



844-698-4367 | [puranaturalspet.com](http://puranaturalspet.com)

# OUR MISSION

Our philosophy is simple - Pura Naturals Pet is clean. Our award-winning, cruelty-free products are free of harmful ingredients. It is the healthy choice for the care of your animals. It is non-toxic and causes no harm to humans, animals or the environment. Every eco-friendly product is made in the USA with the finest natural ingredients using renewable and earth-friendly resources. Pura Naturals Pet is pure, honest and authentic in it's claims.

Our passion is the health and happiness of all animals. We consistently strive to create more effective formulas and develop innovative products that ensure the safety, wellness, and comfort of your family pets. We are constantly learning and want to provide an evolutionary process of education for the consumer who identifies with the growing importance of Certified USDA Organic products.

## **Pura Naturals Pet is committed to supporting pets in all communities.**

We strive to be a responsible corporate partner and to make a difference for pets and their owners. We are committed to giving back and creating positive change. Pura Naturals Pet is a sponsor of **Karma Rescue's Paws for Life program** that provides service dogs to Veteran's with PTSD. We also partner with the **SPCA** and the **Animal Care Centers (ACC)** of NYC. Together, we have aided animal rescue during natural disasters and worked as advocates for animal rescue and support legislation for animal rights and wellness.

Our passion, our philosophy and our philanthropy flow through everything we do, making it easy to put you and your pet's health first.



## KNOW YOUR LABELS & OUR AFFILIATIONS



◀ This official symbol tells you that the USDA has maintained clear oversight of the production of these products through inspections and testing. It guarantees the integrity of the product from farm to store. USDA Organic means product has met high standards in ingredients and manufacturing.



◀ The USA Made mark is a country of origin label indicating the product is Made in the USA. It is also our commitment to quality and safe domestic manufacturing that aids in reducing our global footprint, keeping jobs that bolster our economy with U.S. factories that protect the rights of their workers.



◀ The Leaping Bunny logo is the only internationally recognized symbol guaranteeing that no animal testing was used in the development of the product.



◀ ECOCERT is an organic certification organization, founded in France in 1991. It is based in Europe but conducts inspections in over 80 countries, making it one of the largest organic certification organizations in the world.



◀ Products with this label keep both environmental and human safety in mind. They are non-toxic, use sustainably grown ingredients without the use of toxic pesticides or herbicides and are produced in ways that do not deplete the ecosystem.



◀ Every product bearing this label contains ingredients that surpass federal guidelines for human use. That translates into products that are safer and more natural than most commercial brands.



◀ The Organic Trade Coalition accelerates environmental and social sustainability in the pet industry through education, implementation tools, and collaboration. PSC promotes creative collaboration throughout the pet industry that prioritizes business minded solutions for sincere environmental improvement.



◀ The mission of the Organic Trade Association is to promote and protect ORGANIC with a unifying voice that serves and engages its diverse members from farm to marketplace. OTA's vision is to grow organic to achieve excellence in agriculture and commerce, protect the environment and enhance community well-being.



# CLEAN & SHINE WITH OUR 2-IN-1

## NATURALLY SOOTHE & MOISTURIZE SKIN



### **NEW!** 2 in 1 Avocado & Olive Oil Organic Shampoo & Conditioner

8 fl. oz. Item # PN23780Z    16 fl. oz. Item # PN237    1 Gal. Item # PN237GAL

A time saving 2-in-1 with Organic Hemp Seed Oil. Avocado is packed with proteins, amino acids and vitamins to soothe the skin and Olive Oil to moisturize and exfoliate. Hemp Oil is an essential omega fatty acid with proteins, and is a natural moisturizer that also acts as a barrier to prevent moisture loss.



# SOOTHE, PROTECT, COMFORT & RESTORE



## Certified Organic Paw Rescue Item # PN207

Certified USDA Organic Paw Rescue has healing, soothing and moisturizing properties that helps restore paws damaged by weather or rough terrain. Free of chemicals, paraben and fragrance, Paw Rescue is safe for dogs with allergies and is made with food-grade ingredients, so it's safe if licked.

Size: NET WT. 4.5 oz.





## Organic Moisturizing Nose Rescue

Item # PN208

For cracked and dry noses. Made with soothing Organic Shea Butter and Organic Rosemary Extract for a natural SPF. Safe if licked.

Size: NET WT. 1.85 fl. oz.



# FOR EASY, NO MESS APPLICATIONS

TRY OUR MEDICAL-GRADE PURA-TIPS™



Item # PN214

Our new dual-sided tips are ideal for the application of any cream, balm or medication that needs to be applied to those hard-to-reach areas on your pet. Made with medical-grade foam.

