





## Keys Soap Pet Care Reference – Product Features, Benefits & Advantages

Product	Feature	Benefit	Advantage
<p><b>Muttineer</b> <b>8oz</b> Therapeutic Pet Shampoo with Neem Oil</p>  <p><b>Earthy Neem</b> <b>Citrus Sage</b> <b>Aromatherapy</b></p>	<b>All-natural chemical-free Castile Soap base</b>	Fast rich lathering Fast rinsing Soothes itchy irritated skin	Gentle deep cleansing Non-irritating to sensitive skin Leaves no soap residue Head to paw body care
	<b>Fast rinsing</b>	Reduced total washing time for pet, which reduces aggravation for pet	Less time spent giving baths Reduced aggravation for pet owner
	<b>Citrus and sage essential oils</b>	Healing therapy for irritated or damaged skin Anti-fungal; Antibacterial Therapeutic Action: Relieves skin disorders, allergic conditions, insect bite inflammation, eczema, heals hot spots and sores.	Healing therapy for common skin disorders Detoxification for the skin Clean pollutants from the skin. Reduces fungal and bacterial levels without sensitizing the skin
	<b>Islandceutical Neem Oil</b>	Healing therapeutic benefits include: Anti-bacterial; Anti-fungal; Anti-inflammatory Anti-viral; Repellent Therapeutic Action: Heals skin sores, irritation relieves itchiness, pest repellent	Natural, chemical-free, healing therapy for animals Creates optimal animal skin health conditioner. Repels fleas, ticks and mosquitoes, reducing need for frequent flea and tick medication
	<b>Avocado Oil and Aloe Vera</b>	Additional concentration makes pet skin and coat softer Regenerative and skin restructuring properties Protects skin from drying Nourishes skin with Natural Vitamin E anti-oxidant  Therapeutic Action: Anti-bacterial, fights common skin disorders including dermatitis	Superior skin softening and conditioner for coat Reduces need for after bath products
	<b>Naturally repels insects</b>	Our combination of essential oils creates a natural flea, tick and mosquito repellent	Non-toxic flea, tick and mosquito repellent without chemicals
	<b>Islandceutical Micelle</b>	Anti-oxidant Improves healing oils effectivity Increases soap suds and lather ability	Therapeutic oils effectively delivered to repair and restore pet's skin health
	<b>Chemical-Free</b>	No SLS (sodium laureth or lauryl sulfate) No parabens; No preservatives No petrolatum	Avoids chemicals that are skin irritants for animals Animal safety - above 15% concentration of SLS is believed to be deadly for animals
	<b>Natural Aromatherapy for animals</b>	Smell that appeals to dogs No fragrance added No artificial fragrances	Dogs like how they smell after a bath Stay clean, smelling good, feeling good - longer
	<b>Fragrance Free</b>	No fragrance added	Avoids fragrance a known skin irritant
<b>People tested by animal lovers</b>	100 % Vegan – No animal by products	Cruelty free	

