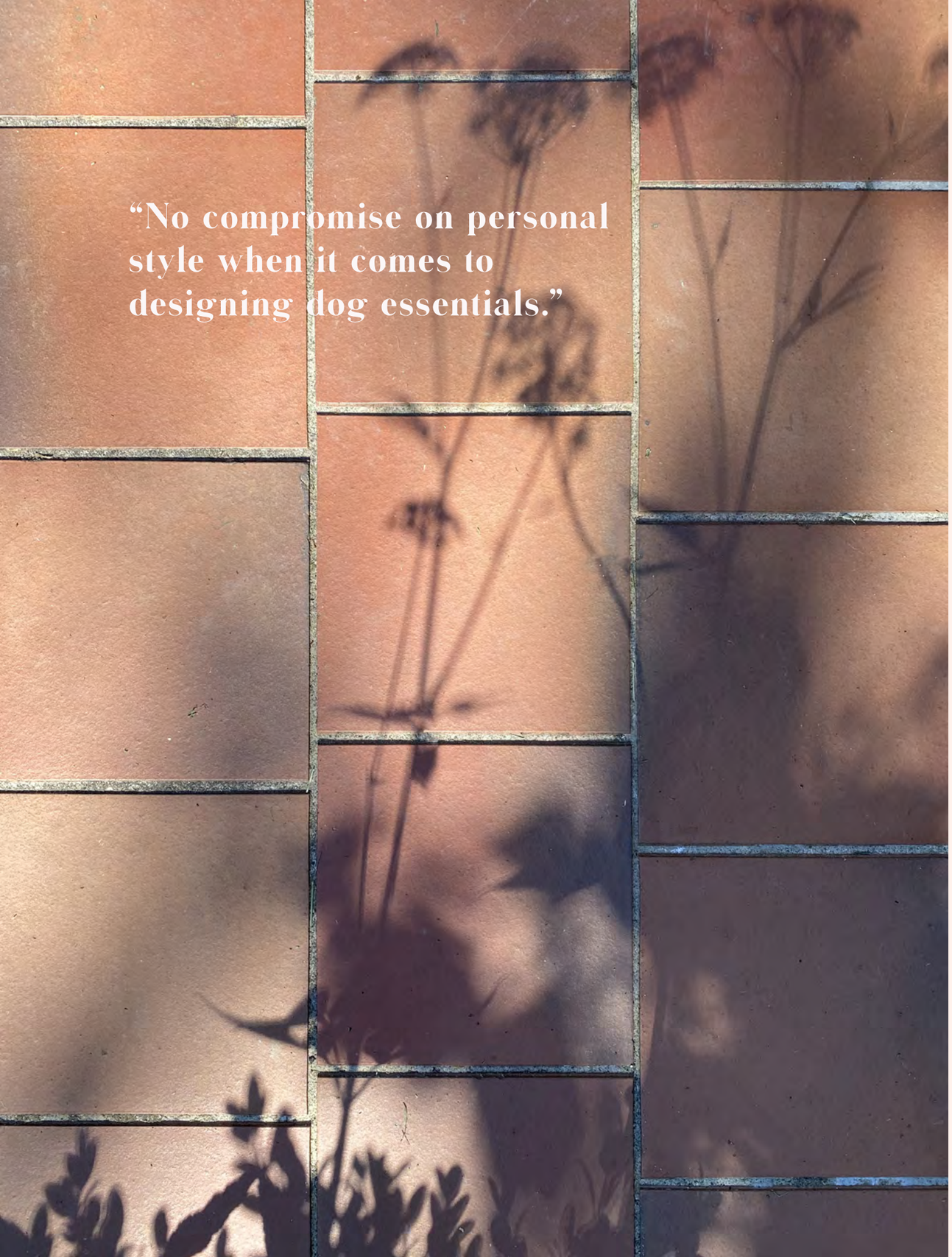
PAWNESS



2026

SMARTER DOG
CARE COLLECTION

Refill. Reduce. Repeat.