(SEE PAGE 8)

## Organic Healing Aid

Item # PN209

Soothe stiffness and aches as you heal bumps, bruises and skin abrasions. Shea Butter, Organic Calendula Extract, and Organic Neem help disinfect and heal. Safe if licked.

Size: NET WT. 1.85 fl. oz.





# MOISTURIZE SENSITIVE SKIN

## HYDRATE WITH OUR SOOTHING FORMULA

### NEW & IMPROVED!

#### Fragrance Free Hypo-Allergenic Organic Conditioner

8 fl. oz. Item # PN23580Z 16 fl. oz. Item # PN235 1 Gal. Item # PN235GAL

Nourish and enrich your dog's coat with our USDA Certified Hypo-Allergenic Conditioner. This unique formula strengthens your dog's coat while preventing matting and tangles and is gentle for everyday use.



# FORMULATED FOR ALLERGIES

## FREE OF WHAT YOU DON'T NEED

### NEW & IMPROVED!

#### Fragrance Free Hypo-Allergenic Organic Shampoo

8 oz Item # PN23480Z 16 oz Item # PN234 1 Gal. Item # PN234GAL

Seasonal allergies don't have to be a struggle. Our award-winning Hypo-Allergenic Shampoo is specifically formulated for sensitive skin. Organic Oats provide a natural cleansing while the Organic Aloe and Chamomile soothe, revitalize and nourish your pet's skin.



For a shiny and healthier coat  
try our Organic Conditioner

# NO WATER? NO WORRIES!



## Waterless Foaming Organic Dog and Cat Shampoos

7.5 fl. oz. Waterless Foaming Organic Dog Shampoo Item # PN250

7.5 fl. oz. Waterless Foaming Organic Cat Shampoo Item # PN750

Our no-rinse formula with a calming natural Lavender scent is ideal for in-between baths. It's quick and easy and leaves no residue. Safe for cats & dogs 6 weeks and older.



"I bought this because of the organic clean ingredients to use on my older dog I just adopted. Love clean products with zero side effects."

-Emily U.



## Nose to Tail Pura Wipes™ Singles

Item # PN222D50CT

Our Nose to Tail Pura Wipes™ are the ideal solution for cleaning and deodorizing your pet. Our alcohol-free formula is mild enough for every day use and is enriched with moisturizing conditioners. Nose to Tail Pura Wipes™ are paraben, lanolin, SLS and SLES FREE! 50 Individually wrapped premium wipes per box.



# LISTEN UP!

## DIRTY EARS ARE A THING OF THE PAST



### **NEW & IMPROVED!** Dual-Sided Pura-Tips™ (25 Pack) Item # PN214

Designed to effectively remove dirt, grime & oil. Our ultra-soft foam tips are now dual-sided and medical-grade; providing greater options in safety and exceptional cleaning.



### Pura-Tips™ Ear Cleansing Serum

Item # PN210

Our serum is made with organic oils that naturally disinfect and deodorize and protect against painful ear infections. Free of dyes and perfumes for a natural clean.

Size: 1 fl. oz.



**NEW  
BIGGER  
SIZE**



Unlike other systems I have tried, the Pura-Tips Ear Cleansing System allows you to easily and safely clean your dog's ears. No longer do you have to get a tissue or soft cloth to clean your dog's ears and hope you get everything in one go. They do a fantastic job. Best of all, the tips are reusable! All of you have to do is clean them with warm, soapy water and allow them to dry before the next use.

— Susan B.

### Ear Cleaning Tips

Apply 2 drops of Ear Cleansing Serum to a Pura-Tip™. Gently clean by swabbing out canal. Pura-Tips™ are double-sided, reusable and should be rinsed with hot water between uses. Pura-Tips™ are soft, yet firm enough to use with any of our Organic Pura Naturals Pet™ brand ointments, salves or serums. Do not reuse if pet has an ear infection.





**NEW & IMPROVED!** Pura-Tips™ Ear Cleansing System

Canine Pura-Tips™ Ear Cleansing System Item # PN215  
Feline Pura-Tips™ Ear Cleansing System Item # PN715

Our new and improved Pura-Tips™ are made with a medical grade foam that is designed to effectively attract and absorb dirt, oil, and grime. The new shape and dual-sided tips allow for exceptional cleaning in tight crevices and specifically for smaller breeds. Pura-Tips™ are designed to gently clean your pet's ears without doing any damage to the inner ear or ear canal. Pura-Tips™ are both safe and effective for your pet and the environment.

Includes: 20 Reusable Pura-Tips™ and 1 fl. oz. Pura-Tips Ear Cleansing Serum



— INCLUDES —  
**20**  
DUAL-SIDED  
REUSABLE  
Pura-Tips





### NEW & IMPROVED! Flea & Tick Spray Item # PN252

Safe and effective with no harsh chemicals our Natural Flea and Tick Spray kills fleas and ticks on contact. The Lavender, Cedar, and Peppermint repels fleas, ticks, and mosquitoes to prevent infestation. Pyrethrin and permethrin free. Spray can be used directly on pet, on bedding, or in areas that pets hang out. Natural, clean scent. Safe for dogs 12 weeks and older.

