2025

pet lovers



2025 EDITION

*The standard for pets is expanding: the last few years have seen the boom of the pet grooming category, with a focus on the **dog beauty segment.** To truly look at pets from a social-emotional standpoint, their care and welfare must come at the forefront of any development in this category.*

*At Symrise, we have the ambition to revolutionize the pet industry with our unique expertise. **Our edge? Creating patented 'pet-grade' fragrances that truly cater to the well-being of pets.***

pet lovers

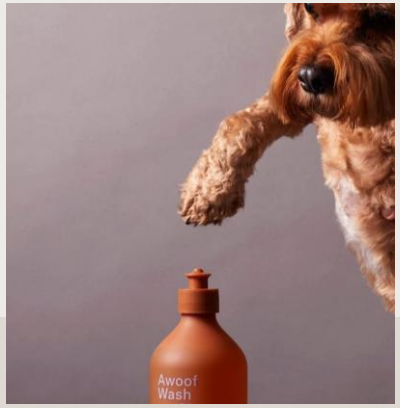
OUR PET BEAUTY MARKET REVIEW



AGENDA

1. 

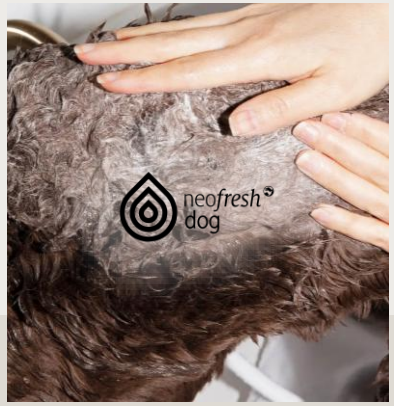
*The Pet Economy_*

2. 

*Current Market Trends_*

3. 

*Dog Characteristics_*

4. 

The Symrise Expertise

5. 

*Scentsation Book & Fragrance Collection_*

2025

pet lovers

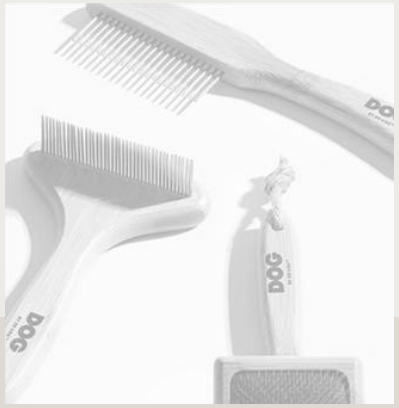
AGENDA



1. *The Pet Economy_*



2. *Current Market Trends_*



3. *Dog Characteristics_*



4. *The Symrise Expertise*



5. *Scentsation Book & Fragrance Collection_*

2025

pet lovers

The past 5 years have seen the incredible momentum of the pet industry creating a true **pet economy**. A new generation of pet owners is shifting their perception and care for pets, thus revamping pet grooming into **pet beauty.**

Global Pet Care Market, 2024[1]

$207 Bn

**Pet Care: includes pet food, products and supplies.*

Total Dog Grooming Products, 2023[3]

$1.9 Bn, with 7.2% annual growth rate

→ Shampoos & conditioners register the most revenue

**Dog Grooming: Toothbrushes & Toothpastes, Shampoos & Conditioners, Combs & Brushes, Clippers & Scissors, Nail Grinders, etc.*

Domestic Pet Population Worldwide, 2024[4]

1.2 Bn - 30% of households own a pet dog

Pet Care Market 2024[2]
By regions

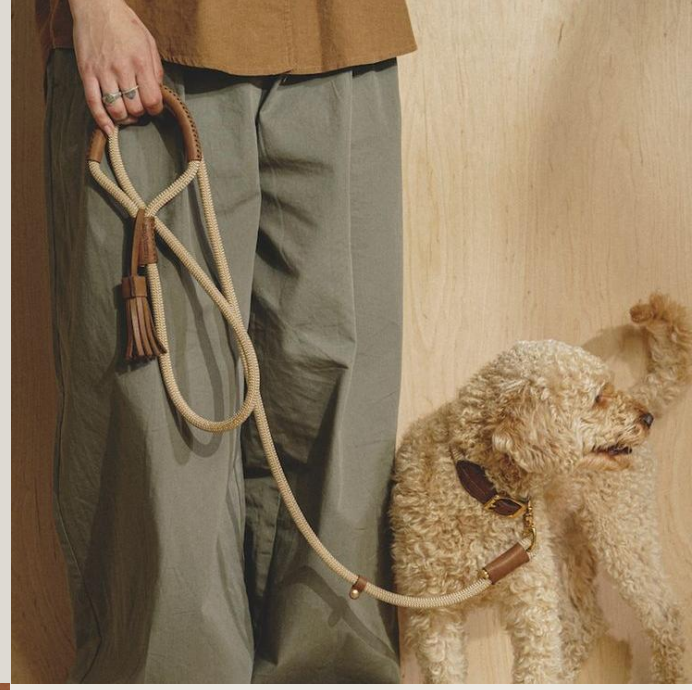
NOAM I 46%
$96 049,6 Mn I +7,5%

W. EUROPE I 21%
$42 594,4Mn I +7,1%

APAC I 14%
$29 121,8 Mn I +5,2%

LATAM I 10%
$ 21 203,4 Mn I +15,8%

E. EUROPE I 6%
$ 12 086,3 Mn I +12,3%





Top 3 countries, pet dogs[5]

1. United States
2. Brazil
3. China

→ *Booming markets: India, South Korea*

Sources: [1,2] Euromonitor, 2024 / [3] Global News Wire, 2023 / [4,5] World Population Review, The Zebra, 2024

The Pet Care Market

*Since the 2019 pet boom induced by Covid-19, the pet care industry is considered "recession-proof". **Increasing dog adoption** worldwide has propelled the dog grooming segment forward.*

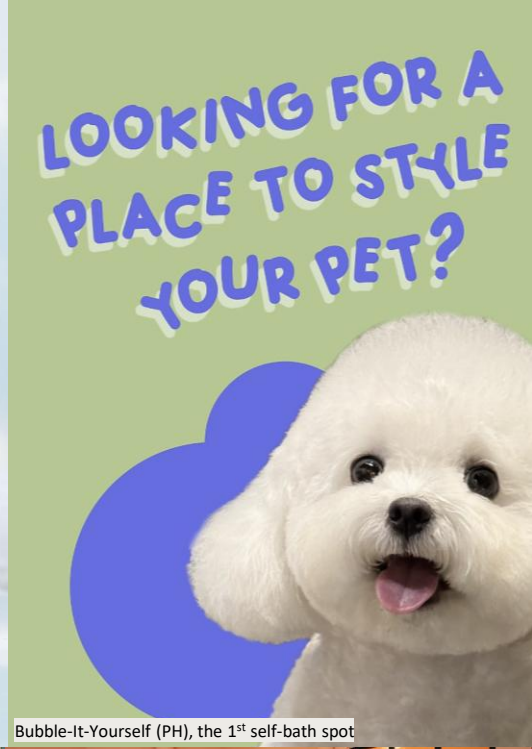
Humanization_

an increasing movement *reshaping* all pet markets since 2020. It has led to more curation & premium consumption opportunities, as self-identification brings owners to offer more and better emotional and physical well-being to their pets.


Oway (IT) Duetto dog & owner bath



Dog is Human (US) DM-01™ Daily Multivitamin



Bubble-It-Yourself (PH), the 1st self-bath spot

From the backyard to the bed

75% of US owners happily share bed/couch with their dog[1]

New bonds created during lockdown

88% BR owners talk & chat with their dogs[2]

Booming interest for dog grooming

x3 more searches for “dog shampoo” in 2025 v. 2015[3]



PetCo’s Reddy (US), scented trail for dogs


Casa del Doggo (FR), dog bakery & concept store

Sources: [1] Stonyfield Organic, 2020, [2] Ipsos, 2020, [3] Google Trends, 2025

About Pet Humanization

*Today **dogs are offered “human-grade” lifestyles, inside and outside the home**: they sleep in beds, get special menus at the coffee shop & often rise to internet and pop culture fame.*
***Dogs occupy more space**, obliging their owners to keep their pets clean & fresh to happily coexist.*

Pet-Parenting_

A more humanized conception of owning and caring for a pet. Echoing the new-found bound between pets and their owners, this coined concept illustrates how they see pets as extended *fur family*.

Pets are family members

82% of US owners say their pet is "like my own child."[1]

A preferred lifestyle choice

43% of US owners say they now prefer pets over children[1]



Owner profiles more likely to own one pet[2]:

- Living with a partner or never married
- Child-free
- Suburban or Rural



A generational shift in spending

US Gen Z and Millennials spend **2 times more** than Gen X and Boomers on pet grooming.[1]

Younger owners say pets are easier to care for and less of a financial strain. They feel pets improve their mental health and fulfill their desire (or not) for parenthood.

Sources: [1] The Harris Poll, US - 2,125 adults aged 18+, 2024 / [2] Pew Research Center, US, 2023 / Forbes, 2024

Pet Parenthood

Pet parents don't just adopt pets, they build a whole life around and for them. ***Millennials and Gen Z profiles*** *are overrepresented in the pet economy as they devote their spending on pet products and formats* ***mirroring their own personal care priorities****.*

Hygiene & Vet Cluster_

The heart of the pet economy is led by well-known animal home grooming brands, often technical and medicated.



