

# 2020 VANGUARD AWARDS

## Grooming

Grooming category leaders bring forth innovative products that promote the health and well-being of pets and offer convenient and safe solutions for pet owners.

"Our products are made to address the daily needs of our customers to ensure a happier, healthier life for the pet," said Pete Stirling of Skout's Honor. "One of the things we pride ourselves on is providing previously unattainable results from existing products."

Pure and Natural Pet pursued both safe and organic ingredients along with added functionality in grooming and wellness. "We also actively engage with our customers and truly listen to their needs and what is missing in their current assortments," said Pure and Natural Pet's Beth Sommers. "It is from conversations like these that we have been able to develop new products, like our Flea & Tick Natural Canine Shampoo. Our Flea & Tick Shampoo is one of our best-selling products and has been



awarded eight top industry awards, so it has definitely filled a niche within our industry."

Taking a step back, Sommers reflected, "This past year, we have really supported groomers and retailers that have added self-wash bays. Wipes have also been a big focus for us this past year. Creating a variety of flushable wipes for specific needs: Tear Stain

Removing Under Eye Wipes to gently remove unsightly staining, Flea & Tick Wipes to easily wipe in prone areas like under the collar and between the toes and Grooming & Cleansing Wipes for quick clean-ups in two calming scents of Lavender and Green Tea."

When it comes to grooming, Skout's Honor advocates getting ahead of skin issues that arise in pets. "Topical Probiotics are the foundation of our line," said Stirling. "The benefits are just starting to be understood, but our customers love the results and that is what really matters to us. The common assumption in the pet grooming aisle is that the best approach to solving skin issues with grooming products is to treat the symptoms. However, this typically locks the poor animal into a cycle of 'treat and repeat.' Our products address the underlying cause of skin problems, so that pet parents can break that cycle of treat and repeat and achieve ongoing health for animal's skin and coat."