Product	Feature	Benefit	Advantage
<b>Muttineer 16oz</b> Therapeutic Pet Shampoo Conditioner with Neem Oil    Conditioner Augments This SKU For Heavy Coats  <b>Earthy Neem Citrus Sage Aromatherapy</b>	<b>All-natural chemical-free Castile Soap base</b>	Fast rich lathering Fast rinsing Soothes itchy irritated skin	Gentle deep cleansing Non-irritating to sensitive skin Leaves no soap residue Head to paw body care
	<b>Fast rinsing</b>	Reduced total washing time for pet, which reduces aggravation for pet	Less time spent giving baths Reduced aggravation for pet owner
	<b>Citrus and sage essential oils</b>	Healing therapy for irritated or damaged skin Anti-fungal; Antibacterial Therapeutic Action: Relieves skin disorders, allergic conditions, insect bite inflammation, eczema, heals hot spots and sores.	Healing therapy for common skin disorders Detoxification for the skin Clean pollutants from the skin. Reduces fungal and bacterial levels without sensitizing the skin
	<b>Islandceutical™ Neem Oil</b>	Healing therapeutic benefits include: Anti-bacterial; Anti-fungal; Anti-inflammatory Anti-viral; Repellent Therapeutic Action: Heals skin sores, irritation relieves itchiness, pest repellent	Natural, chemical-free, healing therapy for animals Creates optimal animal skin health conditioner. Repels fleas, ticks and mosquitoes, reducing need for frequent flea and tick medication
	<b>Avocado Oil ,Aloe Vera &amp; <u>Shea Butter</u></b>	Additional concentration of oil and the Shea Butter makes pet skin and coat softer Regenerative and skin restructuring properties Protects skin from drying Nourishes skin with Natural Vitamin E anti-oxidant  Therapeutic Action: Anti-bacterial, fights common skin disorders including dermatitis	This formulation is designed for pets with long fur, layered fur or hair. Primarily designed for large breed with a heavy coat  Superior skin softening and conditioner for coat Reduces need for after bath products
	<b>Naturally repels insects</b>	Our combination of essential oils creates a natural flea, tick and mosquito repellent	Non-toxic flea, tick and mosquito repellent without chemicals
	<b>Islandceutical Micelle</b>	Anti-oxidant Improves healing oils effectivity Increases soap suds and lather ability	Therapeutic oils effectively delivered to repair and restore pet's skin health
	<b>Chemical-Free</b>	No SLS (sodium laureth or lauryl sulfate) No parabens; No preservatives No petrolatum	Avoids chemicals that are skin irritants for animals Animal safety - above 15% concentration of SLS is believed to be deadly for animals
	<b>Natural Aromatherapy for animals</b>	Smell that appeals to dogs No fragrance added No artificial fragrances	Dogs like how they smell after a bath Stay clean, smelling good, feeling good - longer
	<b>Fragrance Free</b> <b>People tested by animal lovers</b>	No fragrance added  100 % Vegan – No animal by products	Avoids fragrance a known skin irritant  Cruelty free

Product	Feature	Benefit	Advantage
<p><b>Tortuga Healing Therapy Skin Lotion</b> 4 oz</p>  <p><b>Light Citrus Aromatherapy</b></p>	<p><b>Black Cumin Seed &amp; Carrot Seed Oils</b></p>	<p>These essential oils heal scrapes, scratches, cuts and sunburn as well as providing a softening effect</p>	<p>For use on all areas, including face, paws, pads and body; Penetrates fast without feeling sticky</p>
	<p><b>Avocado Oil</b></p>	<p>Additional concentration improves essential oil penetration Regenerative and skin restructuring properties Protects skin from drying and improves skin elasticity Nourishes skin with Natural Vitamin E anti-oxidant</p> <p>Therapeutic Action: Anti-bacterial, anti-itching, anti-rash; promotes improvement of common skin disorders including dermatitis, eczema, psoriasis</p>	<p>Superior noticeable skin softening and moisturizing effects Good for abrasions, rough areas, cuts, scrapes and post surgery healing</p>
	<p><b>Islandceutical Micelle</b></p>	<p>Anti-oxidant Improves healing oils effectivity Increases speed of healing</p>	<p>Therapeutic oils effectively delivered to repair and restore skin</p>
	<p><b>Rich creamy lotion</b></p>	<p>Lightweight formula feels good on skin</p>	<p>Visible benefits to skin; will not buildup in fur or hair</p>
	<p><b>Rapid penetrating</b></p>	<p>Easier application of the product</p>	<p>Immediate benefits to skin</p>
	<p><b>Absorbs quickly</b></p>	<p>Easier application of the product</p>	<p>Immediate benefits to skin</p>
	<p><b>Chemical free</b></p>	<p>No SLS (sodium laureth or lauryl sulfate) No parabens No preservatives No petrolatum</p>	<p>Avoids chemicals that are skin irritants</p>
	<p><b>No animal testing or animal products</b></p>	<p>100% Vegan</p>	<p>Cruelty free</p>