Wahl (US)



Pro Pet Works (US)



Trixie (DE)



Douxo (W)

Beauty & Indie Cluster_

Specialized mass & high-end beauty brands or indie/local dog brands bringing personal care know-how to offer humanized pet care.



Ouai (US)



Head2Tail (DE)



Aesop (W)



Dot Dot Pet (FR)

Luxury & Fashion Cluster_

A more premium and viral approach to pet grooming, at a higher price point for pet parents willing to splurge.



D&G (W)



Paris Hilton Pet (US)



Dedcool (US)

★
OPPORTUNITY

Sources: Symrise Expertise and Desk Research

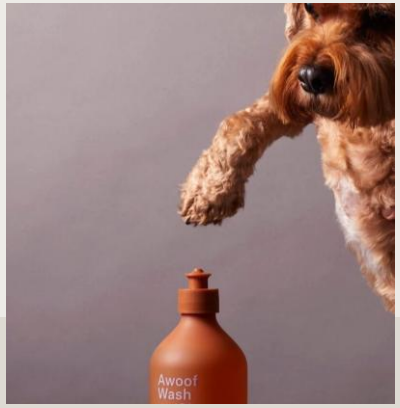
The Pet Grooming Players

*Pet grooming is a **mature segment** saturated by brands recommended by vets. However, specialized beauty brands are disrupting the market with "dog hair care" meeting untapped consumer needs for **pet beauty**. Recently, a surge of high-end brands bring luxury grooming to the mix. The **US** lead the market.*

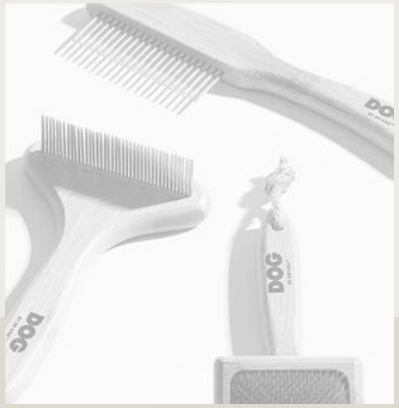
AGENDA



1. *The Pet Economy_*



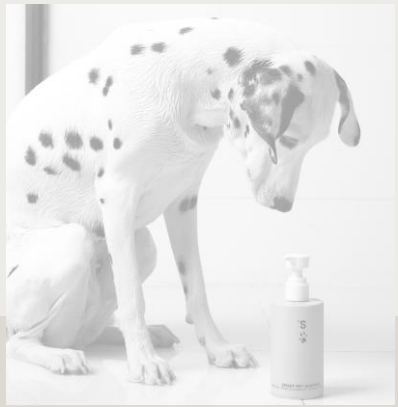
2. *Pet Grooming Trends_*



3. *Dog Characteristics_*



4. *The Symrise Expertise*



5. *Scentsation Book & Fragrance Collection_*

2025

pet lovers

Discover the **10 buzzing trends** of the pet beauty market today between ergonomic applications, ultra personalization and elevated fragrances.

Just the Good Stuff

For pet parents, the main concern is to treat their pets with **gentle** products. For that reason, dog brands have been mirroring the **clean beauty** movement to provide **reassurance.** These products guarantee an effective clean while protecting the **integrity** of the pets' sensitive coat, eyes, and paws.



ROWAN (US), The Fur Wash
The 1st brand to claim "clean dog beauty" wth a Clean Dog Stan



TROPICLEAN (US), Essentials Collection
Promoting "free from" formulas with naturally-derived ingredients



UNBOTTLED (EU), Extra Gentle Pup Solid Shampoo
An ultra foaming formula without palm oil and a 100% natural fragrance



ATTITUDE (CA), Itch Soothing Shampoo
Hypoallergenic – No harsh chemicals, EWG Verified™

CLEAN BEAUTY

NATURALLY DERIVED

FREE FROM UNFRIENDLY INGREDIENTS

HYPOALLERGENIC

Wash-less Formats

Either **at-home** or **on-the-go**, no-rinse formats are a must have for **effortless cleanups**, ideal after walks, hikes or in between baths. Those leave-on formats are usually making sure to be **sustainable** and **extra safe** to respect pet sensitivity.



FLOOF (US), Hypoallergenic Renewing Wipes
Designed with embossed texture to wipe away dirt, and keep paws, body, and bum clean - without the need for a bath



THE SPRUCE (US), Waterless Pet Wash – Fresh
“Plant derived” with no caustics, dyes, or parabens





AMOPETRIC (DK), No-washing SPA Glove
Waterless and hassle bathing with deodorizing Blue Cypress and Australian Tea Tree essence

HELLO MUTT (US), Shareable Dry Shampoos
Hair care you can share! These handmade dry shampoos can be used for both pup and human for a quick fix!

DURABLE CARE

QUICK SPRUCE-UP

HASSLE-FREE
MESS-FREE

IN-BETWEEN BATHS

Pamper Routine

Skinification has finally reached pet grooming: targeting **superior skin and coat care benefits**, these products are also transforming bath time into proper **pamper time**. The formats and applications are various to achieve a holistic and adaptative **daily care maintenance**.



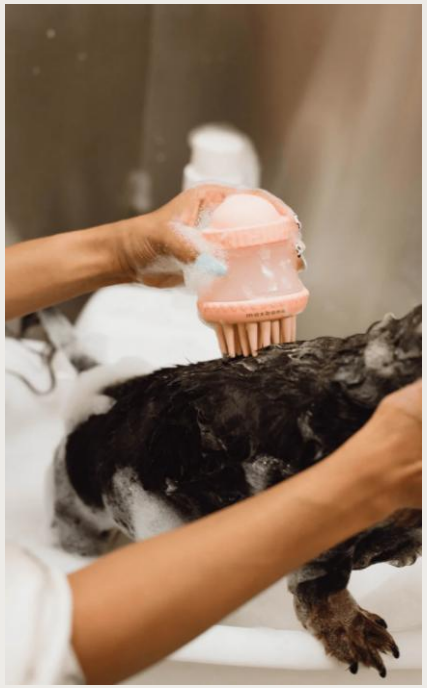
BURT'S BEES® (US), Restoring Nose & Paw Balm
"Care Plus+" range for naturally healing skin care



DANDYLION (US), Daily Cleansing Spray
A between-baths aloe-glycerin micellar water spray with 2 fine-misting settings



PAW & BALM (KR), Balancing Moisture Shampoo
This conditioning shampoo is ph-balanced to prevent skin & fur dryness



MAXBONE (US), Shampoo Dispensing Brush
The perfect tool for a deep coat cleanse and massage

DAILY ROUTINE

DERMA CARE

SKINCARE INGREDIENTS & ACTIVES

INDULGENCE

Fur Personalization

Personalization and **inclusivity** are booming in dog grooming: each fur is unique and deserving of a **specific care** for its coat appearance and characteristics. **Length, color, texture, density**: for each concern, brands offer targeted solutions.



HARTZ (US), True Coat®
A line designed for the unique coat type of Poodles, Doodles, Bichon-Frises, etc.



BUDDY CARE (UK), Baby Fresh Range
Shampoo and cologne for super fresh, kind to skin, and irresistible good-smelling pups!



AU.MIGOS PETS (BR), Light Hair Purple Shp
Contains an Optical Brightener and Chamomile Extract to enhance the color of light furs



MASCO BEAUTY (ES), Teckel Love Shampoo
Combats irritation and flaking typical of the skin of short-haired dogs

NEW SEGMENTATION

INTENTIONAL CARE

OPTIMAL CLEAN

IMPROVED APPEARANCE

Stress Relief

The key challenge for owners is to refresh and clean **restless pets** with skin-coat conditions or water-aversion. Brands offer elevated bath time with **innovative formats** and **blends of ingredients/fragrances** to **tame** irritations and **alleviate** the mood.



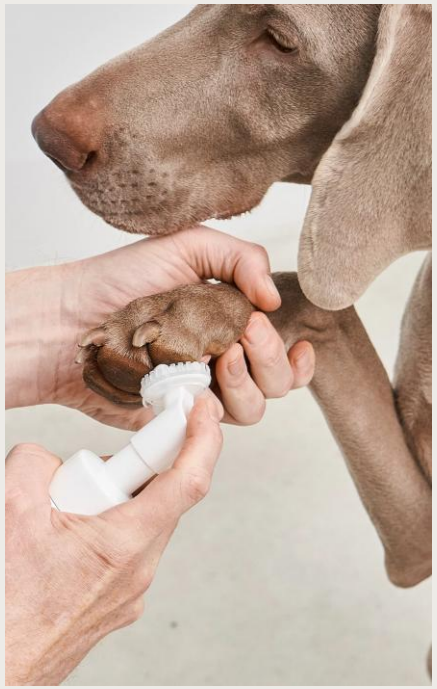
DOT DOT PET (UK)
The range features Neofresh® odor control technology, and a “dog loved” signature fragrance to make bath time an indulgent time



ASHLEY & CO (US), Ruff Star Freshen + Tame
100% plant-based blend of soothing Macadamia Oil, Kanuka and Calendula on a fresh vegetal fragrance



DOPE DOG (US), Soothing Suds CBD Shampoo
A supportive blend of CBD Isolate, Oatmeal, Lavender & Vitamin E to managed skin itchiness and inflammation



MIACARA (SW), Spuma Foam Paw Cleanser
After a walk in forest or in town, the soft massaging bristles remove residue in no time without water or stress

SENSITIVE
SKIN & COAT

TAME & SOOTHE

STRESS FREE

INTUITIVE DESIGNS

Vet Gets Revamped

Products endorsed by **veterinarians** and animal experts are the 1st choice in a very saturated offering. Seeking to offer their know-how to **new consumers**. these vet brands are shedding the sterilized look for an appealing **beauty-coded outlook**.



