

Product Catalogue 2024

smith&burton®

NATURALLY EFFECTIVE SKIN & COAT CARE, WITHOUT COMPROMISE



LOVE · LUXE · LUSTRE

A dog grooming range like no other - the most
luxurious, naturally effective health, beauty
and wellness grooming range available.
For the best a dog can get.

Proudly crafted and made in New Zealand
to bring a new range of luxurious, truly
distinctive products that are, good for
dogs and the planet.



OUR PHILOSOPHY

smith&burton's philosophy is to use the best of nature combined with knowledge-backed science to produce naturally derived products that work to the highest standards. We use local native bioactive ingredients such as Kawakawa Leaf Extract, Kowhai Extract, Pohutakawa Extract, and New Zealand Manuka Honey blended with the best scientifically proven and natural ingredients earth has to offer such as Argan Oil, Jojoba Extract, Hydrolyzed Silk, Pomegranate, and more.

As with human skin and beauty brands, we apply the same natural product credentials and healthy lifestyle choices for dogs. Our belief is that the future of sustainable business is through transparency and integrity, exceptional service, and building desirable brands that reward our customers.

At the heart of our brand is 'Unconditional Love' it is with this that we aim to respect nature and utilise science to create products that are the best a dog can get, without compromise.



OUR BRAND STORY

SMITH&BURTON IS GROUNDED IN NATURE, SUPPORTED THROUGH SCIENCE, DRIVEN BY INNOVATION AND INSPIRED BY THE LOVE OF DOGS.

We use the power of botanical science to create clean, gentle, luxurious products that are naturally effective. Our plant-based formulations use the finest quality ingredients enriched with vitamins, antioxidants and antibacterial properties combined with powerful New Zealand bioactive botanicals and 'liquid gold' Manuka Honey.

Our blends are purifying and moisturising and designed to suit any coat and skin type, including sensitive skin. Delicately fragranced with our beautiful 100% natural signature scents. Leaving the coat smelling fresh, clean with lustre and shine.

LOVE · LUXE · LUSTRE



OUR PROMISE

**WE HOLD OURSELVES TO A HIGHER STANDARD IN BEAUTY, HEALTH AND WELLNESS
DOG GROOMING PRODUCTS AND STAND BEHIND OUR CANINE COLLECTION
BECAUSE WE BELIEVE THEY ARE THE BEST A DOG CAN GET.**

Our unique formulations are specifically designed and purposely chosen for dogs.
Helping to promote and improve healthy skin, coat and general health,
their coats will actually benefit from our formulations.

- We are committed to being transparent with every ingredient that goes into our products and state exactly what percentage of each product is of total natural origin.
- We have even gone further by providing a full ingredients glossary of each and every one of the ingredients we use across our product range.
- We will only use the finest quality plant-based ingredients and recyclable packaging available to us with equal respect for the environment.
- We will always consider the sensitivity of a dog's sense of smell. We ensure all our signature scents are certified 100 percent natural fragrance (the highest in the world), delicate and perfectly balanced, light, elegant and dog appropriate.



- We will never use nasties or potential irritants in our products.
- We never test on animals, we are cruelty free and pet friendly.
- Our products are proudly crafted and made in New Zealand with love.
- We will continuously strive to design superior, innovative blends and formulations and progressive products that are naturally effective for all dogs.

OUR RANGE IS CREATED AND MADE IN NEW ZEALAND WITH LOVE

New Zealand is renowned for its beautiful coastline, green rainforests, snow-capped mountains and pristine seas. It is one of the most cleanest environments in the world.

Our products are proudly made in New Zealand with love, using elite chemists, perfumers and leading industry professionals, including **New Zealand's leading and most trusted skincare, haircare and cosmetic contract manufacturer**. Maintaining the highest quality and safety standards.

Our locally made products use the **finest human quality plant-based ingredients, ethically sourced and manufactured**.

We are committed to obtaining our **ingredients locally from our New Zealand home when we are able**.

Local ingredients is also at the very heart of our product philosophy - New Zealand nature: bioactive native botanicals, flora, fauna, fruits and 'liquid gold' Manuka Honey.



WE KNOW THE SCIENCE OF A BEAUTIFUL COAT



Most of our shampoos are formulated with Vitamin B5 due to its application to enable thirsty skin to moisturise, soothe, heal and regenerate. When applied to the coat it takes on a pro-vitamin form, improving effects of the coats elasticity, moisture retention, adds lustre and flexibility. Vitamin B cannot be produced naturally in large quantities anywhere in the world. We believe the benefit on the skin outweighs its non-natural form, hence balancing science with nature.

smith&burton uses botanical science to produce gentle, naturally effective products.

We know the importance of combining nature and science, and we **utilise the highest quality** of both to create a delicate yet highly functional balance, **without compromising on performance**.

We utilise ingredients derived from nature but engineered with science, because we want to **make clean, safe and efficient products that will make a difference**.

We are **meticulous in crafting our formulations**. We believe products must be high performing, not just natural for natural sake, but be **naturally effective**.

Our natural products lather (something vary rare with naturally derived products), they rinse off easily and don't leave a sticky feeling on the coat.

We use the **science of cosmeceuticals** for the medicinal properties of benefit to a dog's skin and coat.

We reject any harsh chemicals that could irritate or be unsafe.

We don't rest until our **products are perfect - safe enough and powerful enough for noticeable results**.

WE USE THE BEST NATURAL INGREDIENTS EARTH HAS TO OFFER, RARELY FOUND IN DOG GROOMING PRODUCTS

POMEGRANATE, ROSEHIP,
SWEET ALMOND, ARGAN OIL,
LICORICE, JOJOBA,
HYDROLISED SILK,
GINSENG, BALM MINT,
CALENDULA, ROSEMARY,
KAKADU, KARANJA, LINSEED,
OAT, NEEM, SHEA BUTTER,
COCONUT, ALOE VERA,
COCOA BUTTER, SUNFLOWER,
MARULA, EVENING PRIMROSE,
& MORE

We create the **most gentle, naturally effective products** we can using only **ingredients that are good for dogs and of benefit**.

Crafted with nature's most effective natural ingredients, **rich in vitamins, nutrients and antioxidants**. We hand-select superb plant-based ingredients, proven for their effectiveness and **ability to deliver outstanding results**.

We use only the **highest quality human ingredients** available and believe **if you can't put it on your body, your dog shouldn't either**.

We have **the most extensive list of nature's power ingredients of any dog grooming range**.

UNIQUE, PROVEN & POWERFUL NEW ZEALAND NATURE, LIKE NO OTHER

smith&burton proudly celebrates the unique nature, flora, fauna and fruits of New Zealand found nowhere else in the world.

We harness the **proven power** of these superb ingredients from one of the **world's cleanest environments** to preserve their purity and activity.

New Zealand's fertile soils, clear air, high sunshine hours, clean rainfall and fresh seas help create these antioxidant-packed, nutrient-rich ingredients, **sought after for their unique bioactivity** to effectively improve a dogs' skin & coat condition.



WE LEAD THE WORLD WITH OUR NATURAL SIGNATURE SCENTS

SMITH&BURTON PREMIUM RANGE OF SIGNATURE SCENTS ARE UNIQUE, EXQUISITE FRAGRANCES DEVELOPED BY EXPERT PERFUMERS PROVIDING LUSCIOUS SCENTS THAT LINGER FOR DAYS. CONSCIOUSLY CREATED AND DESIGNED SPECIFICALLY FOR DOGS.

We hold ourselves to a **higher standard using the highest recognised natural, sustainable plant source for our Fragrances**. Our signature scents are **Certified 100% Natural fragrance** at the highest recognised standard in the world, created in New Zealand from French-born perfumer (who learnt the art of olfaction and scent design from a Chanel perfumer) and then developed in Grasse, France.

Designed consciously and specifically for dogs. Gender-neutral, perfectly balanced, and carefully **formulated for the sensitivity of a dog's sense of smell**. Giving dogs, and their owners, the **safety and luxury they deserve**.

Dog's noses are around 40 times more sensitive than ours. That is why we take extra care with the fragrances in our collection to ensure the scents are light and delicate and won't cause stress.



Our fragrance is **extracted in the cleanest, purest ways** for the least chance of causing any irritation, allergies or be problematic to a dogs nose and skin. To give dogs, and their owners, the **luxury and safety they deserve**.

We are **one-of, if not the only dog grooming range in the world to use this luxurious level of fragrance**.

Our fragrance, like a perfume, allows for **absolute control and organisation of the layered scents**.

