



## USDA Certified Organic Shampoo

# You asked, we answered

**What Are Surfactants** - Prime ingredients in most shampoos are chemical surfactants, responsible for cleaning and lathering properties. Sodium lauryl sulfate (SLS) is a harsh detergent that removes sebum. Sebum protects the hair from drying and conditions, SLS alone can dry hair/fur and irritate the eyes and skin.

When used, surfactants are discharged into sewage systems or directly into surface waters, and most end up in the soil, water or sediment. The toxic effects of surfactants on aquatic organisms are well known. In a freshwater environment, surfactants break down the protective mucus layer that coats fish, protecting them from parasites & bacteria. It also makes it easier for aquatic life to absorb pesticides and other pollutants. The EPA advises that surfactants can disrupt the endocrine systems of humans and animals.

SOURCE: <https://www.livestrong.com/article/151779-environmental-impacts-of-detergent/>

<https://www.washingtonpost.com/wp-srv/national/horizon/dec98/shampoo.htm?moredirect=on>

[http://www.ukmarinesac.org.uk/activities/water-quality/wq8\\_46.htm](http://www.ukmarinesac.org.uk/activities/water-quality/wq8_46.htm)



### INGREDIENTS THAT

**MATTER** Pura Naturals Pet shampoos are **FREE OF SURFACTANTS!** Our ingredients are organic oils and extracts. We also use Saponified Coconut. Saponified means "turned into shampoo." We take organic food grade coconut, olive, & jojoba vegetable oils and turn them into eco and pet-friendly shampoo.

**The Better Choice** - Since fur is not being stripped, long fur may look like it's clumping, rest assured, when dried your dogs coat will be soft & shiny.

Don't forget to recycle your bottles!

No Dyes  
Or Perfume



# ORDER NOW!

844-698-4367

PuraNaturalsPet.com