DOG® by Dr Lisa (AU)
Created by a vet to educate against *over-washing*, the minimalist brand offers a telehealth platform to directly "talk to a vet"



ARTEMIS (UK), 3-in-1 Leto Dog Wash
A prebiotic-colloidal oatmeal wash, developed under advice from Dr. Filippo De Bellis (world's top veterinary dermatologist) and beauty magnate Bobbi Brown



DOUXO (W), Skin & Coat Spa
The #1st topical brand recommended by vets has launched a caring line cocreated with pet parents

DOG HEALTH FIRST

VETTED BY VETS

CANINE EXPERTISE… WITH PLEASURE!

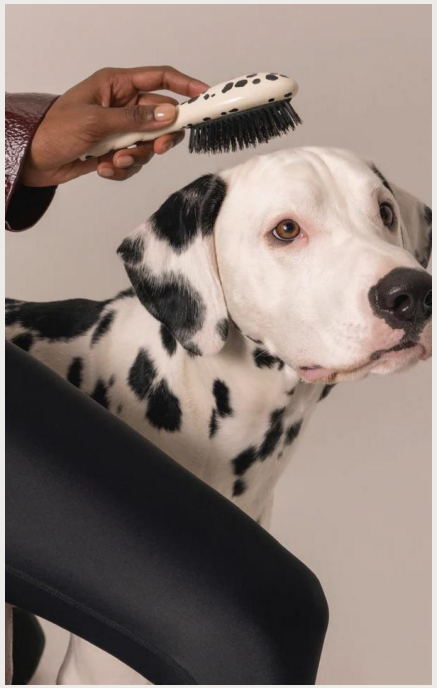
CO-CREATION

Hair Expertise

Professional grooming experiences can now be achieved at home: pet beauty appears at **the next white space for salon brands** to showcase topline hair care expertise. This **salon-grade curation** aims to offer effective salon benefits for stylish results.



TAURO PRO LINE (EU)
Experts in pet styling for championships, the brand constantly innovates for professional or at-home groomers



LA BONNE BROSSE (FR), Dog Special Edition
The brand has launched 3 exclusive dog brushes for a shiny and healthy-looking fur





PAUL MITCHELL PET (US)
Infused with high-performance ingredients and nourishing botanicals

CUT BY FRED (FR), Woof by Fred Limited Edition
Launched as an exclusivity for the Parisian specialty store Le Bon Marché



OUAI (US)
The 1st renowned salon hair care brand to invest into the pet boom

SALON RESULTS

PRO CARE

STYLING BENEFITS

HAIR EXPERTISE

A-List Fame

Pet frenzy has spread in all spheres! Well-known celebrities and brands are launching dog-related products, creating **viral pop culture moments** and collaborations to promote personal initiatives and/or welfare organizations.



PARIS HILTON PET (US)
Curated by Paris Hilton, the range boasts 20 products vet-safe shampoos, serum and deodorizing sprays



LOLAVIE (US) Puppy Love Dog Shampoo
For each purchase, 100% of the profits go to the animal rescue Clydeo Fund created by the brand founder Jennifer Anniston





RARE BEAUTY (W), Make Up Dog Toy Collection
Celebrating its Leaping Bunny certification

E.L.F (W), Make Up Dog Toy Collection
As support of relief efforts to the 2025 LA wildfires



STANLEY® x TARGET (US)
Featured in the Cuddle Collab launched by Target for animal lovers

CELEBRITY-LED

EXCLUSIVE DROPS & COLLABS

FUN-TILITIES

ANIMAL WELFARE

The Scent Craze

The pet industry is undergoing a real *scentification* mirroring **the perfume boom** in personal care and fine fragrance. Today's approach to **pet scenting** is more elevated and on trend while holding **safety** as key value.



DOLCE&GABBANA (W), Fefé
A sunny alcohol-free fragrance validated by dog nose and veterinarian expertise, and certified by the Safe Pet Cosmetics®

"dog perfume" global search volume

+27%

over the last year

Google Trends, 2025



GROUNDLE (CN)
A delicate antibacterial dog & cat fragrance safe for pet hair and the home environment

DOG PRODUCTS THAT DON'T SMELL LIKE DOG...

LABDANUM.
CEDARWOOD.
VANILLA.
FLORAL.
SAFFRON.
VIOLET.
LEMON.
RHUBARB.



HARLOW HARRY (AU)
Luxurious lingering scents promoted through a scent selector around your dog's personality or your own fragrance preferences





ZARA HOME (W), Dog Fur Spray Absolute Linen
The iconic Zara fragrance extended into a gentle scented dog spray of 94% natural origin

HERMES (FR), Natural Dog Shampoo
With a unique olfactive signature created by the perfumer Christine Nagel

REFRESH & INDULGE

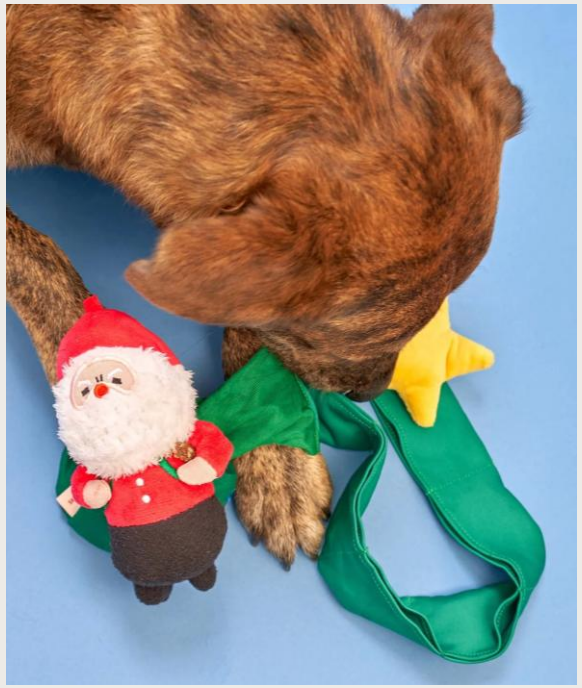
PREMIUMIZATION

INNOVATIVE FRAGRANCES

DOG LOVED SCENTS

Seasonals & Events

Time to unleash your festive spirits! Pet Care merges the haircare and skin cleansing universes: festive **animations** are coming full force to create exciting and **memorable** moments, with new **celebratory** scents and packaging!



THE FURRY FOLKS (WW), Santa Digging Toy
Designed to engage dogs' sense of smell, turning playtime into a festive treasure hunt for delicious treats



BUGALUGS (UK), Gingerbread Cologne
For an additional hit of seasonal scent!



PET HEAD (WW), Cotton Candy Birthday Sparkle
Marshmallow & peach extract with moisturizing sucrose blend with a sweet cotton candy fragrance



FOX + HOUND (US), Fire Roasted Vanilla Candle
This odor-eliminating soy candle works to remove the smell of your dog thanks to a comforting aroma of rich, slightly sweet and spicy woods

SCENT FIRST

ANIMATIONS

HUMAN-DOG BOND

AGENDA



1. *The Pet Economy_*



2. *Current Market Trends_*



3. *Dog Characteristics_*



4. *The Symrise Expertise*



5. *Scentsation Book & Fragrance Collection_*

2025 **pet lovers**

What is so special about dogs that they need curated solutions fitting their **topical and olfactive sensibilities**?