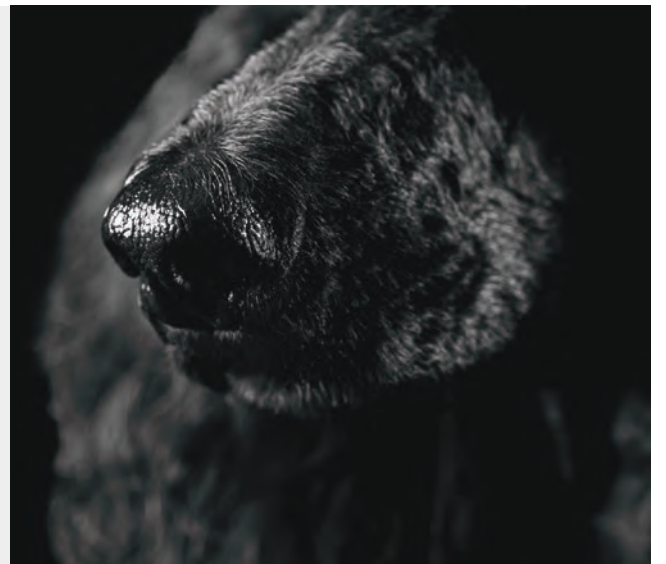
We don't believe in using essential oils for fragrance as organic compounds, are concentrated **very high for a dog's sense of smell with many being toxic to dogs**. Therefore our natural fragrances are designed at the highest safety for dogs.

**CREATED IN NEW ZEALAND,
DEVELOPED IN THE SOUTH OF FRANCE**



MADE CONSCIOUSLY FOR DOGS SENSITIVE NOSE AND SKIN

Our sophisticated fragrances are formulated with raw plant-derived materials and processes certified by Ecocert to the Cosmos standard. The fragrance components are extracted using the cleanest and purest ways of obtaining extracts and actives, for the least chance of causing any irritation, allergies or be problematic to dogs nose and skin; the extraction of non-natural solvents is not permitted. These potentially harmful solvents are often used in the manufacturing of absolute and fragrance oils.



WE HAVE THE MOST EXTENSIVE LIST OF NO NASTIES

It is what smith&burton products don't use that is every bit as important as what we do use, and that is what makes us special. So we have left out the nasties.

Our unique formulations are specifically designed for the wellbeing of dogs, to aid in maintaining and promoting a dog's healthy skin and coat. **So we have left out potential irritants and nasties.**

All our products are FREE OF: Parabens, Cocamide DEA, SLS/SLES/SLES, Phthalates, Phosphates, PEGs, PPGs, EDTA, DPEG, Silicone, Petro-Chemicals, Artificial Colours, Mineral Oils, Synthetic Fragrances or Dyes.

The **most extensive 'no nasties' list** of any dog grooming range.

We believe **that taking these harsh ingredients away** not only **improves the dog's skin and coat** for the better, it can also make a **positive difference to their overall health too.**

We use only the highest quality human ingredients and believe if you can't put it on your body, your dog shouldn't either.

With many groomers and people **suffering red, sore, irritated hands** even with 'so-called' natural products, to find a product that **causes no reaction is a welcomed bonus.** We had exceptional results from our allergy-prone human testing of no skin-irritation.

Good for dogs, you and the planet.



NO NASTIES

WE ARE CRUELTY-FREE AND DOG FRIENDLY

We are cruelty-free, and all our products are tested thoroughly on humans first.

At **no stage** of development **are they tested on animals.**

Only once we are completely satisfied with the product, we **ensure the pH levels are balanced for dogs**, this **means they are ultra-safe and of high quality.**

Then, and only then, are they approved by, Smith and Burton, along with their dog (and human) friends.

We use **only the highest quality human ingredients and believe if you can't put it on your body, your dog shouldn't either.**

All our products are Human-Friendly too, so they can be used on yourself as well, which many of our customers do! We are the **first dog grooming range to claim this.**

PH BALANCED FOR DOGS



OUR SUSTAINABLE PACKAGING GETS NOTICED



Not only is our packaging stylish and purposely designed to proudly show off in any home, it disrupts the pet category.

For **e-commerce channels**, when the smell of our gorgeous signature scents is not available, the **products stand out and gets cut-through**.

The black premium PET bottle packaging is also **chosen to intentionally protect the natural ingredients**, which are sensitive and vulnerable to light.

Our packaging **helps with preserving the formulation** and keeps the contents in a **UV protected, safe and stable environment**.

The packaging is designed to minimise waste and is 100 percent recyclable.

All our PET bottles are **BPA Free**.

Our balm is packaged in **100 percent recyclable aluminium tin**.

WE ARE DRIVEN BY INNOVATION AND CONTINUOUS IMPROVEMENT, WITHOUT COMPROMISE

We will continuously strive to design superior, innovative blends and formulations and progressive skin and coat beauty, health and wellness tools for all dogs.

In doing so we have created **the most luxurious (super-premium) range in the market**.

We are dedicated to continuous improvement, refinement and perfection, **we don't settle until our products are the best they can be**.

It is this dedication that **drives our demand for quality, safe, honest products for dogs everywhere**.

FOR THE BEST A DOG CAN GET



OUR SCENT PROFILES

SCENT NO.1

The deluxe Scent No.1 is a lively, elegant scent of fresh marine bouquet and woody-green top notes with lingering hints of dark earth and spice. This light, clean, sleek scent leaves lasting impressions of Exotic Woods Accord, Sandalwood, Vanilla, Musk, Vetiver and Aqueous Accord. A luxurious, delicate fragrance that will have your dog feeling relaxed and truly pampered.



SCENT NO.2

The luxurious Scent No.2 is a delicious scent of sweet, mossy and green-floral top notes delightfully stimulating the olfactory senses and dries down to perfect accords of Patchouli, Candyfloss Impression, Musk and Tonka Bean Absolute. It creates a creamy, warm and unique harmony you'll want to snuggle up to. This indulgent, delicate-sweet scent will leave your dog with a nourishing and sumptuous feeling.

SCENT NO.3

The exquisite Scent No.3 is a soothing, elegant delight to the olfactory senses of floral-savory and green top notes, with lingering notes of gorgeous Magnolia and Rose, blending the woody-sweet aroma of Cedarwood Virginia and fresh Coriander. The lasting impressions of creamy-soft Vanilla and warm-woody Sandalwood are gentle and delicate. This enchanting, soft fragrance will leave your dog with a calming, comforting and lavish feeling.



PRODUCT RANGE



smith&burton Canine Collection



Core Ranges

Shampoo, Conditioner, Cologne

Hydrating Range
Nourishing Range
Soothing Range

Repair & Extra Care

Puppy Range

Waterless Shampoo

Detangler Spray & Leave-In Conditioner

Dermal Relief Range

Heal & Protect Soothe Balm

Purifying Cleansing Wipes

18 UNIQUE SKU'S/PRODUCTS AND 15 VARIANTS
TOTAL RANGE OF 33 PRODUCTS



HYDRATING RANGE

KIWI, ALOE VERA, COCONUT, GINSENG AND MANUKA HONEY

SCENT NO.1

Naturally effective, luxurious plant-based blend rich in vitamins, antioxidants and New Zealand botanicals.

HYDRATE. INVIGORATE. REPLENISH.

This luxurious blend is especially suitable as an everyday, go-to range for all coat types, from pups to seniors, especially good for smooth, short, wire and combination coat and breed types.

Combining antioxidant-rich, superfood Kiwi Fruit Extract and Aloe Vera to hydrate and replenish the coat. With Coconut a multi-tasking wonder oil, incredibly moisturising, hydrating and immune-boosting, it gently cleanses and protects the skin's moisture balance.

Joboba pro-vitamin A and E smooths the epidermis. Ginseng invigorates and restores.

Harnessing the proven power of New Zealand's 'liquid gold,' Manuka Honey to feed, protect and renew dogs' skin, and as a natural humectant, it draws in moisture for lustre and high-shine.

With New Zealand bioactive botanicals Kiwi, Flax and Pohutakawa, rich in vital minerals and antioxidants to deeply condition, nourish and moisturise the skin and coat.