Size: 8 fl. oz.



### Outdoor Protection Tips

Pesky fleas & ticks lurk in tall grasses, weeds, and wood piles. Stop them before they make their way into your home or on your pet. Our Flea & Tick Spray naturally kills ticks and keeps pets safe without harsh toxins.



### Certified Organic Hot Spot Oil Item # PN205

Featuring Organic Golden Jojoba Oil. Instant relief for wet eczema and acute pyoderma. Relieves, soothes and heals raw painful patches.

Size: 2 fl. oz.



# BUG OFF!

KEEP UNWANTED PESTS AWAY



## **NEW!** Flea & Tick Natural Shampoo

16 fl. oz. Item # PN236 1 Gal. Item # PN236GAL

Safely and effectively repels fleas & ticks. Our skin soothing formula is made with Organic Rosemary Oil, a natural antiseptic with superior disinfecting and moisturizing properties. Aromatic Cedar and Peppermint Oils are natural insect repellents.





# TOOTH GEL THAT TASTES LIKE A TREAT

WHILE BEING DECEPTIVELY TOUGH ON BACTERIA AND PLAQUE



## **NEW!** Organic Canine Dental Gel

Item # PN804

Careful consideration went into the ingredients of our Sweet Potato and Cinnamon dental gel. We wanted to ensure that our ingredients served double duty with added health attributes. Natural oils and extracts work to improve overall health. Size: NET WT. 3 oz.





# GIVE YOUR PUP SOMETHING TO SMILE ABOUT

## NEW! Organic Dental Solutions

Organic Dental Solutions Puppy Item # PN801  
Organic Dental Solutions Adult Item # PN802  
Organic Dental Solutions Senior Item # PN803

Keep those canines healthy for life. Brushing your dog's teeth & gums is just as important as brushing your own. Dental diseases can not only cause bad breath, painful infections, and high vet bills, they can also cause life-threatening conditions for your dog's vital organs.

## Healthy Teeth – Better Breath– More Kisses

Pura Naturals Pet™ and RADIUS® are both devoted to making environmentally-friendly, American made products that revolutionize daily life. By combining RADIUS' renowned premium personal care products with Pura Naturals Pet expertise on award-winning organic pet health & wellness, the result is a naturally better choice for you and your dog.



# COMING INTO THE WORLD PURE, CLEAN & SIMPLE



## Tearless and Calming Puppy Natural Shampoo

8 fl. oz. Item # PN24280Z

Our Tearless and Calming Puppy Shampoo is perfect for their sensitive skin. Our gentle formula blended with Corn Flower and Lavender will soothe and nourish your puppy's skin leaving them cuddly soft and smelling great. Safe for puppies 12 weeks and older.



## Tearless and Calming Kitten Natural Shampoo

8 fl. oz. Item # PN70280Z

No more tears at bath time. Our Tearless & Calming Lavender shampoo is safe and gentle for kittens. Formula is rich in moisturizing and calming Lavender and Aloe. Safe for kittens 12 weeks and older.







For a shiny and healthier coat  
try our Organic Conditioner

# GROWING UP PURA

## PURE, CLEAN & SIMPLE

### Soothing Lavender & Chamomile Organic Shampoo

8 fl. oz. Item # PN20280Z 16 fl. oz. Item # PN202 1 Gal. Item # PN202GAL

Our Lavender and Chamomile Organic shampoo has healing and soothing properties for the perfect relaxing bath. Ph balanced, and free of harsh chemicals that strip natural oils from your dog's coat.



### Soothing Lavender & Chamomile Organic Conditioner

16 fl. oz. Item # PN232

The perfect luxurious accompaniment to our shampoo. Our Certified USDA Organic Lavender & Chamomile Conditioner leaves coats shiny and healthy. Your dog will smell as good as he looks.



# KNOW YOUR INGREDIENTS

Visit [PuraNaturalsPet.com/Ingredients](https://PuraNaturalsPet.com/Ingredients) for a full list



Aloe Barbadensis  
(Aloe Vera) Leaf Extract

#### Benefits:

- Accelerates wound healing
- Reduces infection
- Natural moisturizer
- Adds shine



Lavender Extract

#### Benefits:

- Relieves itching & eczema
- Soothes softens & hydrates
- Antiseptic & anti-inflammatory
- Natural insect repellent



Chamomile Extract

#### Benefits:

- Natural anti-inflammatory
- Relieves eczema and dry skin
- Skin repairing properties
- Helps retain moisture