CRITERIA	DOG	HUMAN
Skin	7,5 more alkaline	5,5
Epidermal thickness	3-5 layers	10-15 layers
Epidermal turnover	20 days	28 days
Hair	Thinner	Thicker

Learnings



→ Dog skin is rich in sebum, **easily stocks dust & dead skin**

→ Dogs have **thinner fur, thinner skin**

→ Dog skin captures **pollen, bacteria and moisture**



Sources: Symrise Pet Food, *petfood.symrise.com*

Understanding Dog Skin

*Developing **adapted cleansing solutions** is key as dog skin is more sensitive to the environment.*
*Topical treatments shall then be created under **veterinarian guidance** to take dog sensitivity into account.*

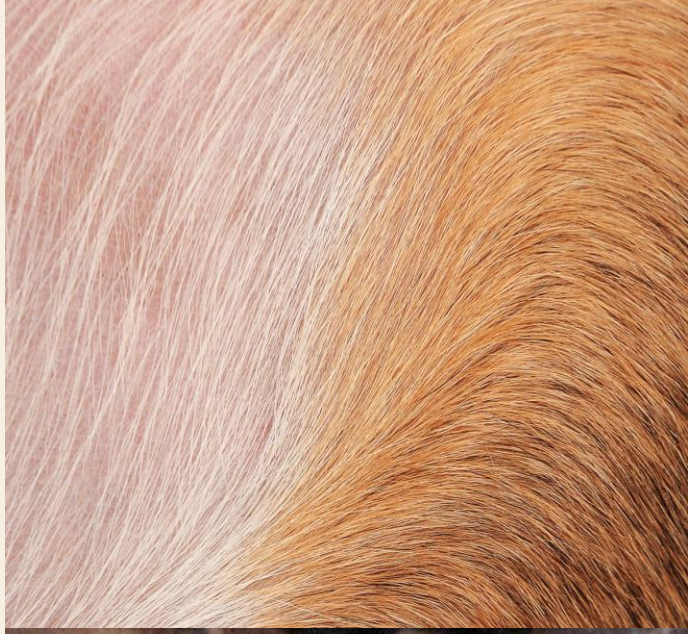
SENSE	DOG	HUMAN
Smell	10% of the brain dedicated to smell 200 Mn olfactive neurons	0,3% of the brain dedicated to smell 15 Mn olfactive neurons
Taste	1600 taste buds	9000 taste buds
Vision	3 Mn cones 200 Mn rods Dichromatic color perception	7 Mn cones 120 Mn rods Trichromatic color perception

Learnings

→ Dogs are **13x more sensitive to scents**

→ Dogs can detect the same 5 tastes as humans with **a restrained tasting palette**

→ Dogs have **a limited perception** of colors and close vision





Sources: Symrise Pet Food, *petfood.symrise.com*

Understanding Dog Senses

*A look at these physiological comparative data tells us **dogs use their sense of smell the most while we use it the least.** This is why fragrances play a more crucial role when developing topical dog solutions.*

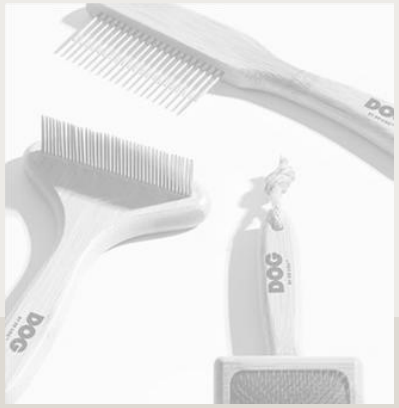
AGENDA



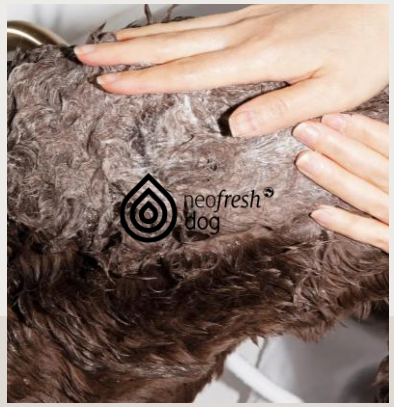
1. *The Pet Economy_*



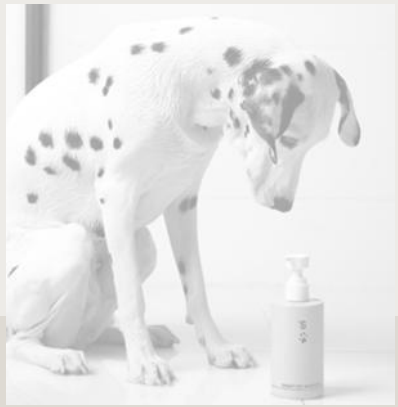
2. *Current Market Trends_*



3. *About Dog Grooming_*



4. *The Symrise Expertise*



5. *Scentsation Book & Fragrance Collection_*

2025

pet lovers

Discover how Symrise's three-tier approach to target **pet malodor** by developing beyond **safe fragrances** supporting **pet-preferred and pet-approved claims.**

A THREE-TIER APPROACH

Tier 1: ***Malodor Expertise***

neofresh dog

Tier 2: ***Pet Palatability***

panelis

Tier 3: ***Consumer Feedback***

Yummypets



Neofresh® Dog_

Our leading *Neofresh®* technology now proven effective against known dog malador such as wet dog smell.

Proven successful in dog rinse-off and air care applications



Our dog malodor model is:

- Based on the identification of **key characteristic drivers** of wet dog malodor **from real dog hair**

- Recreating the odor of wet dog as **a synthetic model for fragrance development** and evaluation

- **A robust model** created combining our analytical results with literature references

Tier 1: ***Malodor Expertise***

*To develop pet care solutions, **targeting malodor coverage is a must**: bad smells from dogs is the primary reason why pet owners will look for **cleansing and deodorizing solutions** for their pets.*

Symrise x Pet Care: **a recap**

We have created **a one-of-a-kind pet program** to identify the behaviors and the preferences of dogs and develop tailored solutions fitting to their tastes.



WHAT WE KNOW

_Studies show dogs are discerning when it comes to fragrance
_Dogs show clear preferences and rejection for certain olfactive directions
_Dislike can lead to poor behavior and stress



WHAT WE DEVELOP

Tailor-made fragrances that:

_Counteract dog malodor
_Support dog-preferred olfactive profiles with no behavior alteration
_Are well liked by pet owners



WHAT IT MEANS

For the 1st time ever, pet parents can choose scented products with the confidence of knowing the fragrance has been dog-approved and is safe to their skin and nose!

neofresh dog

PET LOVED SCENT®
DOG APPROVED



Fragrance Claims_

Discover our fragrance creation tiers to better promote our exclusive pet palatability program in your pet product.

CLAIM 1.

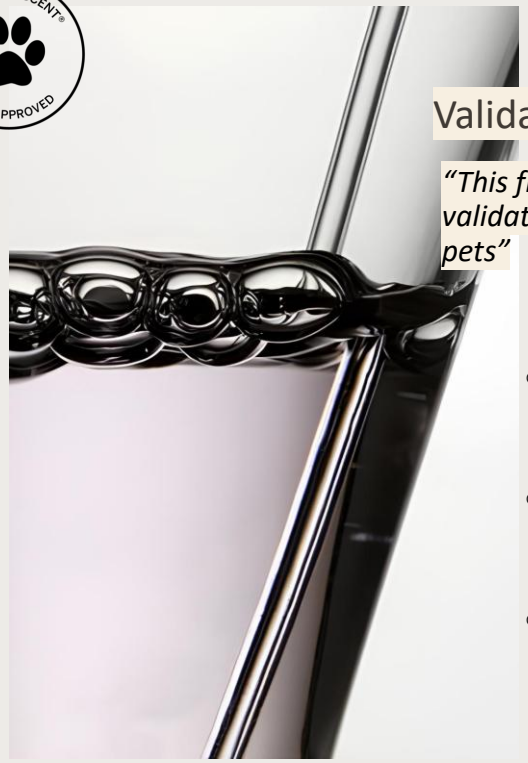


Validated Fragrance Accords

"This fragrance was developed with a distinct blend of fragrances proven to be accepted by pets"

- Individually tested fragrance accords/directions for pet palatability
- Can be used as a primary olfactive basis to support a pet acceptance claim
- Ideal for short-term developments

CLAIM 2.



Validated Full Fragrance

"This fragrance has been scientifically validated and proven to be accepted by pets"

- Full-fledged fragrances designed to be accepted by pets, using development guidelines
- Tested at our Panelis pet center

  panelis
- Example: our collection of 17 pet loved fragrances (part 5)

Tier 2: ***Pet Palatability***

How to claim a fragrance approved and validated by our exclusive pet program?

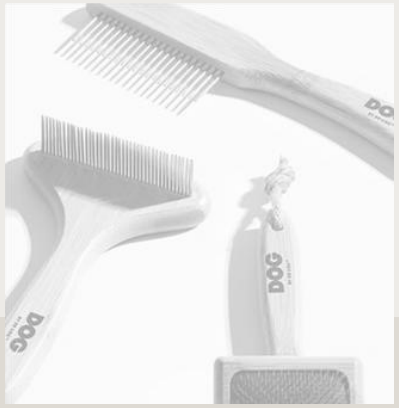
AGENDA



1. *The Pet Economy_*



2. *Current Market Trends_*



3. *About Dog Grooming_*



4. *The Symrise Expertise*



5. *Scentsation Book & Fragrance Collection_*

2025

pet lovers

Discover how Symrise's three-tier approach to target **pet malodor** by developing beyond **safe fragrances** supporting **pet-preferred and pet-approved claims.**

When it comes to dog cleaning & deodorizing solutions, scent is important as the main purchase driver is to counteract bad smells.

*Thanks to our **Scentsation Tool**, we have analyzed the olfactive universes of the dog beauty market, mainly inspired by the tastes of the pet owners.*

*This is the starting point of **Pet Fragrance Collection**: all validated by our dog panel and fitting the olfactive trends of the market.*

Who knows? One day the pet beauty market might be completely driven by the tastes of dogs themselves?

pet lovers

OUR DOG BEAUTY SCENTSATION BOOK

2025 EDITION



Our team smelt 150+ dog beauty products!