KEY BENEFITS:

- Hydrates the skin and coat naturally
- Replenishes naturally by returning moisture to the skin and coat,
- Moisturising dry, brittle coats
- Invigorates by deeply cleansing without irritating or stripping the natural oils
- Natural properties known to be immune-boosting
- Helps combat oily or greasy coats.
- Deeply conditioning
- Natural properties known to be antibacterial and odour eliminating
- Natural whitener
- Natural ingredients rich in minerals and antioxidant-rich, pro-vitamin A, vitamin C and omega 3 and 6 fatty acids
- Added vitamin B5 and E for optimal coat health
- Softens the coat
- Promotes lustre and shine
- Gentle formula for more frequent washing
- Scent No.1 luxurious, delicate fragrance leaves a dog relaxed and truly pampered
- pH balanced
- Cruelty-free
- No Nasties
- Cat friendly



NATURE'S POWER INGREDIENTS

Kiwi Fruit Extract, Aloe Vera Extract, Coconut Oil, Ginseng Root Extract, New Zealand Manuka Honey, Pohutakawa Extract, New Zealand Flax Extract, Linseed Oil, Oat Kernel Extract, Jojoba Seed Oil, Argan Oil, Coconut Water, Oat Kernel Oil, Sweet Almond Oil.

HYDRATING SHAMPOO



Description: Hydrating Shampoo 500ml | 16.9fl.oz
Barcode: 9421905736008
Outer Quantity: 4



Description: Hydrating Shampoo 250ml | 8.4fl.oz
Barcode: 9421905736060
Outer Quantity: 6



Description: Hydrating Shampoo 5L | 1.32 gallons
Barcode: 9421905736503
Outer Quantity: 1

HYDRATING CONDITIONER



Description: Hydrating Conditioner 500ml | 16.9fl.oz
Barcode: 9421905736015
Outer Quantity: 4



Description: Hydrating Conditioner 250ml | 8.4fl.oz
Barcode: 9421905736077
Outer Quantity: 6



Description: Hydrating Conditioner 5L | 1.32 gallons
Barcode: 9421905736510
Outer Quantity: 1

HYDRATING COLOGNE



Description: Hydrating Cologne 125ml | 4.2fl.oz
Barcode: 9421905736121
Outer Quantity: 6

Luxurious, nutrient-rich deodorising cologne specifically formulated using only the finest quality plant-based ingredients. Certified 100% Natural fragrance, signature Scent No.1 for a light, delicate aroma.

KEY BENEFITS:

- Freshens and deodorises coat between baths
- Finishing Spray - seals and protects the coat after grooming
- Helps to alleviate dry, flaky skin and dandruff
- Adds volume and shine to coats
- Deeply moisturising
- Hydration serum for the coat making it smoother, shiny, softer
- Omega 3 and 6 fatty acids to help nourish and condition the coat
- Natural properties known to be antibacterial and odour eliminating
- Antioxidant-rich
- Added E for optimal coat health
- Promotes lustre and shine
- 100% Natural
- Can be used to freshen a room or dog's bedding
- Scent No.1 luxurious, delicate fragrance leaves your dog relaxed & truly pampered
- pH balanced
- Cruelty-free
- No Nasties
- Cat friendly



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Whilst all our smith&burton products are suitable for all breed and coat types from pups to seniors, the **HYDRATING RANGE** is formulated to assist these coat types & breed types.

Coat types: Harsh or Wire Coat, Smooth Coat, Combination Coat, Short & Medium Coat, Normal/Balance Skin & Coat, Greasy/Oily Coat.

Breed types: For a full list of breeds view our Breed Selector on page **30**

NOURISHING RANGE

ARGAN, KELP, ROSEHIP, POMEGRANATE AND MANUKA HONEY

SCENT NO.2

Naturally effective, luxurious plant-based blend rich in vitamins, antioxidants and New Zealand botanicals.

NOURISH. PURIFY. REVITALISE.

This luxurious blend is especially suitable for dry, damaged, long/drop, silky, double, curly or fluffy coat types, from pups to seniors.

Expertly crafted with vitamin-rich Argan Oil, nature's protective, nourishing superfood to revitalise and rehydrate the coat. Enriched with Pomegranate for exceptional antioxidant support and mineral-rich New Zealand Kelp deeply nourishes and purifies. Rosehip for lustre and shine.

Harnessing the proven power of New Zealand's 'liquid gold,' Manuka Honey to feed, protect and renew dogs' skin, and as a natural humectant, it draws in moisture for high-shine.

With New Zealand bioactive botanicals Kiwi, Flax and Pohutakawa, rich in vital minerals and antioxidants to deeply condition, nourish and moisturise the skin and coat.

KEY BENEFITS:

- Deeply nourishes and purifies the skin and coat naturally
- Revitalises naturally by returning moisture to the skin and coat
- Moisturising dry, brittle coat
- Deeply cleansing without irritating or stripping the natural oils
- Natural properties to help add volume and plumpness to the coat
- Natural properties known to be antibacterial and odour eliminating
- Natural ingredients rich in minerals and antioxidant-rich, pro-vitamin A, vitamin C and omega 3 and 6 fatty acids
- Added vitamin B5 and E for optimal coat health
- Natural whitener
- Deeply conditioning
- Softens the coat
- Promotes lustre and shine
- Gentle formula for more frequent washing
- Scent No.2 an indulgent, sophisticated, delicate-sweet scent leaves a dog with a nourishing and sumptuous feeling
- pH balanced
- Cruelty-free
- No Nasties



NATURE'S POWER INGREDIENTS

Argan Oil, New Zealand Kelp Extract, Rosehip Oil, Pomegranate Extract, New Zealand Manuka Honey, Pohutakawa Extracts, Kiwi Fruit Extract, New Zealand Flax Extract, Aloe Vera Extract, Coconut Oil, Linseed Oil, Jojoba Seed Oil, Oat Kernel Extract, Sweet Almond Oil, Coconut Water, Jojoba Seed Oil, Argan Oil, Coconut Water, Oat Kernel Oil, Sweet Almond Oil.

NOURISHING SHAMPOO



Description: Nourishing Shampoo 500ml | 16.9fl.oz
Barcode: 9421905736022
Outer Quantity: 4



Description: Nourishing Shampoo 250ml | 8.4fl.oz
Barcode: 9421905736084
Outer Quantity: 6



Description: Nourishing Shampoo 5L | 1.32 gallons
Barcode: 9421905736527
Outer Quantity: 1

NOURISHING CONDITIONER



Description: Nourishing Conditioner 500ml | 16.9fl.oz
Barcode: 9421905736039
Outer Quantity: 4



Description: Nourishing Conditioner 250ml | 8.4fl.oz
Barcode: 9421905736091
Outer Quantity: 6



Description: Nourishing Conditioner 5L | 1.32 gallons
Barcode: 9421905736527
Outer Quantity: 1

NOURISHING COLOGNE



Description: Nourishing Cologne 125ml | 4.2fl.oz
Barcode: 9421905736138
Outer Quantity: 6

Luxurious, nutrient-rich deodorising cologne specifically formulated using only the finest quality plant-based ingredients. Certified 100% Natural fragrance, signature Scent No.2 for a light, delicate aroma.

KEY BENEFITS:

- Freshens and deodorises coat between baths
- Finishing Spray - seals and protects the coat after grooming
- Helps to alleviate dry, flaky skin and dandruff
- Adds volume and shine to coats
- Deeply moisturising
- Hydration serum for the coat making it smoother, shiny, softer
- Omega 3 and 6 fatty acids to help nourish and condition the coat
- Natural properties known to be antibacterial and odour eliminating
- Antioxidant-rich
- Added E for optimal coat health
- Promotes lustre and shine
- 100% Natural
- Can be used to freshen a room or dog's bedding
- Scent No.2 an indulgent, sophisticated, delicate-sweet scent will leave your dog with a nourishing and sumptuous feeling.
- pH balanced
- Cruelty-free
- No Nasties



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Whilst all our smith&burton products are suitable for all breed and coat types from pups to seniors, the **NOURISHING RANGE** is formulated to assist these coat types & breed types.

Coat types: Silky Coat, Long or Drop Coat, Curly/Wavy/Fluffy/Fleece Coat, Double Coat.

Breed types: For a full list of breeds view our Breed Selector on page 30

SOOTHING RANGE

BALM MINT, CHAMOMILE, OAT, ROSEMARY AND MANUKA HONEY SCENT NO.3

Naturally effective, luxurious plant-based blend rich in vitamins, antioxidants and New Zealand botanicals.

SOOTHE. CALM. RESTORE.

This luxurious, gentle and calming blend for delicate, sensitive skins for all coat types, from pups to seniors.