Peppermint Oil

#### Benefits:

- Natural repellent
- Reduces hair & skin infections
- Moisturizes dry skin
- Fights cavities & freshens breath



Oatmeal Extract

#### Benefits:

- Relieves eczema and dry skin
- Natural moisturizing cleanser
- Antioxidant & anti-inflammatory
- Ideal for sensitive skin



Rosemary Oil

#### Benefits:

- Anti-inflammatory and antibacterial
- Thickens hair
- Natural insect repellent
- Removes odors



Calendula Extract

#### Benefits:

- Natural moisturizer
- Treats fungal infections
- Calms skin irritations
- Promotes healing



Jojoba Oil

#### Benefits:

- Natural cleanser
- Moisturizing properties
- Rich in vitamins & minerals
- Reduces inflammation



Tea Tree Oil

#### Benefits:

- Soothes & protects skin
- Natural cleanser
- Unclogs follicles
- Prevents topical bacteria



Hemp Seed Oil

#### Benefits:

- Natural moisturizer
- Anti-inflammatory
- Improves skin & coat
- Reduces shedding



Coconut Oil

#### Benefits:

- Calms itchy dry skin
- Moisturizes skin and coat
- Natural anti-fungal properties
- Reduces inflammation



Citronella

#### Benefits:

- Natural detoxifier
- Won't dry skin
- Reduces inflammation
- Anti-microbial & anti-fungal properties



## Moisturizing Tea Tree & Peppermint Organic Shampoo

8 fl. oz. Item # PN20380Z 16 fl. oz. Item # PN203 1 Gal. Item # PN203GAL

Our Tea Tree Oil and Peppermint shampoo will leave your dog with a shiny, soft coat by clearing skin irritations and inflammation. It will also help repel parasites and other insects. It soothes, protects and moisturizes the skin and reduces skin dander. It will leave your dog smelling clean and fresh.



For a shiny and healthier coat try our Organic Conditioner

## Moisturizing Tea Tree & Peppermint Organic Conditioner

16 fl. oz. Item # PN233

Deeply replenish moisture with our USDA Certified Organic Tea Tree & Peppermint Conditioner. Leaves fur velvety soft and smooth without weighing it down.



“Very happy with this shampoo. Our Vizslas, look fantastic after bathing. Their coats are shiny and there is no dryness or dandruff.”

— Martha L.



# NEW! ERGO FOAM STAIRS

GENTLE ON YOUR PETS AND THE ENVIRONMENT



We vacuum pack stairs for delivery, saving on shipping costs for you, and lowering our carbon footprint.


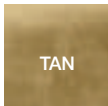
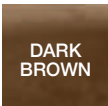
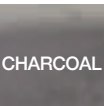
**Now that's something we can all feel good about!**



## NEW & IMPROVED! Ergo Foam Stairs

Our new & improved Ergo Foam Stair is easier on pet's joints than traditional stairs. It reduces back and leg strain caused by jumping. Our stairs are lightweight, portable and safely allow your pet to reach their favorite place without extra help. ECOFOAM is upcycled furniture stuffing reducing the impact in landfills. Upholstery grade micro-suede cover easily zips off for convenient washing.

### Fabric Colors:

			
IVORY	TAN	DARK BROWN	CHARCOAL
Item # PN421IVOR	Item # PN421TAN	Item # PN421DKBR	Item # PN421CHAR

### Available in 3 Sizes:

2 Step	12"H x 17"D x 21"W	Max weight 25lbs
3 Step	15"H x 24"D x 21"W	Max weight 55lbs
4 Step	20"H x 32"D x 21"W	Max weight 100lbs

### Why We Love Ergo Foam Stairs

- Lightweight & Sturdy Stairs
- Perfect for Older & Short Legged Breeds
- Removable Micro-suede Washable Cover
- Wider Landing Provides Better Stability
- Angled Stair Aids Ease of Use
- Crafted from Eco-Friendly Recycled Foam



"I bought this set of steps so my dogs can get on the couch. They just love them and so do I. Easy to put away when company comes.

-Dog Wrangler





ALSO AVAILABLE  
INDIVIDUALLY

(See Page 4 & 5)

# BE "PUP"ARED

HAVE THEM FEELING BETTER IN NO TIME!

## NEW LIMITED EDITION Organic Healing Kit Item # PN850

Being a dog can be "ruff" – our trio of canine balms is a must-have essential for wellness and preventative maintenance. Now you can easily keep noses and paws soft and supple and quickly tend to minor cuts with our restorative first-aid salve.

### Includes:

Organic Moisturizing Nose Rescue NET WT. 1.85 oz.

Certified Organic Paw Rescue NET WT. 4.5 fl. oz.

Organic Healing Aid NET WT. 1.85 fl. oz.



Follow us on  
f t b i p y i n



Questions or Comments?

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