THE SMELL OF PET CARE

2025

pet lovers

FOUGERE CITRUS GREEN



MASCULINE HERITAGE



MODERN AROMATICS



TONIC WOODS



SPARKLING CITRUS



CLEAN BREEZE



CLEAN FRESH



GREEN INFUSION

FRUITY



SPARKLING FRUITS



GREEN FRUITS



CREAMY FRUITS



SPICY FRUITS

FLORAL FLORAMBER



JUICY FLORALS



CLEAN FLORALS



FRESH FLORALS



TIMELESS FLORALS



OPULENT FLORALS

AMBERY EDIBLE WOODY CHYPRE



WARM SENSUALITY



DARK SOPHISTICATION

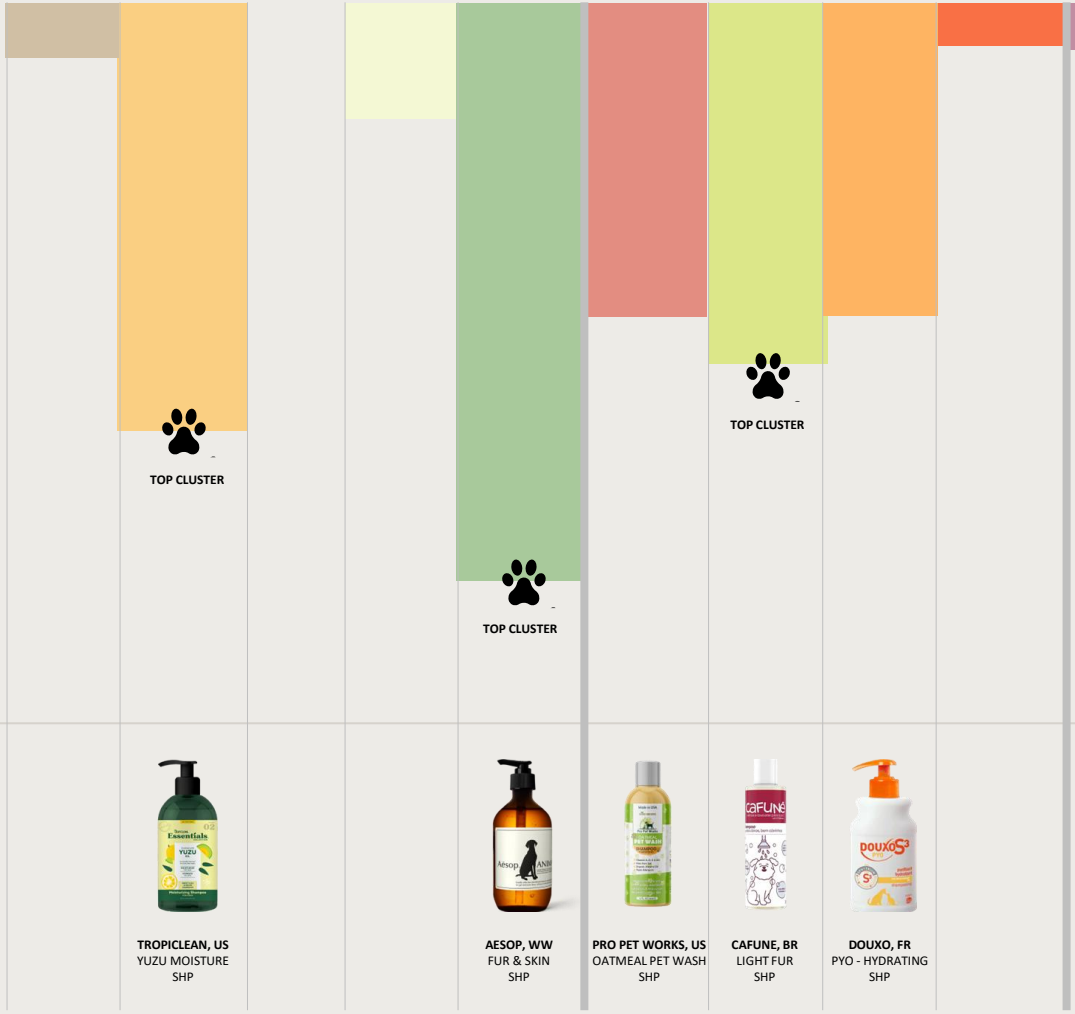


ADDICTIVE DELIGHT



ELEGANT WOODS

CLUSTER POPULARITY ON THE MARKET



PRODUCT ILLUSTRATION

TROPICLEAN, US
YUZU MOISTURE
SHP

AESOP, WW
FUR & SKIN
SHP

PRO PET WORKS, US
OATMEAL PET WASH
SHP

CAFUNE, BR
LIGHT FUR
SHP

DOUXO, FR
PYO - HYDRATING
SHP



OUAI, WW
FUR BÉBÉ
SHP



VETOCANIS, FR
DAILY CARE
SHP



BUGALUGS, UK
BABY FRESH
SHP



ENERGIE FRUIT, FR
ULTRA GENTLE
SHP



D&G, WW
FÉFÉ
PERFUME



WAHL PRO, US
COPPER TONES
SHP

Cluster n°1

GREEN INFUSION

A direct expression of nature, ranging from herbal to aromatics such as leafy green, mint or pine, giving a fresh outdoor natural feel.

This cluster is ranking first because of the direct aromatic freshness it conveys, as pet parents want to deodorize and cleanse their pets' fur. Intense and cooling scents such as tea tree or mint attract.

In this cluster, we also find geranium and lavender notes, perfect for the "relaxing" and/or "sensitive" benefits to alleviate the dog from irritations or stress.

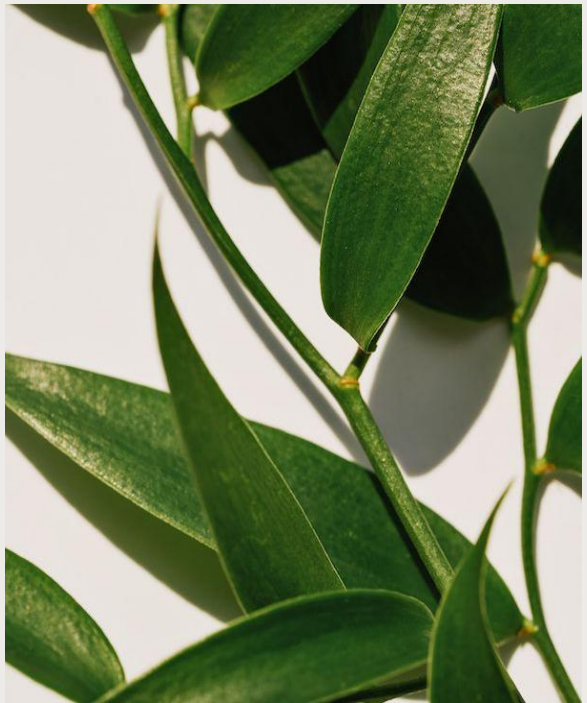
Benefit Claims

CLEANSE	REFRESH	SOOTHE

Ingredient Claims

TEA TREE/MINT	EUCALYPTUS	LAVENDER





OLFACTIVE CRUSHES

vet brand



HARTZ, US
ULTRAGUARD – RID FLEA & TICK SHAMPOO

GREEN AROMATIC PINE

pro brand



WAHL PROFESSIONAL, UK
ANIMAL SHAMPOO - TEA TREE

GREEN AROMATIC WINTERGREEN

pro brand



AESOP, WW
FUR & SKIN SHAMPOO

CITRUS AROMATIC TEA TREE

PURETÉ

342745

GREEN INFUSION

"A gentle creation built around caring orange blossom and fresh hint of mint giving the perfect balance to this scent between odor coverage and skin protection."
CATHERINE POENSIN-STEFANI, PERFUMER

FLORAL . ORANGE FLOWER . MUSK

TOP
Bergamot, Mint, Neroli

HEART
Hyacinth, Orange Blossom, Rose

BASE
Musk, Sandalwood, Powdery Moss

neofresh dog

VEGAN & CRUELTY FREE

ALLERGEN DECLARATION
80+ AFL: UNTIL 2,28%
80+ AFO: NO

97,8% BIODEGRADABLE

This fragrance has been scientifically validated and proven to be accepted by dogs

Mint

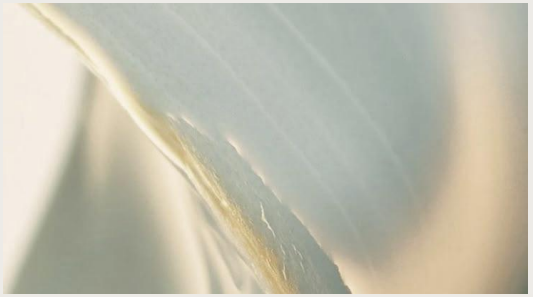


Orange Blossom





Rose



Musk

CENTRAL PARK

342742

GREEN INFUSION

"Like a green oasis surrounded by skyscrapers, this fragrance offers a delightful detox cleaning to your dog, through pure galbanum and a dewy blooming bouquet."
KAROLINE BUXTON, PERFUMER

F L O R A L . G R E E N . M U S K

TOP

Green Apple, Galbanum, Rosewood

HEART

Rose, Jasmine, Orris

BASE

Amber, Musk, Cedarwood

neofresh dog

VEGAN & CRUELTY FREE

ALLERGEN DECLARATION
80+ AFL: UNTIL 0,3%
80+ AFO: NO

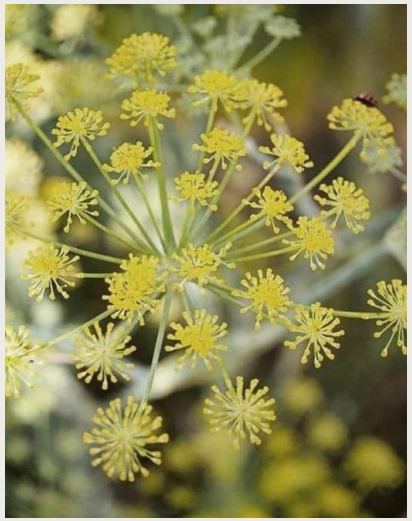
80,1% BIODEGRADABLE

This fragrance has been scientifically validated and proven to be accepted by dogs

Green Apple



Galbanum





Rose



Musk

Cluster n°2

SPARKLING CITRUS

Sparkling citrus notes ranging from direct citrus fruits to cologne and floral tea notes, possibly underlined with a fruity touch or a fresh spicy connotation.