Balm Mint and Chamomile combine for their calming effects and Rosemary nourishes and helps make the coat look fuller, making it ideal for patchy coats. Oat, full of nutrients, such as omega 3 and 6, provides gentle, soothing, protective nutrients for the skin and coat. Blending Sunflower rich in antioxidants, vitamins and minerals to replenish and helps the skin maintain its moisture and works to replenish the skin and maintain oil balance. Linseed loaded with omega 3 fatty acids, and Sweet Almond intensely moisturises and smooths the skin.

Harnessing the proven power of New Zealand's 'liquid gold,' Manuka Honey to feed, protect and renew dogs' skin, and as a natural humectant, it draws in moisture for lustre and high-shine. With New Zealand bioactive botanicals Kiwi, Flax and Pohutakawa, rich in vital minerals and antioxidants to deeply condition, nourish and moisturise the skin and coat.

KEY BENEFITS:

- Natural calming properties for sensitive skin
- Returns moisture to the skin and coat naturally
- Gently cleansing without irritating or stripping the natural oils.
- Protective nutrients to promote a healthy skin and coat
- Natural properties to help restore skin and coat
- Natural properties known to be antibacterial and odour eliminating
- Natural ingredients rich in minerals and antioxidant-rich, pro-vitamin A, vitamin C and omega 3 and 6 fatty acids
- Added vitamin B5 and E for optimal coat health
- Natural whitener
- Adds coat volume
- Deeply conditioning
- Promotes lustre and shine
- Gentle formula for more frequent washing
- Scent No.3 is an enchanting, soft fragrance leaves the dog with a calming, comforting and lavish feeling
- pH balanced
- Cruelty-free
- No Nasties
- Cat friendly



NATURE'S POWER INGREDIENTS

Chamomile Extract, Balm Mint Extract, Rosemary Leaf Extract, Oat Kernel Extract, New Zealand Manuka Honey, Pohutakawa Extracts, Kiwi Fruit Extract, New Zealand Flax Extract, Aloe Vera Extract, Coconut Oil, Linseed Oil, Jojoba Seed Oil, Argan Oil, Sunflower Seed Oil, Sweet Almond Oil, Coconut Water.

SOOTHING SHAMPOO



Description: Soothing Shampoo 500ml | 16.9fl.oz
Barcode: 9421905736046
Outer Quantity: 4



Description: Soothing Shampoo 250ml | 8.4fl.oz
Barcode: 9421905736107
Outer Quantity: 6



Description: Soothing Shampoo 5L | 1.32 gallons
Barcode: 9421905736541
Outer Quantity: 1

SOOTHING CONDITIONER



Description: Soothing Conditioner 500ml | 16.9fl.oz
Barcode: 9421905736053
Outer Quantity: 4



Description: Soothing Conditioner 250ml | 8.4fl.oz
Barcode: 9421905736114
Outer Quantity: 6



Description: Soothing Conditioner 5L | 1.32 gallons
Barcode: 9421905736558
Outer Quantity: 1

SOOTHING COLOGNE



Description: Soothing Cologne 125ml | 4.2fl.oz
Barcode: 9421905736145
Outer Quantity: 6

Luxurious, nutrient-rich deodorising cologne specifically formulated using only the finest quality plant-based ingredients. Certified 100% Natural fragrance, signature Scent No.3 for a light, delicate aroma.

KEY BENEFITS:

- Freshens and deodorises coat between baths
- Finishing Spray - seals and protects the coat after grooming
- Helps to alleviate dry, flaky skin and dandruff
- Adds volume and shine to coats
- Deeply moisturising
- Hydration serum for the coat making it smoother, shiny, softer
- Omega 3 and 6 fatty acids to help nourish and condition the coat
- Natural properties known to be antibacterial and odour eliminating
- Antioxidant-rich
- Added E for optimal coat health
- Promotes coat lustre and shine
- 100% Natural
- Can be used to freshen a room or dog's bedding
- Scent No.3 is an enchanting, soft fragrance leaving dogs with a calming, comforting and lavish feeling.
- pH balanced
- Cruelty-free
- No Nasties
- Cat friendly



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Whilst all our smith&burton products are suitable for all breed and coat types from pups to seniors, the **SOOTHING RANGE** is formulated to assist these coat types & breed types.

Coat types: Sensitive Skin, Dry & Flaky skin, Mature/Senior Skin, Smooth Coat, Hairless Coat.

Breed types: For a full list of breeds view our Breed Selector on page **35**

PUPPY RANGE

LICORICE, CHAMOMILE, OAT, JOJOB AND MANUKA HONEY SCENT NO.2

Naturally effective, luxurious plant-based blend rich in vitamins, antioxidants and New Zealand botanicals.

NURTURE. NOURISH. SOFTEN.

A luxurious, gentle blend for puppies of all breeds and coat types.

Combining wondrous Licorice and Chamomile for their known powerful calming, skin conditioning and anti-inflammatory properties to soften, smooth and nourish the coat. Jojoba deeply moisturises, with pro-vitamin A and E, it helps preserve the skin while smoothing the epidermis. Nurturing Oat provides a protective layer to the coat and is a gentle, calming tonic for the skin.

Harnessing the proven power of New Zealand's 'liquid gold,' Manuka Honey to feed and protect pup's coat, as a natural humectant, it draws in moisture for lustre and high-shine. New Zealand bioactive botanicals Kiwi, Kowhai and Pohutakawa, rich in vital minerals and antioxidants to deeply condition, nourish and moisturise the skin and coat.

KEY BENEFITS:

- Gently moisturises the skin and coat naturally
- Smooths and nourishes the coat and epidermis
- Skin conditioning
- Gently cleanses without irritating or stripping the natural oils
- As a two-in-one it cuts bathing time in half, making it quick, easy & enjoyable
- The built-in conditioner to improve the coat's overall health and condition
- Gentle formula for more frequent washing
- Natural properties known for their anti-inflammatory, antibacterial qualities
- Odour eliminating
- Mineral and Antioxidant-rich, Pro-vitamin A, Vitamin C and Omega 3 and 6 fatty acids
- Natural whitener
- Added vitamin B5 and E for optimal coat health
- Gentle for pup's young skin to nourish, soothe & nurture
- Softens the coat
- Promotes coat lustre and shine
- Scent No.2 an indulgent, sophisticated, delicate-sweet scent leaves pup with a nourishing and sumptuous feeling.
- pH balanced
- Cruelty-free
- No Nasties



NATURE'S POWER INGREDIENTS

Licorice Root Extract, Chamomile Extract, Oat Kernel Extract, Jojoba Seed Oil, Hydrolyzed Silk, New Zealand Manuka Honey, Pohutukawa Extracts, Kowhai Flower Extract, Kiwi Fruit Extract, Argan Oil, Coconut Oil, Linseed Oil, Coconut Water, Aloe Vera Extract.

PUPPY 2-IN-1 CONDITIONING SHAMPOO



Description: Puppy 2-in-1 Conditioning Shampoo 250ml | 8.4flo.z
Barcode: 9421905736183
Outer Quantity: 6



Description: Puppy 2-in-1 Conditioning Shampoo 5L | 1.32 gallons
Barcode: 9421905736565
Outer Quantity: 1

PUPPY COLOGNE



Description: Puppy Cologne 125ml | 4.2flo.z
Barcode: 9421905736190
Outer Quantity: 6

Luxurious, nutrient-rich deodorising cologne specifically formulated using only the finest quality plant-based ingredients. Certified 100% Natural fragrance, signature Scent No.2 for a light, delicate aroma.

KEY BENEFITS:

- Freshens and deodorises coat between baths
- Finishing Spray - seals and protects the coat after grooming
- Helps alleviate dry, flaky skin and dandruff
- Adds volume and shine to coats
- Deeply moisturising
- Coat softening
- Hydration serum for the coat making it smoother, shiny, softer
- Omega 3 and 6 fatty acids to help nourish and condition the coat
- Natural properties known to be antibacterial and odour eliminating
- Antioxidant-rich
- Added E for optimal coat health
- Promotes lustre and shine
- 100% Natural
- Can be used to freshen a room or dog's bedding
- Scent No.2 an indulgent, sophisticated, delicate-sweet scent will leave your pup with a nourishing and sumptuous feeling.
- pH balanced
- Cruelty-free
- No Nasties



NEW ZEALAND.COM
 Licence No 100655

Our PUPPY RANGE is suitable for all Puppy Coats and Breeds.

DETANGLER SPRAY & LEAVE-IN CONDITIONER

SILK PROTEIN, JOJOBA AND MANUKA HONEY

Naturally effective, luxurious plant-based blend rich in vitamins, antioxidants and New Zealand botanicals.