Product	Feature	Benefit	Advantage
<b>RediCare Therapeutic Spray 4oz</b>    <b>Earthy Neem Light Lemon Aromatherapy</b>	<b>Avocado Oil</b>	<p>Additional concentration improves essential oil penetration Regenerative and skin restructuring properties Protects skin from drying and improves skin elasticity Nourishes skin with Natural Vitamin E anti-oxidant</p> <p>Therapeutic Action: Anti-bacterial, anti-itching, anti-hot-spots; promotes improvement of common skin disorders including dermatitis and eczema</p>	<p>Superior noticeable skin softening and moisturizing effects Quickly eliminates Hot-Spots and Itching Post surgery healing Heals cuts, abrasions, scrapes, scratches Avocado is a natural sunscreen providing ~SPF 8</p>
	<b>Carrot Seed Oil</b>	Action: Dermatitis, eczema, psoriasis, rashes, revitalizing and toning.	Helps to eliminate common skin disorders. Renewed healthier skin. Anti-Itch
	<b>Black Cumin Oil</b>	Anti-fungal; anti-bacterial	Therapeutic properties; non-allergenic Helps reduce fungus between toes and pads
	<b>Islandceutical™ Neem Oil</b>	<p>Healing therapeutic benefits include: Anti-bacterial; Anti-fungal; Anti-inflammatory Anti-viral; Repellent Therapeutic Action: Heals skin sores, irritation relieves itchiness, pest repellent</p>	Natural, chemical-free, healing therapy for animals Creates optimal animal skin health conditioner. Repels fleas, ticks and mosquitoes, reducing need for frequent flea and tick medication
	<b>Islandceutical Micelle</b>	<p>Anti-oxidant Improves healing oils effectivity Increases soap suds and lather ability</p>	Therapeutic oils effectively delivered to repair and restore skin
	<b>Anti-Itch Anti-Scratch</b>	The essential oils and the Neem quickly reduce or eliminate itchiness due to allergies cause by chemicals, pollution and skin conditions	Helps to eliminate scratching by reducing the itchiness associates with the pets environment and external causes
	<b>Naturally Repels Insects</b>	Our combination of essential oils creates a natural flea, tick and mosquito repellent	Non-toxic flea, tick and mosquito repellent without chemicals
	<b>Coat &amp; Skin Conditioner</b>	Acts as a leave-in coat and skin conditioner as well as a detangler after bathing	The oils absorb quickly into the coat and skin to provide conditioning as a leave-in, after bath or as a refreshing spray
	<b>Freshening Spray</b>	Spray on the coat and skin to refresh and eliminate odors between baths	The essential oils and neem provide a refreshing aromatherapy for the pet and people in close proximity to pets between baths.
	<b>Spray Bottle</b>	Regulates application for spotty skin problems	Spray on specific areas that need attention Travel sprayer cap protect pump
	<b>Chemical-free</b>	No sulfates, No parabens, No preservatives & No petrolatums	Avoids chemicals that are skin irritants
<b>No animal testing or animal products</b>	100% Vegan	Cruelty free	

Product	Feature	Benefit	Advantage
<b>Solar Rx SPF 30+ Therapeutic Sunblock 100 ml</b>    <b>Very Light Citrus Aromatherapy</b>	<b>SPF 30+ Sunblock</b>	Broad spectrum UVA and UVB blocking	Assurance of high sun protection factor Reflects, rather than absorbs, UVA and UVB
	<b>Nano-Zinc oxide</b>	Transparent on skin Narrow particle size distribution UVA and UVB blocking	More effective in providing complete coverage Helps to eliminate brown spots, melasma from sun exposure
	<b>Tortuga Lotion with Avocado Oil Base</b>	Healing properties of Tortuga Lotion in sunblock Natural vitamin E Anti-oxidant Anti-Hot Spot Highest form of UV reflectant oil	Therapeutic for the skin Healthy natural fighter of free radicals Noticeable skin softening and moisturizing effects Retards visible signs of aging Will not clog pores
	<b>Cosmetically clear</b>	No white out Not shiny Ideal for show dogs at outdoor events	Natural looking full protection Does not stain clothing or furniture like Parsol and other chemicals
	<b>Use with regular moisturizer</b>	Make-up regime goes unchanged	Make-up and moisturizer will not diminish sunblock effect
	<b>Lasts longer</b>	Reapply less frequently More water repellent than sunscreens	Time-saving Dollar-saving
	<b>Islandceutical Micelle</b>	Anti-oxidant Improves healing oils effectivity	Therapeutic oils effectively delivered to repair and restore skin
	<b>Rich creamy lotion</b>	Lightweight formula feels good on skin	Visible benefits to skin
	<b>Rapid penetrating</b>	Easier application of the product	Skin protection begins upon applying
	<b>Absorbs quickly</b>	Easier application of the product	Skin protection begins upon applying
	<b>No chemicals</b>	No Titanium Dioxide No SLS (sodium laureth or lauryl sulfate) No parabens No preservatives No petrolatum	Avoids chemicals that are skin irritants and potentially harmful (Use of titanium dioxide in sunscreens controversial for skin cancer patients; re: question about free radicals)
	<b>Fragrance Free</b>	No fragrance added	Avoids fragrance a known skin irritant and sensitizer
	<b>No animal testing or animal products</b>	100% Vegan	Cruelty free