A performing cluster thanks to a juicy refreshing & restoring effect with citrus notes on top of flora or spicy facets.

In this cluster, we also find refined and delicate cologne structures with regressive aldehydic and musky undertones, ideal for puppy care.





Benefit Claims

REPLENISH	SHINE	PUPPY CARE

Ingredient Claims

LEMON/LIME	ORANGE	SPICES

OLFACTIVE CRUSHES

pro brand



TROPICLEAN, US
ESSENTIALS – YUZU MOISTURIZING SHAMPOO

CITRUS LEMON/LIME GREEN

pro brand



PAUL MITCHELL PET, WW
SUPER BRIGHT SHAMPOO

CITRUS FLORAL SPICY

pro brand



BIOSILK, WW
PUPPY TEARLESS SHAMPOO

CITRUS FLORAL GRAPEFRUIT

Cluster n°3

CREAMY FRUITS

Caring fruity fragrances (yellow, tropical or red fruits) with a creamy, milky, vanilla dry down and a tempting luscious sweetness.

This fruity cluster truly encapsulates the playful facet of the pet market and is mainly seen across mass market brands.

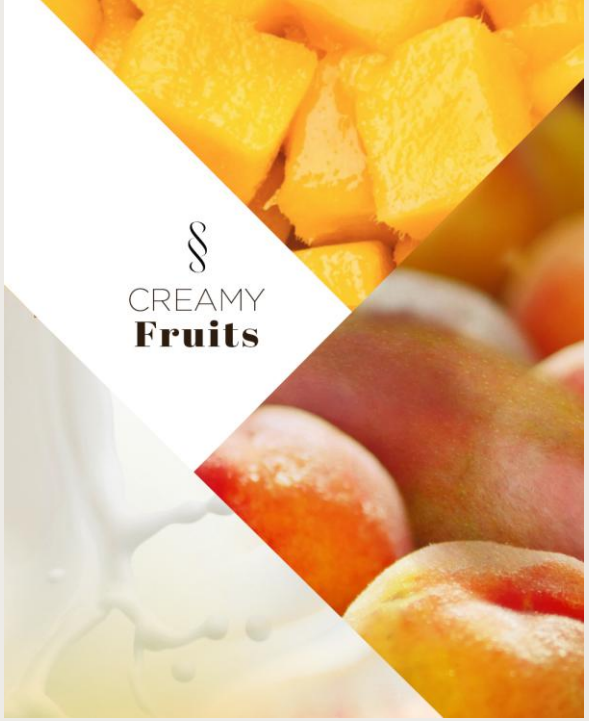
Generous fruity facets are explored, translating the deep hydration and conditioning moisture it brings to the fur, with an important focus on coconut.

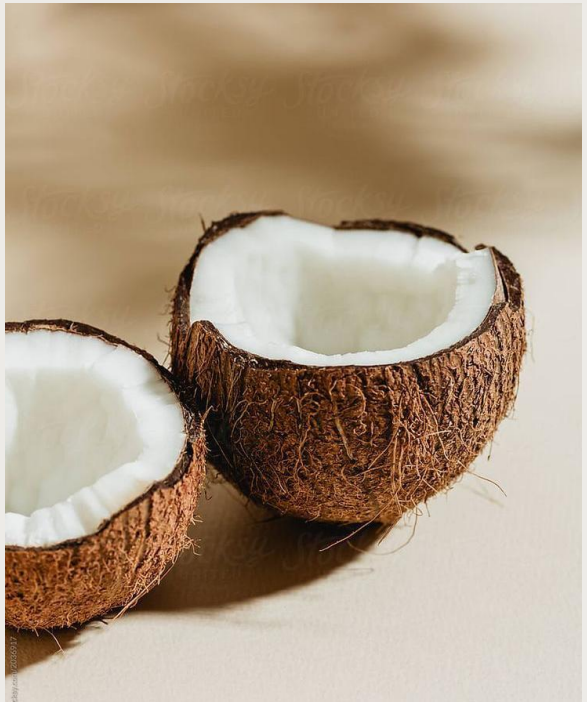
Benefit Claims

HYDRATE	NOURISH	PROTECTION

Ingredient Claims

COCONUT	YELLOW FRUITS	BANANA





OLFACTIVE CRUSHES

vet brand



DOUXO S3 , FR
PYO – HYDRATING SHAMPOO

FRUITY FLORAL COCONUT

mass brand



PALMER'S, US
DEEP MOISTURIZING SKIN & COAT WASH FOR DOGS

FRUITY TROPICAL FRUITS COCONUT

pro brand



TROPICLEAN, US
ESSENTIALS - JOJOBA OIL CONTROL SHAMPOO

FRUITY RED FRUITS BANANA

Cluster n°4

GREEN FRUITS

Direct crispy/crunchy refreshing fruity notes ranging from vibrant sharp green apple to transparent green water fruits (melon, pear, cucumber, kiwi, coco water).

Following the typical mass hair care codes of fresh & clean green scents, this fruity cluster is both efficient and playful.

The focus of green apple, pear and melon notes is echoing the children shampoo market.

This cluster is highly appreciated for white/bright fur shampoos.

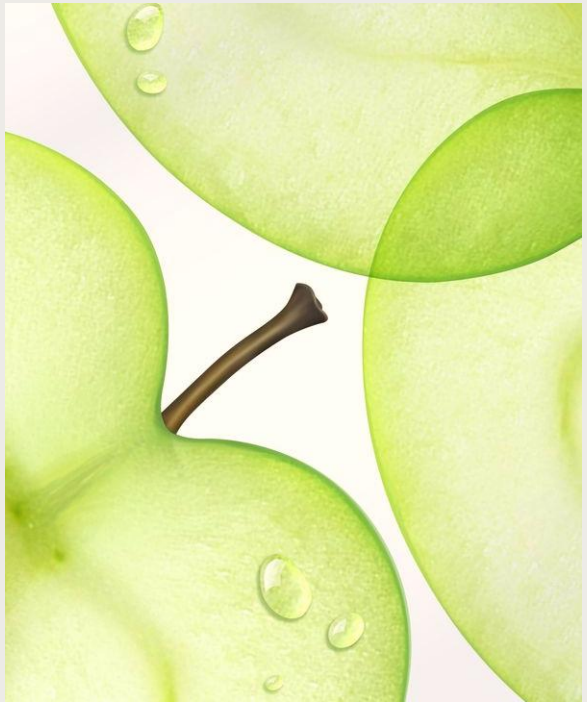
Benefit Claims

WHITENING	REFRESH	DEEP CLEAN

Ingredient Claims

APPLE	WATERMELON	GREEN NOTES





OLFACTIVE CRUSHES

mass brand



CAFUNÉ, BR
LIGHT FUR SHAMPOO

FRUITY APPLE/PEAR GREEN

pro brand



ANIMOLOGY, UK
WHITE WASH SHAMPOO

FRUITY APPLE/PEAR CITRUS

mass brand



WAGS & WIGGLES, US
DOUBLE TROUBLE 2-IN-1 SHAMPOO + CONDITIONER

FRUITY WATERFRUIT BANANA-APPLE

CACTUS BLOSSOM

224263

GREEN FRUITS

"A fresh and transparent floral fragrance which opens with crunchy apple blended with creamy fruits. The addiction of this fragrance is rounded off with the sweetness of vanilla and warm amber."
FABIENNE COUPAYE, PERFUMER

FLORAL . FRUITY . AQUEOUS

TOP

Cyclamen, Apple, Watermelon

HEART

Coconut, Cactus Flower, Peach

BASE

Musk, Vanilla, Amber

neofresh dog

VEGAN & CRUELTY FREE

ALLERGEN DECLARATION
80+ AFL: UNTIL 0,08%
80+ AFO: NO

85% BIODEGRADABLE

This fragrance has been scientifically validated and proven to be accepted by dogs

Apple



Coconut





Cactus Flower



Amber

Cluster n°5

SPARKLING FRUITS

Juicy and vibrant with a dominant fruity signature including citrus, tropical, cassis or berry facets with tangy green top notes evoking vitamin energy.

This fruity cluster is the perfect mix between a natural indulgence and care. These juicy red fruits and tropical fruits bring a tutti frutti diversity.