Luxurious, high-performance blend to condition while removing mats, knots and tangles and as a conditioning spray it leaves the coat more manageable, giving a soft, smooth, silky texture and high-shine.

Crafted explicitly with Hydrolysed Silk Protein, treasured as one of the strongest natural fibres in the world. It forms a protective barrier around the coat's hair follicle and remains anchored to the outer layer of the coat, providing a smooth and moisturising effect. Jojoba gives a restorative boost of moisture and nutrients helping protecting against dryness and breakages, with calming properties to condition the coat leaving a smooth, silky finish.

Combined, these ingredients improve elasticity and resilience. Softening and protecting the coat so knots, tangles and mats can be separated and removed painlessly, or sprayed over the entire coat as a leave-in conditioner. It stays on the coat to prevent additional matting and tangles, yet will not produce any sticky build-up leaving it silky smooth.

Harnessing the proven power of New Zealand's 'liquid gold,' Manuka Honey for lustre and high-shine with New Zealand bioactive botanicals Manuka, Flax and Pohutakawa for a healthy glossy coat. Infused with vitamin E to help hydrate, protect and condition.

KEY BENEFITS:

- Improves coat elasticity and resilience
- Helps remove mats, knots and tangles with ease
- Hydrates and conditions the coat
- Soften and protects the coat
- Restores moisture and nutrients
- Alleviates dry and dull coat
- Protects against dryness and breakages
- Leaves the coat smooth, silky and glossy.
- No sticky build-up
- Natural properties known for their antibacterial, antifungal and anti-inflammatory qualities
- Antioxidant-rich
- Added vitamin E for optimal coat health
- Promotes lustre and high-shine
- Only the raw ingredients of this product make up the naturally occurring aroma
- pH balanced
- Cruelty-free
- No Nasties
- Cat friendly



NATURE'S POWER INGREDIENTS

Hydrolyzed Silk, Jojoba Seed Oil, New Zealand Manuka Honey, Manuka Oil, Coconut Oil, Linseed Oil, Lavender Oil, Shea Butter, Cocoa Butter, Pohutakawa Extract, New Zealand Flax Extract.

DETANGLER SPRAY & LEAVE-IN CONDITIONER



Description: Detangler Spray & Leave-in Conditioner 125ml | 4.2flo.z
Barcode: 9421905736152
Outer Quantity: 6



Description: Detangler Spray & Leave-in Conditioner 5L | 1.32 gallons
Barcode: 9421905736800
Outer Quantity: 1



DERMAL RELIEF RANGE

EVENING PRIMROSE, MARULA, KARANJA, NEEM AND MANUKA HONEY FRAGRANCE-FREE

Naturally effective, luxurious plant-based blend rich in vitamins, antioxidants and New Zealand botanicals.

RELIEF. PROTECT. REPAIR.

100% natural elixir packed-full of impressive botanicals and explicitly designed around the amazing, restorative repairing powers from New Zealand nature. Carefully formulated specifically to help assist replenish, repair, protect and calm dull, dry, itchy, ultra-sensitive, allergy-prone skin while restoring healthy, natural lustre to the coat.

Expertly crafted with the brilliance of Evening Primrose with properties which may reduce skin irritations and famous Marula Oil with properties which may assist in the repairing and prevention of a variety of skin discomforts. Calendula and Rosehip helps to nourish and hydrate the skin and coat, to repair dryness and coat damage. Combined with classics Aloe Vera and Chamomile to cool, smooth and calm the dermis.

Harnessing the proven power of New Zealand's 'liquid gold,' Manuka Honey and New Zealand native botanicals Kawakawa and Poroporo known for their powerful antibacterial and skin repairing properties to deeply cleanse the skin and coat. Pohutukawa is conditioning, deeply moisturising and antioxidant-packed. All these ingredients combine to promote a healthy, shiny coat.

Infused with Neem and Karanja oil with known properties that may help to naturally repel fleas and insects. With added vitamin C for antihistamine benefits and Rosehip for lustre and shine.



NATURE'S POWER INGREDIENTS

Evening Primrose Oil, Karanja Oil, Marula Oil, Neem Oil, New Zealand Manuka Honey, Harakeke Extract, Kiwi Fruit Extract, Kawakawa Extract, Pohutukawa Extracts, Hydrolyzed Silk, Poroporo Extract, Chamomile Extract, Balm Mint Extract, Rosehip Oil, Kakadu Oil, Calendula Extract, Aloe Vera Extract, Soybean Oil, Manuka Water, Sunflower Seed Oil.

DERMAL RELIEF 2-IN-1 CONDITIONING SHAMPOO



Description: Dermal Relief 2-in-1 Conditioning Shampoo 500ml | 16.9fl.oz
Barcode: 9421905736169
Outer Quantity: 6



Description: Dermal Relief 2-in-1 Conditioning Shampoo 5L | 1.32 gallons
Barcode: 9421905736572
Outer Quantity: 1

100% natural and carefully formulated specifically to help assist replenish, repair, protect and calm dull, dry, itchy, ultra-sensitive, allergy-prone skin to help nourish, calm and repair while restoring healthy, natural lustre to the coat.

KEY BENEFITS:

- Unique elixir packed-full of impressive botanicals
- Repairing powers from New Zealand nature.
- Pure, clean, mild and gentle blend, yet powerfully effective
- Cools, soothes and calms the dermis
- Natural properties known to help reduce inflammation, atopic and allergic conditions and assist in healing of a variety of skin discomforts and irritations.
- Deeply moisturising and nourishing for a healthy, shiny coat
- Helps dry, brittle and damaged coats, flaky skin and dandruff
- Stimulates the follicles to help promote the coat to grow stronger, ideal for senior dogs
- Antioxidant packed
- Natural properties with known antibacterial, antiseptic and anti-fungal odour eliminating qualities
- Natural ingredients known to help repel fleas and insects
- Added vitamin C for antihistamine benefits
- Gentle formula for more frequent washing
- 2-in-1 it keeps washing time to a minimum
- Built-in conditioner helps improve the coat's overall health and condition
- Promotes lustre and shine
- 100% natural
- Fragrance-free for a natural, gentle, pure botanical scent.
- pH balanced
- Cruelty-free
- No Nasties
- CAT friendly product

DERMAL RELIEF TOPICAL SPRAY



Description: Dermal Relief Topical Spray 250ml | 8.4fl.oz
Barcode: 9421905736176
Outer Quantity: 6

100% Natural dermal skin and coat spray specifically formulated using only the finest quality plant-based ingredients to help assist in the relief of itchy, flaky, irritated skins.

KEY BENEFITS:

- Rich in antioxidants, vitamins and minerals to help calm, soothe, replenish and maintain oil balance.
- Natural properties known to help reduce inflammation, atopic and irritated skins
- Powerful, proven properties from NZ nature
- Natural properties with known antibacterial, antiseptic and anti-fungal odour eliminating qualities
- Helps to alleviate dry, damaged skin and coat
- Natural properties to help rejuvenate the skin
- Natural ingredients known to help repel fleas and insects
- Added vitamin C for antihistamine benefits
- Promotes lustre and shine
- Fragrance-Free for a natural, gentle, pure botanical scent
- 100% Natural
- pH balanced
- Cruelty-free
- No Nasties
- CAT friendly product
- Can be used on and around dog bedding
- Can be used as often as needed



NEW ZEALAND.COM
 Licence No 100655

HEAL & PROTECT SOOTHE BALM WITH MANUKA HONEY

An amazing multi-tasking wonder balm for paws, nose, elbows, dry spots, abrasions and more.

This 100% natural balm contains powerful natural ingredients with properties which may assist in the repair and maintenance of cuts, cracks, dry, rough elbows, calluses and areas of dry skin irritation on the body like early, dry hot spots and rashes, dry or cracked paws, crusty or cracked nose, or skin-fold irritations.

With moisturising properties to help smooth dry skin from everyday wear and tear.

It helps protect paws and noses by creating a barrier from the elements and everyday terrain and promotes repair from existing damage. This barrier may help prevent infection and promote healing of minor scars post-injury and surgery.

Harnessing the proven power of New Zealand's Manuka Honey and Manuka oil, with known antibacterial properties and as a natural humectant, it draws moisture in making it an effective hydrator. Combining Jojoba with vitamins A and E, helps smooth the epidermis, Coconut known as multi-tasking wonder oil, is incredibly moisturising, hydrating and immune-boosting, it gently cleanses and protects the skin's moisture balance.

Enriched with Shea Butter, Sweet Almond and Linseed to soften, nourish and condition the skin. With added vitamin E to promote good skin health. A truly remarkable, powerful blend.

