, lanolin-based balm formulated to protect and hydrate paws, noses, and calluses. Available in two variations: Lavender and Coconut & Oat.

Why it exists: Solves dryness, cracking, and discomfort from exposure to harsh environments like pavement, snow, and trail debris.

Hero ingredients:

- Lanolin: Deeply moisturizing, protective
- Beeswax: Barrier-enhancing, protective
- Lavender Essential Oil (Lavender variant): Soothing and mildly antiseptic
- Colloidal Oat (Coconut & Oat variant): Anti-inflammatory and soothing

Key Features Consumer Benefits:

- Lick-safe formula Safe if ingested
- Protective barrier Prevents damage from environmental factors
- Hydrating ingredients Restores moisture and comfort

Usage instructions & best practices: Warm between fingers and apply directly to paws, nose, or affected areas daily or before outdoor activities.

Competitive differentiators: All-natural, chemical-free, lick-safe, Canadian-sourced ingredients; available in scented (Lavender) and fragrance-free (Coconut & Oat) variants. No petrolatum, no perfumes, food-grade inputs; 24-month shelf life.

Competitive Cheat-Sheet (Tell vs. Sell)

- Custom-formulated, never white-labeled & total ingredient transparency.
- All SKUs are lick-safe & human-grade; we have eliminated customer concerns about ingredient harms & ingestibility.
- Small-batch, Alberta-made; we support the Canadian economy & ensure freshness.

Sales Playbook

1. Lead with the problem shoppers need to solve and retailers seek to provide.
2. Match the solution: one sentence positioning
3. Proof: cite hero ingredient & safety
4. Storytell: share Charlie's origin story or a recent customer testimonial to humanize.
5. Showcase: "Would you like to see how it feels/smells?" (sensory demo)

Persona	Demographic Insight	Trigger Moments	Top SKU(s) to Pitch
Millennial / Gen Z “Pet-Parent”	Millennials = 32 % of U.S. pet owners, largest cohort; Gen Z adoption rising fast	Eco + clean-label purchase intent; follow TikTok vet hacks	Skip the Soak (time-saving) + Sun Shield (outdoor selfies)
Eco-Conscious Canadian	70 % of CA owners now spend more on pet products, citing natural claims	Reads labels; avoids plastic; seeks CDN-made goods	Barrier Booster tins + metal-cap Sun Shield
Outdoor-Adventurer Couple	High spend on hiking / camping gear	Frozen paws, hot sand, UV glare on lakes	Barrier Booster + Sun Shield bundle
Busy Urban Groomer	Handles 10–20 dogs/day; wants streamlined back-bar	Multi-product clutter, water limits, fast turnaround	Groomer’s Gold (3-in-1) + Skip the Soak refills
Senior-Dog Caregiver	Gen X spends most per pet	Arthritis or limited mobility makes long baths hard	Skip the Soak + Barrier Booster Lavender for daily comfort

Cross-Sell & Up-Sell Map

Entry SKU	Natural Next Step	Bundle Story
Barrier Booster	Sun Shield in spring	“Year-Round Paw & Nose Safety Kit”
Skip the Soak	Groomer’s Gold	“Stress-Free Spa Duo” (wash + leave-on conditioner)
Sun Shield	Groomer’s Gold	“Trail-Ready Adventure Pack”
Sun Shield	Skip The Soak	" Easier Baths/ Gentle on the Skin”

Barks & Boops

For Dogs Who Keep It Real *Messy!*



Formulated in Canada
Sourced in Canada
Made in Canada
Owned by Canadians

