



SKINNY PAW

petco 





THE PUREST

PET PRODUCTS ON EARTH!

Created with your pet's health in mind, Skinny Paw is made with **NO chemicals, pesticides, preservatives, or fillers** so your furry friend can remain clean and healthy without any worries.

A full line to support joint health, fresh breath, a shiny coat, and more!

SKINNY  PAW





SKINNY IS
ECO-CONSCIOUS

ALL SKINNY PAW PRODUCTS ARE:

100% plant-based (vegan)

Created using only natural ingredients

Traced from farm to store

Clean enough to eat!

SKINNY  PAW

5 REASONS TO LOVE SKINNY PAW PRODUCTS

- 1** Skinny Paw products are made from 100% natural ingredients, so you can give your pets the care they deserve without the fear of ingesting or irritating your pets in any way.
- 2** Skinny Paw products are packaged in 100% recyclable and/or biodegradable containers, making every product eco-friendly.
- 3** Skinny Paw products come in convenient forms and packaging, making them easy to use for any pet's temperament.

- 4** Skinny Paw products are created to be powerful yet gentle.
- 5** Skinny Paw products are created for long-haired and short-haired pets - One full line for your entire furry family!



WHERE SKINNY PRODUCTS ARE AVAILABLE



SKINNY  PAW

SKINNY PAW BATH BAR

3 BLENDS: ORIGINAL. RESCUE. FLEA & TICK.

Scrub with love! Nourishing virgin coconut oil is the base for this ultra-lathering shampoo bar, giving your pet a healthy, shiny coat without stripping away natural oils. Thoughtfully created with both pets and caregivers in mind, the bars allows you to keep one hand on your pet at all times, and the lid conveniently doubles as a soap dish.



Original
MSRP: \$10



Rescue
MSRP: \$10



Flea & Tick
MSRP: \$10

*1 bar = 3 bottles! | Delivers value and reduces carbon footprint
Follow with Skinny Paw Hemp Towel to remove excess water from coat.

Original

Ingredients: Coconut Oil

Use often to maintain pet's hygiene without drying coat or skin

Rescue

Ingredients: Coconut Oil, Ylang Ylang Oil, Marjoram Oil, Lavender Oil, Frankincense Oil, Arborvitae Oil

Use regularly to calm rescued or anxious pet

Flea & Tick

Ingredients: Coconut Oil, Siberian Fir Oil, Lemongrass Oil

Use as needed to defend your pet against fleas, ticks, and mosquitos

SKINNY PAW BATH BAR



DOGS



CATS



HORSES



RABBITS



LLAMAS



HAMSTERS

SKINNY PAW DRY SHAMPOO



Keep your furry friend looking, smelling, and feeling great between washes! Skinny Paw Dry Shampoo is completely natural and can be applied in just minutes to freshen your pet, with no water needed! Absorbs odor and excess oils on long-haired or short-haired pets.

Naturally deodorize your pet - shake onto a dry brush and brush lightly onto coat; or apply directly to coat and work through with fingers.

Neutralize bedding and carpets - shake onto surface, allow to sit, then vacuum away.

Kill and deter fleas, ticks, and insects by applying as directed to coat and bedding.

Apply a small amount to pet's ears to absorb moisture and relieve pain, itch, and odor.

Follow with Skinny Paw Hemp Towel to remove excess powder from coat.

Satisfaction guaranteed • 100% recyclable & biodegradable

SKINNY PAW PET BALM

Protect your pet from everything in his path! This convenient balm is easy to apply wherever needed without leaving behind a sticky residue. Containing only natural ingredients, it is hypoallergenic, antibacterial, antiviral, and pH-balancing, and comes in 100% biodegradable packaging.



Pet Balm



Pet Balm+

Pet Balm

Soothing balm for pet's paws, snout, and injuries

Moisturizes dry paws, snout, and skin

Protects paws from hot sidewalks, snow, and melting ice/salt

Treats minor skin irritations and injuries

Pet Balm+ (with Hemp Extract)

Ultra-nourishing balm for soothing pain relief and long-lasting protection

Relieves pain due to injuries, sore joints, and cracked paws/snout

Gives paws a long-lasting barrier from heat or cold

Promotes healing from minor injuries, procedures, and skin conditions (such as hot spots, rashes, ringworm, and hyperkeratosis)

SKINNY PAW HEMP TOWEL



The ultra-absorbing and durable Skinny Paw Hemp Towel can handle anything your pet encounters! Store with bath supplies, near the door for after-walk clean up, and in the car for clean up on-the-go.

Absorbs moisture 5x as effectively as cotton - Perfect after a bath, rainy/snowy walk, or swim.

Microbial material dries quickly to remain odor-free.

Naturally protects from ultraviolet light.

Satisfaction guaranteed

100% recyclable and biodegradable

SKINNY PAW COCONUT OIL



Your pet's daily dose of wellness for head to tail health! Made with only virgin coconut oil, you can add to it your pet's daily food allowance or use topically so your pet feels great, and you feel great about it.

Topical Relief - Soothes minor skin irritations; Restores paw and coat health; Nourishes dry skin to relieve itch

Daily Supplement - Add to food/treats or serve by spoonful to support overall cognitive, digestive, and immune wellness; Serving size - 1Tbsp per 30 lbs of pet's weight

Oral Health - Use as toothpaste to maintain healthy teeth and gums

100% recyclable

1 Tbsp serving - 48 servings per container

SKINNY PAW BATH BAR PDQ - SMALL



FLOOR STAND 48 UNITS

14.5" x 14.5" x 63"

16 - Original

16 - Rescue

16 - Flea & Tick

MSRP:	\$10.00
COST:	\$5.50
MARGIN:	45%

SKINNY PAW BATH BAR PDQ - LARGE



FLOOR STAND 96 UNITS

14.5" x 14.5" x 63"

32 - Original

32 - Rescue

32 - Flea & Tick

MSRP:	\$10.00
COST:	\$5.00
MARGIN:	50%

SKINNY PAW PRODUCTS PDQ



PDQ

Hemp towel

Bath Bar

- Original

- Flea & Tick

- Rescue

Pet Balm | Pet Balm+

Dry Shampoo

PARTICIPATION IN PETCO'S SUBSCRIBE & SAVE PROGRAM



SKINNY PAW

Purchase 5 bars,
GET 6TH FREE.

RESCUE SKINNY PAW BATH BAR 100% CHEMICAL-FREE 3.3 OZ

ORIGINAL SKINNY PAW BATH BAR 100% CHEMICAL-FREE 3.3 OZ

FLEA & TICK SKINNY PAW BATH BAR 100% CHEMICAL-FREE 3.3 OZ

1 BAR = 3 BOTTLES

only available at **petco**



INTRODUCTORY PROMOTIONAL PRICING SUPPORT

Support promotional feature ad activity published in circular and digital campaigns.

GRAPHICS MERCHANDISER



Each of these PDQs take up just one square of floor space.





A FEW WORDS

FROM A GROOMER

“ Finding a shampoo for my clients’ pets was difficult, even harder for my own pups. For me and for my business, I’m hooked on Skinny Paw. ”

- *Lauren L.*



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