A multi-tasking wonder balm. Lick safe. Perfect for human skin too!



NATURE'S POWER INGREDIENTS

New Zealand Manuka Honey, Sweet Almond Oil, Shea Butter, Coconut Oil, Linseed Oil, Jojoba Seed Oil, Cocoa Seed Butter, Lavender Oil, Manuka Oil.

HEAL & PROTECT SOOTHE BALM



DESCRIPTION: HEAL & PROTECT SOOTHE BALM 65GM | 2.3flo.z

BARCODE: 94202892

OUTER QUANTITY: 6

KEY BENEFITS:

- Natural properties known to aid in the repair of cracked and dry skin, calluses and skin irritations
- Helps smooth skin from everyday wear and tear
- Protects paws, noses and elbows
- Deeply hydrates and moisturises dry skin
- Smooths, nourishes and conditions the skin
- Natural properties with known anti-inflammatory, antifungal, anti-histaminic and antibacterial qualities
- Natural immune boosting properties which may help fight off infection and help heal scars
- Vitamin A and E to smooth the epidermis
- 100% natural
- Lick Safe
- Only the raw ingredients of this product make up the naturally occurring aroma
- pH balanced
- Cruelty-free
- No Nasties
- Cat friendly



NEW ZEALAND.COM
Licence No 100655

PURIFYING CLEANSING WIPES

MANUKA HONEY, CUCUMBER, COCONUT AND VITAMIN E FRAGRANCE-FREE

Naturally effective, plant-based blend. 100% Bamboo and 100% Biodegradable.

Multi-tasking to quickly and easily clean-up and freshen the canine skin and coat between regular baths for body, paws, muzzle, skin folds or under-tails. They help lift away dirt, flaky skin, pollen, drool, excess fur and more.

Our sustainably sourced bamboo fibre wipes are 100% biodegradable and soft yet strong.

Combining New Zealand Manuka Honey, known for its natural antibacterial and moisturising properties, hydrating Cucumber with its astringent effect, whilst being soothing and calming on for the skin, with Coconut Oil for its incredible moisturising, hydrating and immune boosting properties, soothing Aloe Vera and added Vitamin E for optimal skin and coat health.

Gentle and fragrance-free, making them ideal for delicate and sensitive skin too, helping cleanse, freshen and purify the coat while promoting natural lustre and shine.



NATURE'S POWER INGREDIENTS

New Zealand Manuka Honey, Japanese Soybean Amino Acid, Aloe Vera,
Coconut Oil, Cucumber Extract.

PURIFYING CLEANSING WIPES



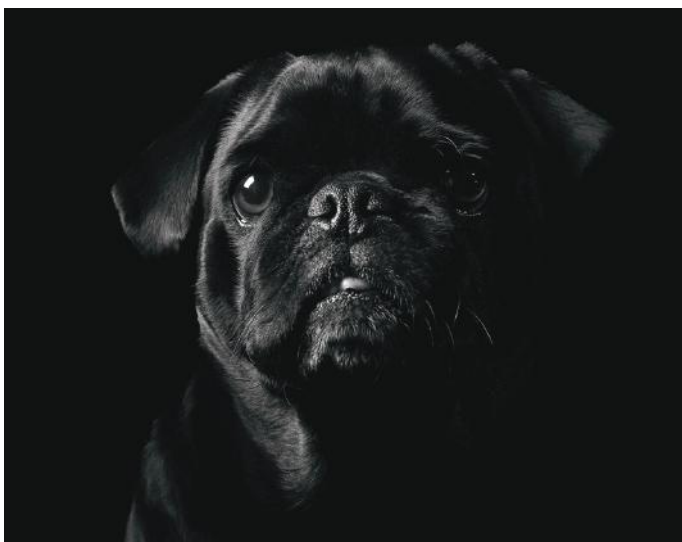
Description: PURIFYING CLEANSING WIPES

Barcode: 9421905736640 inner (Case Pack: 09421905736657)

Outer Quantity: 20 x 20 packs

KEY BENEFITS:

- 100% Bamboo fibre
- 100% Biodegradable
- Vet formulated and approved
- Natural properties with known antibacterial, anti-fungal qualities
- Natural moisturising, hydrating, soothing and calming properties
- For body, paws, muzzle, skin folds or under-tails
- To help lift away dirt, flaky skin, pollen, drool, excess fur and more
- Cleanses, freshens and purifies the coat while promoting natural lustre and shine.
- Handy sized 20 pack, make it easy and convenient to carry with you on a walk
- Fragrance-free, for a gentle, pure botanical scent.
- 99.8% of total ingredients are of natural origin
- Plant based
- Added Vitamin E for optimal coat health
- Ideal for sensitive, delicate skin too
- No Nasties
- Cruelty free
- For all life stages
- Cat friendly
- Contains 20 moist wipes
- Wipe size 20cm x 20cm



WATERLESS FOAM SHAMPOO RANGE

POMEGRANATE, KIWI, COCONUT, SILK PROTEIN AND MANUKA HONEY

Available in HYPOALLERGENIC or DELICATELY SCENTED

Naturally effective, luxurious plant-based blend with built-in natural deodoriser, rinse-free, no-water required formula for canine and felines.

100% natural, nutrient-rich coat wash that requires no water or rinsing for canine and felines, all coat & breed types, including puppies and kittens. Revitalise and balance the skin and coat without the bath. Crafted with the finest quality, plant based ingredients and no nasties. This luxurious, creamy foam is also convenient and easy to use for everyday spot-cleaning dirty coat and paws, for quick clean-ups, when travelling, post-surgery or to help reduce allergens and dander on the coat and more. Our unique formula will not leave a greasy or sticky feeling.

Blending the powerful natural deodoriser, DeoPlex, neutralising the toughest odours, with antioxidant-rich Pomegranate and hydrating Coconut. Silk Protein softens and protects the coat. Combining New Zealand Manuka Honey, known for its natural antibacterial and moisturising properties with nourishing Kiwi and added Vitamin E for optimal skin and coat health. This expertly crafted blend revitalises, moisturises



NATURE'S POWER INGREDIENTS

Pomegranate Extract, Coconut Extract, New Zealand Manuka Honey, Kiwi Fruit Extract, Hydrolyzed Silk and 100% natural Saccharomyces Ferment.

WATERLESS SHAMPOO RANGE



Description: Waterless Foam Shampoo - Delicately Scented 150ml | 5.1flo.z

Barcode: 9421905736763

Outer Quantity: 8



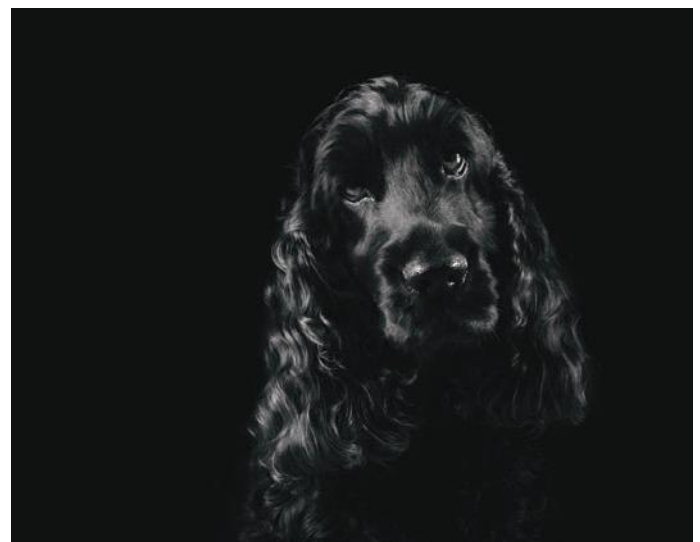
Description: Waterless Foam Shampoo - Hypoallergenic 150ml | 5.1flo.z

Barcode: 9421905736770

Outer Quantity: 8

KEY BENEFITS:

- 100% Natural
- Thick, foaming luxurious lather
- Cleanses in just one easy step
- Revitalise and balances your dog or cat's skin and coat without the bath
- Convenient and easy to use for everyday spot-cleaning dirty coat and paws
- Great for quick clean-ups
- On-the-go
- Ideal to take when travelling
- Post-surgery and for when dogs can't get wet
- In colder weather
- Extending the time between baths
- Active and smelly dogs
- Helps reduce allergens and dander on the coat and more
- Built-in 100% natural deodoriser
- Natural ingredients rich in minerals and antioxidants
- Added vitamin E for optimal coat health
- No sticky residue
- Promotes lustre and shine
- pH balanced
- Cruelty-free
- No Nasties
- Cat friendly
- For all coat & breed types, including puppies and kittens from 12 weeks of age
- For puppies and kittens from 12 weeks of age.
- Available in either
 - Hypoallergenic - fragrance-free and ideal for allergy-prone and sensitive skin
 - Delicately Scented - with our signature Scent No.1 a luxurious, delicate fragrance leaves your dog relaxed & truly pampered