They enhance more functional ingredients such as oatmeal, key in pet care for its soothing and anti-inflammatory benefits. Moisture and shine are secondary claims reflecting a healthy and sane fur.

Benefit Claims

SOOTHING	SHINE	SENSITIVE

Ingredient Claims

OATMEAL	CHERRY	CASSIS





OLFACTIVE CRUSHES

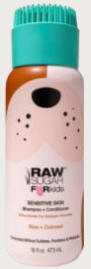
mass brand



PRO PET WORKS, US
OATMEAL PET WASH

FRUITY RED FRUITS CHERRY

mass brand



RAW SUGAR FUR KIDS, US
SENSITIVE SKIN SHAMPOO + CONDITIONER

FRUITY GREEN CHERRY

vet brand



VETOCANIS, FR
BLACKCURRANT FLORAL WATER PUPPY SHAMPOO

FRUITY RED FRUITS CASSIS

Cluster n°6

OPULENT FLORALS

Complex florals or florambers with a generous white flower bouquet (jasmine, tuberose, etc) or salicylic exotic bouquet (tiaré, frangipani), on a rich dry down.

This cluster is taping on solar notes to induce a sense of care inspired by skincare and a sunny pleasurable moment for both dog and owner.

Scents generally take the monoi and tiaré flower territory for a reassuring floral approach, perfect to promote a sense of well-being with a powdery beauty touch.





Benefit Claims

GENTLE CARE	TEARLESS	DELICATE SKIN

Ingredient Claims

OATMEAL	CALENDULA	SWEET PEA

OLFACTIVE CRUSHES

mass brand



ENERGIE FRUIT, FR
DOG ADDICT ULTRA GENTLE SHAMPOO

FLORAL POWDERY SALICILYC

pro brand



PAUL MITCHELL PET, US
TEAR-FREE SHAMPOO

FLORAL POWDERY HONEY

pro brand



PET HEAD, US
SENSITIVE SOUL, DELICATE SKIN SHAMPOO

FLORAL WHITE FLOWERS MONOI

Cluster n°7

TIMELESS FLORALS

Traditional floral bouquet (rose, violet, iris; lavender) or floramber structure based on powdery/ musky/ woody/ambery background.

This cluster is the iconic route for puppy care: its typical powdery facets and musks are reminiscent of baby powder. The generous flower bouquets of this cluster brings a vintage sophistication to the mix.

This olfactive theme is truly highlighting the parent-pet child bond with a very soft and caring feel.

Benefit Claims

PUPPY CARE	CLEAN & FRESH	DELICATE SKIN

Ingredient Claims

BABY POWDER	COTTON	MUSK





OLFACTIVE CRUSHES

pro brand



BUGALUGS, UK
BABY FRESH SHAMPOO

FLORAL POWDERY CARNATION

mass brand



CAFUNÉ, BR
PUPPY SHAMPOO

FLORAMBER POWDERY WHITE FLOWERS

pro brand



GROUNDLE, CN
ANTI-BACTERIAL SCENTED SPRAY FOR PETS

FLORAL POWDERY MIMOSA

BABY COTTON

224698

TIMELESS FLORALS

"All in gentleness, this fragrance showcases a comforting floral bouquet enlightened by clean aldehydes and fresh fruits. The drydown made of woods, musk and vanilla conveys caring signals."
FABIENNE COUPAYE, PERFUMER

FLORAL . GREEN . ALDEHYDIC

TOP

Aldehydes, Apple, Rose

HEART

Violet, Lilac, Orris, Jasmine

BASE

Sandalwood, Vanilla, Musk, Benzoin

neofresh dog

VEGAN & CRUELTY FREE

ALLERGEN DECLARATION
80+ AFL: UNTIL 0,3%
80+ AFO: NO

90,3% BIODEGRADABLE

PET LOVED SCENT® DOG APPROVED

This fragrance has been scientifically validated and proven to be accepted by dogs

Apple



Rose





Jasmine



Vanilla

BLOOMING MUSK

202307

TIMELESS FLORALS

"A tender floral rose violet creation, with a spicy signature surrounded by creamy almond, vanilla with a musky amber background."
DIRK BRAUN, PERFUMER

F L O R A L . S P I C Y . P O W D E R Y

TOP

Bergamot, Fresh marine, Nutmeg, Violet Leaves

HEART

Violet, Rose, Jasmine, Heliotrope flower

BASE

Almond, Hawthorne, Musk, Powdery Notes

neofresh dog

VEGAN & CRUELTY FREE

ALLERGEN DECLARATION
80+ AFL: UNTIL 0,09%
80+ AFO: NO

89,36% BIODEGRADABLE

PET LOVED SCENT® DOG APPROVED

This fragrance has been scientifically validated and proven to be accepted by dogs

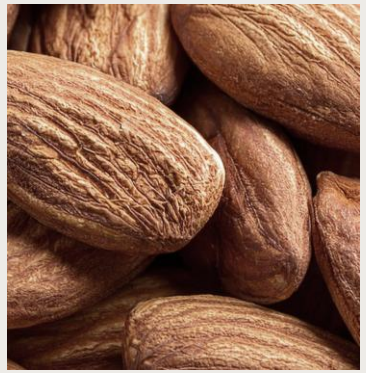
1

Violet Leaves



Rose





Almond



Musk

Cluster n°8

ADDICTIVE DELIGHT

Rich gourmand fragrances based on creamy edible ingredients such as vanilla, coconut, honey, chocolate, caramel, etc. Good enough to eat!

This cluster is the one taping on the food universe to appeal to pet parents.

The link between food and dogs is timeless: vanilla, coconut, chocolate and milky scents have become a staple in pet care for their regressive and caring appeal for a good-smelling bathtime.

Benefit Claims

CONDITION	DETANGLE	SWEET SCENT

Ingredient Claims

VANILLA	COCONUT	SHEA BUTTER





OLFACTIVE CRUSHES

pro brand



WAHL PROFESSIONAL, UK
ANIMAL SHAMPOO - COPPER TONES

EDIBLE FRUITY VANILLA

pro brand



TROPICLEAN, US
MOISTURIZING PET CONDITIONER, KIWI & COCOA BUTTER

EDIBLE COCONUT VANILLA

mass brand



ESPREE, US
VANILLA SILK SHAMPOO

EDIBLE VANILLA MILKY

SWEET DREAMS NATURAL 100%

211407

ADDICTIVE DELIGHT

"This delicious natural fragrance, with its watery coconut notes and its sweet vanilla will give you an instant skin and hair thirst-quench feeling."
MARION BECKER, PERFUMER

EDIBLE . COCONUT . VANILLA

TOP

Peach, Watery Accords, Almond

HEART

Coconut, Caramel, Jasmine

BASE

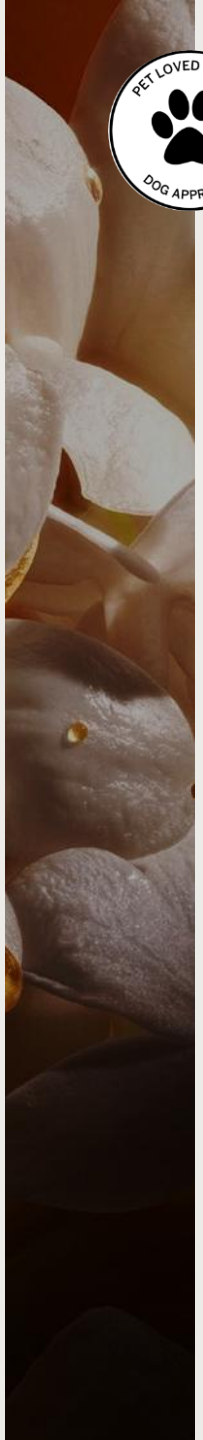
Sandalwood, Vanilla, Tonka Beans

neofresh dog

VEGAN & CRUELTY FREE

ALLERGEN DECLARATION
80+ AFL: UNTIL 0,3%
80+ AFO: NO

99% BIODEGRADABLE



PET LOVED SCENT® DOG APPROVED

This fragrance has been scientifically validated and proven to be accepted by dogs

Peach



Coconut





Jasmine



Vanilla

Cluster n°9

FRESH FLORALS

Light and delicate floral bouquet, such as lily of the valley, characterized by fresh, citrus, transparent, watery or green aspects on a soft musky dry down.

The Skincare category has influenced the delicate, soft and fresh effect we find in this cluster. Many brands feature skincare actives in that sense.

The cluster is mainly explored by veterinarian brands for the delicate and low-fragrance profile of these watery floral bouquets, ideal for a daily cleaning solution.

