

THE PURL® RANGE

The PURL® range has been formulated to meet the needs of all kinds of pets.

PURL® Freshness Spray

PURL® Freshness is a clear spray that is pleasantly fragranced to make dogs and cats smell good. It is available in a 200ml spray.



PURL® Shampoo

PURL® Shampoo is a non-medicated luxurious shampoo containing liquid lanolin to leave the coat soft and lustrous. This shampoo is widely used by most veterinary practices. It is available in a 500ml bottle or 5L refill.

PURL® Advanced Shampoos

- **De-tangling:** This pearly shampoo is especially formulated for long-haired dogs and cats. Its excellent de-tangling properties are due to specialised conditioning actives.
- **Hypo-allergenic:** A shampoo especially for dogs and cats with sensitive skins. Its “no-tears” formula contains no perfume or colouring agents.
- **Rosemary:** A cleansing herbal shampoo for dogs and cats that contains rosemary oil and triclosan in a rich-lathering shampoo base.
- **Show White:** Enhances the coats of white-haired dogs and cats.
- **Tea Tree:** A deep-cleansing herbal shampoo for dogs only that contains Australian Tea Tree Oil as well as lanolin and conditioners.

They are available in 250ml bottles.

The complete PURL® range is available from your veterinarian.



3 Steps to Cleaner, Fresher Pets

1

Ask your veterinarian about the PURL® range of grooming products. The range has been especially formulated for all different types of companion animals.

Shampoos in the PURL® range are suitable for all skin and coat types, including long-haired breeds. Make your choice from PURL® or PURL® Advanced. The PURL® Advanced specialty range includes De-tangling, Hypo-allergenic, Rosemary, Show White and Tea Tree.

2

In addition to using a PURL® shampoo regularly, you can also keep your prized pet smelling fresh-scented with PURL® Freshness, a unique deodorant spray which both moisturises and conditions. It also makes brushing easier and less trouble.

3

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loyal to royal!



How to ensure your pet's coat is clean and fresh and stays that way.

Keeping your pet's coat looking good is a breeze with the PURL® range of grooming products suitable for all skin and coat types.

as fresh as a daisy!



The secret to good grooming is to select the products best suited to your pet's unique needs. Some dogs and cats have sensitive skins, so it's important to ensure that the grooming products you use do not contain any irritants. And you'll find brushing is a problem when products with poor conditioning ability leave coats dry and brittle.

“ The PURL® range of products has been developed in order to meet the individual needs of your pet. ”

WHAT MAKES A GOOD PET SHAMPOO?

Pet shampoos, just like their human equivalents, are made to clean the coat — washing away excess dirt and oils and leaving the coat shiny and the skin soft. However, animal skin differs in pH from that of human skin. That's why PURL® shampoos are formulated to match the pH of animal skin. The rule is: a good pet shampoo is one that gives you the results you're looking for.



SELECTING A SHAMPOO

There are so many different shampoos on the market it can become confusing but if you always choose one formulated for pets, you won't go far wrong. The first step in selecting a shampoo is to understand your pet's unique needs.

- *Does your pet have sensitive skin?* Look out for a shampoo that doesn't contain any colourants, perfumes or detergents which could lead to further irritation. PURL® Advanced Hypo-allergenic is perfect for sensitive skin.
- *Are you looking for a good general purpose shampoo?* Select a shampoo that contains lanolin and conditioners to leave the coat soft and lustrous. PURL® shampoo is mild enough to use regularly.
- *Would your pet benefit from a product that prevents tangles and matted hair?* If you have a pet with a long or thick coat, look out for products containing extra moisturisers, oils and cosmetic silicones. These ingredients condition the coat and make combing easier. PURL® Advanced De-tangling Shampoo is the perfect choice.
- *Would you like your pet to smell better?* Then try a product containing a natural herbal extract like Rosemary, said to possess antibacterial properties. PURL® Advanced Rosemary Shampoo contains pure rosemary oil plus triclosan, to ensure the coat is free of bacteria. And with it use PURL® Freshness spray (see alongside).
- *Do you have a white-haired pet?* Try PURL® Advanced Show White to enhance the colour of the coat.

Try the PURL® range of shampoos for products that suit almost every unique case.

SHAMPOOS FOR SPECIFIC PROBLEMS

- *Does your dog have fleas?* Select a product especially formulated to kill fleas. At the same time treat the dog (and your home) with a complete treatment that targets the entire flea life-cycle (ask your veterinarian about Kyron's ULTRUM® range of flea & tick products).
- *Are you looking for a shampoo to treat a specific skin condition in your pet?* Your veterinarian will tell you about products that relieve itch while at the same

time moisturising the skin and coat. SEBBADERM® Shampoo is good for seborrhoea which can cause itchiness, while PURL® Advanced Tea Tree soothes itchiness resulting from insect bites.

HOW DO YOU USE PURL® SHAMPOOS?

Wet your pet's coat well with lukewarm water. Use your choice of PURL® shampoo liberally to create a good lather. Wash well and rinse with lukewarm water. More shampoo for a second wash is a good idea. Dry your pet thoroughly after washing. Avoid contact with the eyes and if accidental contact should occur, rinse the eyes with clean water.

WHAT IS PURL® FRESHNESS?

The PURL® range of shampoos is perfectly complemented by PURL® Freshness — a clear spray with a “baby-powder” fragrance. It is a moisturising, conditioning deodorant spray with antibacterial action — and it makes your pet nice to be near. It can be used in dogs and cats, and due to its moisturising properties, it is very useful for pets with dry skin and coat. You can use the spray when grooming your pet or while preparing for shows. When it's too cold to wash them, give them a pleasant smell with PURL® Freshness.

HOW DOES PURL® FRESHNESS WORK?

PURL® Freshness contains triclosan, which gets rid of the bacteria on the coat and skin and kills micro-organisms which could cause bad odours. Its other ingredients ensure that the skin and coat remain soft to help reduce the cycle of itching and irritation (where this is not caused by fleas).

HOW DO YOU USE PURL® FRESHNESS?

Spray onto the coat to just moisten it, then groom using a brush — your pet will love the attention.