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5L Variants

SHAMPOO



Description: Hydrating Shampoo 5L | 1.32 gallons
Barcode: 9421905736503
Outer Quantity: 1



Description: Nourishing Shampoo 5L | 1.32 gallons
Barcode: 9421905736527
Outer Quantity: 1



Description: Soothing Shampoo 5L | 1.32 gallons
Barcode: 9421905736541
Outer Quantity: 1

CONDITIONERS



Description: Hydrating Conditioner 5L | 1.32 gallons
Barcode: 9421905736510
Outer Quantity: 1



Description: Nourishing Conditioner 5L | 1.32 gallons
Barcode: 9421905736527
Outer Quantity: 1



Description: Soothing Conditioner 5L | 1.32 gallons
Barcode: 9421905736558
Outer Quantity: 1

2-IN-1 CONDITIONING SHAMPOOS



Description: Puppy 2-in-1
Conditioning Shampoo
5L | 1.32 gallon
Barcode: 9421905736565
Outer Quantity: 1



Description: Dermal Relief 2-in-1
Conditioning Shampoo
5L | 1.32 gallon
Barcode: 9421905736572
Outer Quantity: 1

DETANGLER SPRAY & LEAVE-IN CONDITIONER



Description: Detangler Spray & Leave-in Conditioner
5L | 1.32 gallons
Barcode: 9421905736800
Outer Quantity: 1

SMITH&BURTON QUICK REFERENCE GUIDE FOR PROFESSIONAL GROOMERS

smith&burton PRODUCT	ACTION & USE for Groomers	DILUTION RATIO Water to Product (all products can be used straight)	Cat Friendly
HYDRATING SHAMPOO	Mild cleansing and moisturizing, hand-stripping, preserves coarse & wire coats, natural whitener and brightener, for smooth, short, wire, combination coat & breed types	Deeper Cleaning 10:1 Can use up to 20:1	YES
HYDRATING CONDITIONER	As above	Deeper Cleaning 10:1 Can use up to 20:1	YES
NOURISHING SHAMPOO	Volumising, scissor work, deeply-moisturising, de-shedding, adds lift to double coats, soft and silky for drop and silky coats, natural whitener and brightener, for silky, drop/long, fluffy/curly/wavy/fleece, double coat & breed types	Deeper Cleaning 20:1 Can use up to 10:1	
NOURISHING CONDITIONER	As above	Deeper Cleaning 10:1 Can use up to 20:1	
SOOTHING SHAMPOO	Sensitive, delicate skin & coat, soothes, calms and cools, hairless & smooth breeds, mature skin, dirty/greasy skin & coat, brittle, dry, flaky skin and coat, hand-stripping, deep-cleansing	Deeper Cleaning 10:1 Can use up to 20:1	YES
SOOTHING CONDITIONER	As above	Deeper Cleaning 10:1 Can use up to 20:1	YES
DERMAL RELIEF 2-IN-1 CONDITIONING SHAMPOO	Ultra-sensitive, allergy-prone, problematic skin and dermis irritations, 100% natural to replenish, repair, protect, calm, cool. Antibacterial, anti-fungal, natural healing properties. Repels fleas and insects. Deep cleansing. Hand stripping. Fragrance-Free (Hypoallergenic)	Straight only due to ingredients & function	YES
PUPPY 2-IN-1 CONDITIONING SHAMPOO	Gentle, nurturing blend for puppies of all breed & coat types from 12 weeks of age	Straight or 10:1	
COLOGNES & FINISHING SPRAY	Scissor finishing work, final spray to enhance the smell once finished, coat conditioner prior to brushing, eau du toilette. 100% natural and Certified 100% Natural fragrance	N/A	Scent No 1 and 3
DERMAL RELIEF TOPICAL SPRAY	Hygiene, antibacterial and sanity area spray for the prevention of rashes and clipper burn. For sensitive areas and paws. 100% Natural, protective and skin repairing properties. Repels fleas and insects. For dermis irritations, itchy, flaky irritated skin	N/A	YES
DETANGLER SPRAY & LEAVE-IN CONDITIONER	Used during drying off the coat (especially, long, silky coats), pre-wash dematting and knots, can be sprayed over entire coat once groom is completed coat is dry, banding & wrapping	N/A	YES
HEAL & PROTECT SOOTHE BALM	VIP finish by rubbing balm into the dog's nose & paws for an ultimate moisturise and pamper!	N/A	YES
PURIFYING CLEANSING WIPES	Multi-taking to quickly and easily clean-up paws, muzzle, skin folds or under-tails. They help lift away dirt, flaky skin, pollen, drool, excess fur and more	N/A	YES

COAT AND BREED TYPE RANGE SELECTOR

Whilst all our smith&burton products are suitable for all breed and coat types from pups to seniors, the **HYDRATING RANGE** is formulated to assist these Coat & Breed types.

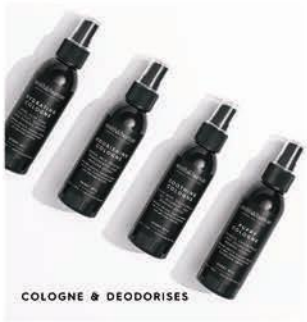
SMOOTH COAT	Pointer, German Shorthaired Pointer, Hungarian Short Haired Vizsla, Weimaraner, Boxer, Doberman Pinscher, Great Dane, Chihuahua (short haired), Italian Greyhound, English Pointer, Manchester Terrier, Miniature Pinscher, Boston Terrier, Bulldog, Dalmatian, French Bull Dog, American Staffordshire Terrier, Bull Terrier, Miniature Bull Terrier, English Staffordshire Bull Terrier, Basenji, Dachshund (Miniature & Standard smooth), Greyhound, Ibizan Hound (smooth), Pharaoh Hound, Rhodesian Ridgeback, Whippet.
WIRE COAT	Airedale Terrier, Australian Terrier, Border Terrier, Cairn Terrier, Dandie Dinmont, Fox Terrier (wire), Irish Terrier, Lakeland Terrier, Miniature Schnauzer, Norfolk Terrier, Parsons Russel, Scottish Terrier, Sealyham Terrier, Welsh Terrier, West Highland White, Affenpinscher, Brussels Griffon, German Wirehaired Pointer, Spinone Italiano, Wirehaired Pointing Griffon, Dachshund (wire haired), Ibizan (wire haired), Irish Wolfhound, Otterhound, Petit Basset Griffon Vendéen, Scottish Deerhound, Giant Schnauzer, Standard Schnauzer, Wire Haired Hungarian Vizla
SHORT COAT	Chesapeake Bay Retriever, Labrador Retriever, Bullmastiff, Greater Swiss Mountain Dog, English Mastiff, Bull Mastiff, English Mastiff, Cane Corso, Neapolitan Mastiff, Dogue De Bordeaux, Rottweiler, Australian Cattle Dog, Belgian Malinois, Cane Corso, Fox Terrier (smooth), Basset Hound, Beagle, Black and Tan Coonhound, Bloodhound, American Foxhound, English Foxhound, Harrier, Chinese Shar-Pei, Pug, Blue Heeler, Australian Kelpie, Huntaway.
COMBINATION COAT	Brittany, Flat-Coated Retriever, Golden Retriever, American Water Spaniel, Sussex Spaniel, Belgian Shepherd, Kuvasz, Dachshund (long haired), Borzoi, Saluki, Cavalier King Charles Spaniel, Chihuahua (long haired), English Toy Spaniel, Japanese Chin, Papillion, Tibetan Spaniel.

