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John Paul Pet Launches Four New Products at SuperZoo
Company Continues Bathing Basics Campaign to Educate Retailers & Consumers About Pet-Bathing Tips

VENTURA, Calif. (June 5, 2018) – [John Paul Pet](#), a leading grooming and hygiene product line dedicated to the proper care of all pets, is pleased to announce the launch of four new products at the 2018 [SuperZoo](#) Conference, being held June 26 in Las Vegas, Nevada. The new products include **Wild Ginger Shampoo & Conditioning Spray** and **Lavender Mint Shampoo & Rinse-out Conditioner**, and are based on the successful Paul Mitchell products of the same names.

John Paul Pet will also be continuing to promote its Bathing Basics campaign, designed to educate both retailers and consumers about how to properly bathe pets. The campaign, which launched in March, includes a four-page brochure entitled, “How Wet Should I Get My Pet,” a [landing page](#) of the same name, and 12 individual bathing tips for both cats and dogs that will be featured on 12 different John Paul Pet product bottles.

With shampoo being one of the more challenging categories for pet stores, John Paul Pet set out to create a fun way for retailers to engage with their customers more about proper bathing techniques. Retail associates can download the brochure via the Bathing Basics website and can request copies of the brochure by emailing info@johnpaulpet.com or visiting the John Paul Pet booth at SuperZoo (#4614). The redesigned product bottles with added bathing tips will hit shelves wherever John Paul Pet products are sold.

“When we were conducting veterinary research, we were surprised to find out how many people were bathing their pets too much or using the wrong products for their pets’ coat,” said John Paul Pet Co-Founder John Capra. “We wanted to create a way to educate both retailers and consumers at the same time, as there is usually little opportunity to do so. Bathing Basics and ‘How Wet Should I Get My Pet?’ are what we hope is a solution to that.”

The new Wild Ginger Shampoo & Conditioning Spray and Lavender Mint Shampoo & Rinse-out Conditioner provide a further link to bathing education. For the first time ever, John Paul Pet is directly basing its new products off of the successful Paul Mitchell products of the same name.

“We’re very excited to launch these four new products at SuperZoo,” said Gina Dial, Vice President of Sales and Marketing at John Paul Pet. “We’ve always received wonderful consumer feedback on the Wild Ginger and Lavender Mint lines and knowing those ingredients also benefit pets, it seemed like a natural extension.”

Wild Ginger

- Prices: Wild Ginger Shampoo 16 oz. MSRP \$11.95; Wild Ginger Conditioning Shine Spray 8 oz. MSRP \$11.95
- Botanicals include: Aloe, Chamomile, Sweet Almond Oil, Oatmeal, White Ginger Root,

- and Rosemary Extract
- Benefits: Hydrates, conditions and adds lustrous shine

Lavender Mint

- Prices: Lavender Mint Shampoo 16 oz. MSRP \$11.95; Lavender Mint Conditioning Spray 8 oz. MSRP \$11.95
- Botanicals include: Tea Tree Leaf Oil, Lavender Extract, Spearmint, Sweet Almond Oil, and Aloe
- Benefits: Soothing, hydrating, calming, and promotes healing

Every John Paul Pet product bottle will feature one bathing tip per bottle with tips ranging from proper water temperature, to how to bathe cats correctly, to how to prevent your pet from slipping during bath time. The tips were added to reach consumers at point of sale and they are urged to visit the bathingbasics.com website to learn more about the campaign and to take a quiz to become a qualified “Shampoo-ologist.” For consumers who purchase products online, a tips card will be shipped – along with the requested products – containing instructions to visit the website and information about how to obtain their certificate.

“Explaining the correct way to bathe your pets can be confusing for retailers who want to help their consumers, as well as those consumers,” continued Dial. “A quick Google search will bring up many different websites and YouTube videos with advice that varies from site to site. John Paul Pet is always looking for fun ways to further educate and engage the pet community and our Bathing Basics campaign is one way for us to help our retailers and consumers break through some of that clutter.”

To that end, the last few pages of the brochure and the website contain a quiz reviewing many of the tips, to help retailers better explain them to their customers and to help reinforce the information for the consumers themselves. Once complete, similar to the website, there is a certificate at the end to become a qualified “Shampoo-ologist.”

To learn more about John Paul Pet’s Bathing Basics campaign and the new products, please visit John Paul Pet’s SuperZoo booth (#4614) or the website at <http://johnpaulpet.com>. For additional product information, images or samples, please contact Gina Dial at 512 657-7396 or ginad@johnpaulpet.com

About John Paul Pet

Thirty years ago, John Paul DeJoria, co-founder of John Paul Mitchell Systems, revolutionized the professional salon industry by banning animal testing for his line of hair products. John Paul’s in-depth expertise in hair and skin care formulations also led to research in new standards for pet grooming and hygiene, leading to the creation of John Paul Pet shampoos, conditioners, sprays and pet wipes. John Paul Pet actively supports programs benefiting all animals, including Best Friends Animal Society, Morris Animal Foundation, PAWS, the California Wildlife Association, the Humane Society of the United States, as well as numerous Humane Society and SPCA events, pet rescue organizations and pet charities nationwide. For more information, please visit www.johnpaulpet.com or connect with John Paul Pet on [Facebook](#), [Instagram](#) or [Twitter](#).

About SuperZoo

SuperZoo is the most popular trade show for the pet retail industry in North America and provides independent pet store owners with the knowledge and resources they need to be successful. For the sixth consecutive year, SuperZoo has grown in exhibitor space and square

footage and was listed a Trade Show Executive's Gold 100 trade event in 2014. Produced by the World Pet Association (WPA), the show attracts thousands of retailers, product suppliers and service providers at each annual event. WPA is the oldest industry organization promoting the responsible growth and development of the companion pet and related products and services industry, and works to educate the general public in order to ensure safe and healthy lifestyles for all our animal friends. In addition to producing SuperZoo, WPA is the host of America's Family Pet Expo, the world's largest consumer pet and pet products expo, held annually in Costa Mesa, California, the Atlanta Pet Fair & Conference, held in Atlanta, and the Aquatic Experience, held in Chicago. For more information: www.superzoo.org.

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