Benefit Claims

DERMO CARE	DAILY CARE	HYDRATE

Ingredient Claims

ALOE VERA	SOY PROTEIN	BIOTIN





OLFACTIVE CRUSHES



vet brand

VETOCANIS, FR
DAILY SHAMPOO

FLORAL GREEN AQUEOUS



vet brand

ARTERO, WW
HYDRATING SHAMPOO

FLORAL GREEN LILY OF THE VALLEY



vet brand

ADVANCE VETERINARY DIETS, SP
ATOPIC CARE SHAMPOO

FLORAL FRUITY POWDERY

FUR WONDERS

298452 / 606615 (HYPO)

FRESH FLORALS

"Give a luminous shine to your dog's hair with this shimmering fragrance using the brightness of lotus flower with a touch of green fruits showcasing the purity of rose."
FABIENNE COUPAYE, PERFUMER

F L O R A L . G R E E N . C I T R U S

TOP

Kiwi, Mint, Freesia

HEART

Raspberry, Lotus Flower, Rose Petals

BASE

Musk, Almond, Amber

neofresh dog

VEGAN & CRUELTY FREE

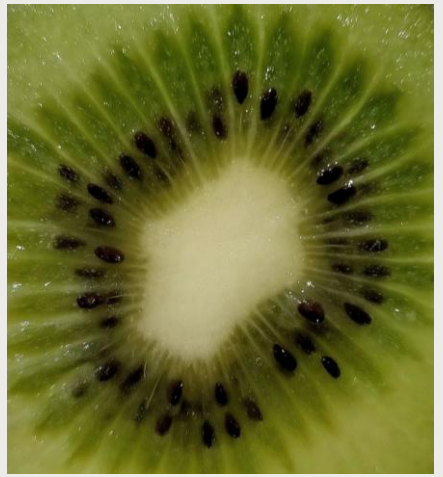
ALLERGEN DECLARATION
80+ AFL: UNTIL 0,04%
80+ AFO: NO

88,4% BIODEGRADABLE

PET LOVED SCENT® DOG APPROVED

This fragrance has been scientifically validated and proven to be accepted by dogs

Kiwi



Lotus Flower





Rose



Musk

Cluster n°10

CLEAN FLORALS

Efficient floral bouquet, with green or aldehydic character underlined with powdery, woody, musky or classic chypre facets.

Conveying a traditionally clean & fresh character, this cluster is ideal for all-over deodorizing solutions for pets. It perfectly answers the need for hygiene and malodor coverage.

This cluster is on trend for multifunctional, more lifestyle products such as fur + home applications, following the soap/home care heritage of this olfactive route.

Benefit Claims

NEUTRALIZING	DEODORIZING	DAILY CARE

Ingredient Claims

MUSKS	CHAMOMILE	JASMINE





OLFACTIVE CRUSHES

pro brand



OUAI, WW
FUR BÉBÉ - PET SHAMPOO FOR DRY SKIN

FLORAL MUSKY POWDERY

pro brand



KIEHL'S, WW
CUDDLY-COAT GROOMING SHAMPOO

FLORAL AROMATIC ALDEHYDIC

pro brand



ISLE OF DOGS, US
REPLASCENT DEODORIZING SPRAY FOR DOGS & HOME

FLORAL ALDEHYDIC GREEN

BLANCHE

342747

CLEAN FLORALS

"The ideal interpretation of a neat white fragrance, through clean musks and bright flowers, enlightening with harmony your dog's furry hair."
CATHERINE POENSIN-STEFANI, PERFUMER

FLORAL . MUSKY . ALDEHYDIC

TOP

Ozone, Green Almond, Pear Blossom

HEART

Jasmine, Freesia, Lily of The Valley

BASE

Musk, Vanilla, Amber

neofresh dog

VEGAN & CRUELTY FREE

ALLERGEN DECLARATION
80+ AFL: UNTIL 5,1%
80+ AFO: NO

83,5% BIODEGRADABLE

This fragrance has been scientifically validated and proven to be accepted by dogs

Ozone



Jasmine





Freesia



Musk

Cluster n°11

WARM SENSUALITY

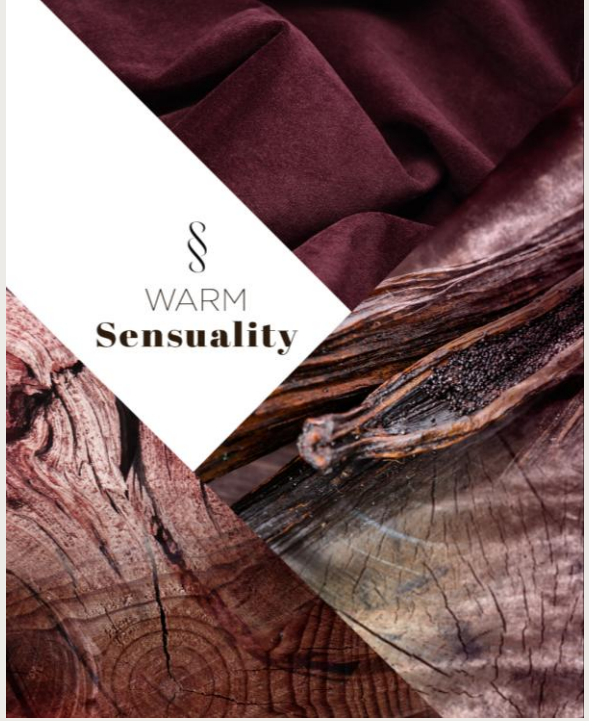
Complex sophisticated amber, floramber or sweet ambery aromatic fragrances, uplifted by a spicy, powdery or fruity touch, with a premium appeal.

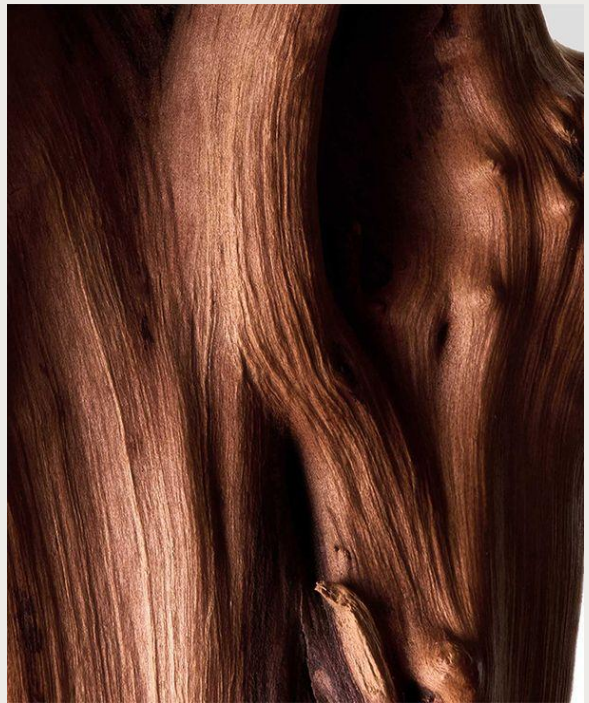
This cluster is not truly explored in pet care, apart for specific solutions targeting dark coats.

We believe this olfactive theme is a white space to invest in to translate the shift in the dog beauty market for sophisticated fragrances reminiscent of fine fragrances.

Benefit Claims

VIBRANCY	PREMIUM CARE	SCENT





OLFACTIVE CRUSHES

high-end brand



DOLCE&GABBANA, WW
FÉFÉ SCENTED MIST

FLORAMBER WOODY WHITE FLOWERS

pro brand



WAHL PROFESSIONAL, UK
ANIMAL SHAMPOO – DEEP BLACK

AMBERY GREEN ANIMALIC

★

OPPORTUNITY

SHINING ARMOR

617181

WARM SENSUALITY

"A daring fragrance enlightened by a sparkling green citrus note with a sophisticated floral heart. Leading to a long-lasting trail with many contrasts of woods, soft musk and vanilla."
FABIENNE COUPAYE, PERFUMER

FLORAMBER . WHITE FLOWERS . ALDEHYDIC

TOP

Bergamot, Orange Flower, Cyclamen

HEART

Violet, Jasmine, Heliotrope

BASE

Amber, Benzoin Balm, Vanilla, Musk

neofresh dog

VEGAN & CRUELTY FREE

ALLERGEN DECLARATION
80+ AFL: UNTIL 0,26%
80+ AFO: NO

81,18% BIODEGRADABLE
96,61% RENEWABLE



PET LOVED SCENT® DOG APPROVED

This fragrance has been scientifically validated and proven to be accepted by dogs

Bergamot

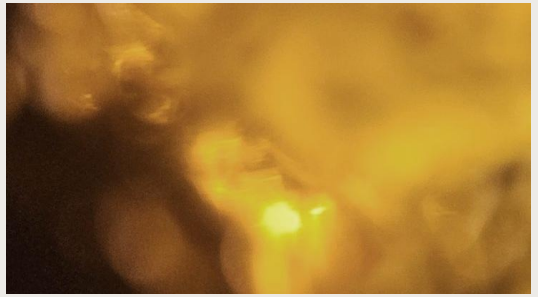


Orange Flower





Heliotrope



Amber

DELICATE DELIGHT

342243

WARM SENSUALITY

“Enhance your dog's fluffy fur with this delightful fragrance that leaves a feeling of softness of enveloping powdery notes and caring musk.”
KAROLINE BUXTON, PERFUMER

FLORAMBER . VANILLA . MUSK

TOP

Almond Milk, Ozone, Muguet

HEART

Rose Petals, Jasmine, Heliotrope

BASE

Amber, Vanilla, Musk

neofresh dog

VEGAN & CRUELTY FREE

ALLERGEN DECLARATION
80+ AFL: UNTIL 0,04%
80+ AFO: NO

68,5% BIODEGRADABLE

PET LOVED SCENT® DOG APPROVED

This fragrance has been scientifically validated and proven to be accepted by dogs

Ozone



Jasmine





Vanilla



Musk

2025

pet lovers