Whilst all our smith&burton products are suitable for all breed and coat types from pups to seniors, the **NOURISHING RANGE** is formulated to assist these Coat & Breed types:

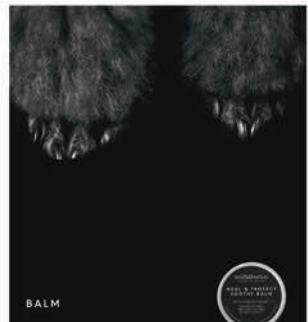
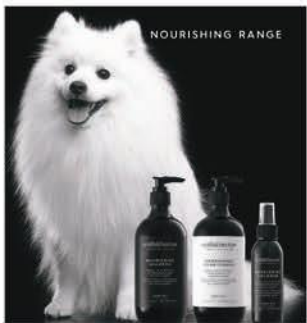
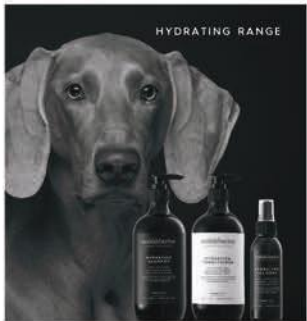
SILKY COAT	English Setter, Gordon Setter, Cocker Spaniel, American Cocker Spaniel, Irish Setter, Clumber Spaniel, Field Spaniel, English Cocker Spaniel, English Springer Spaniel, Welsh Springer Spaniel.
LONG OR DROP COAT	Afghan Hound, Bearded Collie, Briard, Skye Terrier, Lhasa Apso, Lowchen, Tibetan Terrier, Chinese Crested (powderpuff), Havanese, Maltese, Shin Tzu, Silky Terrier, Yorkshire Terrier.
CURLY/WAVY/FLUFFY/FLEECE COAT	Kerry Blue Terrier, Soft-Coated Wheaten Terrier, Bedlington Terrier, Portuguese Water Dog, Bichon Frise, Poodle (toy, miniature and standard), Curly Coated Retriever, Irish Water Spaniel, Coton De Tulear, along with Oodle breeds such as Retradoodle, Labradoodle, Cavoodle, Spoodle.
DOUBLE COAT	Akita, Alaskan Malamute, Anatolian Shepherd, Siberian Husky, Norwegian Elkhound, Collie (Border, Rough, Smooth), German Shepherd Dog, Cardigan Welsh Corgi, Pembroke Welsh Corgi, Finnish Spitz, Schipperke, Shiba Inu, Japanese Spitz, Pomeranian, Tibetan Mastiff, Australian Shepherd, Belgian Tervuren, Belgian Groenendael, Keeshond Bouvier des Flandres, Old English Sheepdog, Bernese Mountain Dog, Great Pyrenees, Newfoundland, Saint Bernard, Samoyed, Shetland Sheepdog, American Eskimo, Chow Chow, Keeshond, Pekingese, Spanish Mastiff, Pyrenean Mastiff.

Whilst all our smith&burton products are suitable for all breed and coat types from pups to seniors, the **SOOTHING RANGE** is formulated to assist Sensitive Skin, Dry & Flaky skin, Mature/Senior Skin, Smooth Coat, Hairless Coat and these Breed types:

SMOOTH COAT	Pointer, German Shorthaired Pointer, Vizsla, Weimaraner, Boxer, Doberman Pinscher, Great Dane, Chihuahua (short haired), Italian Greyhound, Manchester Terrier, Miniature Pinscher, Boston Terrier, Bulldog, Dalmatian, French Bull Dog, American Staffordshire Terrier, Bull Terrier, Miniature Bull Terrier, Staffordshire Bull Terrier, Basenji, Dachshund (smooth), Greyhound, Ibizan Hound (smooth), Pharaoh Hound, Rhodesian Ridgeback, Whippet.
HAIRLESS COAT	Chinese Crested Dog (hairless), Mexican Hairless Dog (Xoloitzcuintli), Peruvian Hairless Dog, Ecuadorian Hairless Dog (Perro Calvo Dorado Ecuatoriano), American Hairless Terrier.



Designed to solve the various needs across all breed & coat types, issues & actions.



SMITH&BURTON PRODUCT PROMISE. ALL OUR PRODUCTS ARE FREE OF:

■ **Parabens**, are a common type of preservative used in dog care products. Whether your product is natural or not, they need preservatives to stop bacteria growing.

■ **Cocamide DEA**, are hormone-disrupting chemicals that can form cancer-causing nitrates and nitrosamines. These chemicals are already restricted in Europe due to known carcinogenic effects.

■ **SLS/SLES**, this surfactant (think foaming) can be found in more than 90 percent of personal and hair care products, as well as dog care products. Animals exposed to SLS can experience eye damage, depression, laboured breathing, diarrhoea, severe skin irritation and even death. A potential carcinogen.

■ **Phthalates**, are petrol-based chemical substances. See petrochemicals below.

■ **Phosphates**, like surfactant, can be found in many dog care products and as a chemical sulphate with many belonging to the petrochemical group, there is an increasing chance of cancers and other illnesses.

■ **PEGs and DPEG** are emulsifiers or thickeners. They can reduce the skin's natural moisture.

■ **PPGs**, irritation can be seen at low levels of Propylene Glycol and is a potential carcinogen.

■ **EDTA**, Tetrasodium EDTA is a penetration enhancer, meaning that breaks down the skin's protective barrier.

■ **Silicone**, are commonly used in dog care products to help improve the feel on the skin and hair, and to help lock in moisture. However, they can build up on the hair locking in dirt and bacteria too, causing skin irritation, possible dermatitis and fungal diseases.

■ **Petrochemicals**, petrochemicals are chemicals made from crude oil and natural gas. There is an increased chance of cancer and other illnesses in dogs. They are not good for dogs, you, or the environment!

■ **Artificial Colours or Dyes** a lot of shampoos and conditioners are dyed with an artificial or synthetic colour to make them more appealing. These colours come from petroleum or coal-tar sources, all of which come with harmful health effects.

■ **Mineral Oil** is a petroleum-based ingredient, which can be found in some dog care products.

■ **Synthetic Fragrances**, for dogs with sensitive skin and allergies, synthetic perfumes can be a big trigger. As well as be problematic and have the potential to cause stress due to dog's sense of smell. smith&burton uses only Certified 100% Natural fragrance.

WE HOLD OURSELVES TO A HIGHER STANDARD, ONLY PROVIDING PH BALANCED, CRUELTY-FREE*, DOG-FRIENDLY PRODUCTS.

*We are cruelty free, and all our products are tested thoroughly on humans first. At no stage of development are they tested on animals. Only once we are completely satisfied with the product, we ensure the pH levels are balanced for dogs, this means they are ultra-safe and of a high quality. Then approved by Smith and Burton.

 **PLANT BASED**

 **100% NATURAL FRAGRANCE**

 **PH BALANCED**

 **CRUELTY FREE**

 **NO NASTIES**

 **100% NATURAL****

****WITH MANY OF OUR PRODUCTS BEING 100% NATURAL**

FERNMARK LICENCE

REPRESENTING NEW ZEALAND ON THE WORLD STAGE.

The Silver Fern is one of New Zealand's most recognised, long-standing, and respected national symbols. And now, the FernMark gives us the opportunity to represent New Zealand on the world stage.

smith&burton is a licensee of the official FernMark Licence Programme. It's a programme designed to protect and promote Kiwi products to the world. Equally, being a licensee now makes smith&burton an ambassador for New Zealand, which is both a privilege and an exciting opportunity.

A licence to bear the FernMark is a formal government recognition of our product's connection to New Zealand and clearly communicates our country of origin to consumers around the globe.

A TICK OF APPROVAL THAT BUILDS TRUST



The FernMark Licence Programme is the Government's official 'country of origin' accreditation programme designed to protect and promote New Zealand products to the world. That means smith&burton products have met the New Zealand Government's eligibility criteria as well as being locally owned it also requires that licensed smith&burton products are made, grown or designed in New Zealand.

This 'tick of approval' should give you huge amounts of confidence in what you're buying. The FernMark proudly endorses those who support the values of our nation. When you see the FernMark you can be confident that it represents a product born of New Zealand.

Ultimately, the FernMark Licence Programme delivers consumer trust. Carrying the FernMark means New Zealand companies are able to authenticate their products as being from New Zealand, while consumers can trust that they're buying authentic products. And in turn, the Programme entrusts us to represent New Zealand at its best.

You can find our brand on the FernMark website here:

smith&burton - a great product born of New Zealand! (nzstory.govt.nz).



NEW ZEALAND.COM
Licence No 100655

smith&burton crafts formulations of exceptional quality and meticulous detail, with a leadership approach to providing only the very best canine skin and coat care. We are a product-focussed company meeting the genuine needs of customers to provide a leading-edge natural canine grooming range.

We meet the need at a local and global level in the pet cosmetics market with the most luxurious range that is not only safe, natural, centred on a dogs wellbeing but is also highly effective, designed for the home user and the exacting specification needed at a professional groomer level.

For information visit: smithandburton.es



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