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Every Animal. Every Day.

Not all “hypoallergenic” groomer products are the same

Fresh 'n Clean® introduces a true hypoallergenic shampoo and conditioner, as well as a new scented shampoo at SuperZoo 2019

Hampshire, IL, May 31, 2019 – Just because it says “hypoallergenic” on the label isn’t a guarantee that the product inside really is. It may come as a surprise to some, but according to the Food and Drug Administration, “there are no Federal standards or definitions that govern the use of the term ‘hypoallergenic.’”

Though others may use the term broadly, Pet-Ag® takes it seriously. That is why the company will introduce a scientifically formulated hypoallergenic shampoo and conditioner for its Fresh 'n Clean® pro-groomer line at SuperZoo 2019. Pet-Ag is a leading manufacturer of professional and retail grooming products, nutritionals and supplements.

“In speaking with groomers the last few years, we’ve seen a growing need for products for dogs with contact allergies or sensitive skin, as well as for groomers who may have sensitive skin,” says Chuck Eissler, Pet-Ag’s Strategic Trade Business Manager.

Simply removing the scent won’t necessarily make a product hypoallergenic. It requires reformulation and testing, says Dale Sanson, PhD, Director of Formulation Development and Compliance Chemistry at Pet-Ag’s parent company PBI-Gordon.

“It’s been a two-year process. We began by developing a range of promising prototypes, comprehensively evaluating them, and then subjecting the top candidates to extensive safety testing,” he says.

The results are a shampoo and conditioner that are all-natural, free of dyes, parabens and fragrance and are truly hypoallergenic while performing identically to the regular Fresh 'n Clean professional line, assuring groomers of consistent results.

Groomers will find another new product at Pet-Ag’s booth at SuperZoo. “We’re also launching a shampoo with a new, long-lasting scent that we feel embodies the core essence of the Fresh 'n Clean brand,” says Mr. Eissler. Called “Crisp Linen,” the unique, modern scent incorporates keynotes of cotton flower, crisp air and soft white musk, and, like all Fresh 'n Clean scents, is derived solely from natural ingredients.

For more information on Fresh 'n Clean professional and retail grooming products, visit **Booth 3343** or visit www.petag.com.





About Pet-Ag, Inc.

Pet-Ag is a leading provider of quality pet products such as milk replacers, nutritional supplements plus retail and professional grooming products that are designed to enhance and enrich the lives of all animals, marketing such important brands as Zoologic[®], KMR[®], Esbilac[®], Cat-Sip[®], Fresh 'n Clean[®], Prozyme[®] and Bene-Bac[®] *Plus*. Originally founded as a division of Borden, Inc., Pet-Ag's first product, Esbilac[®], a milk replacement powder, became the world's first commercially prepared, nutritionally balanced formula for puppies. Pet-Ag is a 100 percent employee-owned company and a wholly-owned subsidiary of PBI-Gordon Corporation.

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