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A RESCUE THAT CHANGED EVERYTHING

Meet Bo (on the right) - the inspiration behind everything we do.
Before Bo found his furever home in The Netherlands, he lived alone on Portugal's streets, abandoned by his previous owner. Fortunately, the HomelessDogs Foundation discovered Bo and gave him the second chance he deserved.

Denise had been searching for the perfect companion and connected with HomelessDogs at exactly the right moment. With Bo's arrival came not just a new family member, but the beginning of a new mission.

And that's when the real search began.
As Denise shopped for Bo's essentials, she discovered a frustrating gap in the market. Finding dog products that were ethically made, environmentally conscious, AND beautifully designed proved nearly impossible.

The challenge was clear: create products that honoured all three values without compromise.
That's how Pawness was born - from the belief that every dog deserves products that are as thoughtfully designed as they are responsibly made. Products that respect people, animals, and our planet while looking beautiful in your home.

In December 2020, Labradoodle Trix joined our growing family, bringing even more inspiration to our mission.

Because great design should never come at the expense of doing good.





SMARTER DOG CARE COLLECTION

Where premium care meets conscious design.
Meet the future of dog grooming—a complete collection that proves you don't have to choose between luxury and sustainability. The **Smarter Dog Care Collection** brings together our entire range of premium grooming essentials with revolutionary refillable packaging that's as beautiful as it is responsible.

Complete Care, Consciously Crafted:
From shampoos to sprays, no-rinse foam treatments to signature fragrances and professional brushes—this collection covers every aspect of your dog's grooming routine. Each product is meticulously formulated with **natural, vegan, and cruelty-free ingredients.**

Smart Design, Smarter Impact:
Our premium glass bottles, made from **30% recycled materials,** transform your grooming routine into a spa-like experience that seamlessly integrates into your bathroom aesthetic. Beautiful, functional design you'll be proud to display.

The Smart Cycle:
- **REFILL** your elegant glass bottles with eco-conscious pouches
- **REDUCE** plastic waste by up to 60% with every refill
- **REPEAT** the ritual—each refill delivers 2-2.5 bottles worth of premium care

This isn't just grooming—it's a complete care philosophy that honors your dog's wellbeing, your home's aesthetic, and our planet's future.

Because complete care should be consciously designed.


PAWNESS
Bark Bliss
SOFTENING AND
MOISTURISING CONDITIONER
palmarosa | vetiver | cedarwood


PAWNESS
Bark Bliss
NOURISHING AND
MOISTURISING SHAMPOO
palmarosa | vetiver | cedarwood

COLLECTION



BARK BLISS

pure nature, pure care

Bark Bliss turns bath time into a spa experience with nature-inspired ingredients that **gently cleanse and soothe dry, itchy skin.** The shampoo leaves coats glossy and healthy, while the conditioner seals in **moisture and restores softness, detangling** even the thickest coats without any harsh residue. The complementary leave-in spray brings **forest-fresh cedarwood and palmarosa scents** that condition deeply and smooth tangles.

Together, they create a complete care routine that's as luxurious as it is natural, because your dog deserves grooming that feels as good as it works.

Scent: palmarosa, vetiver, cedarwood



BARK BLISS
SHAMPOO

250ml
1000ml (salon use)



BARK BLISS
CONDITIONER

250ml
1000ml (salon use)



BARK BLISS
SPRAY

200ml



BARK BLISS
SHAMPOO REFILL

500ml



BARK BLISS
SPRAY REFILL

500ml

FRESH FETCH

a meadow walk in every wash

Fresh Fetch brings the refreshing essence of sun-kissed meadows to your dog's grooming routine. The natural shampoo combines lemongrass, peppermint, and spearmint to **deeply cleanse and nourish while eliminating odours** and leaving behind the fresh scent of nature's greenery.

The conditioner follows with a lightweight formula that **softens and detangles, locking in freshness** without weighing the coat down.

The complementary leave-in spray extends this experience, moisturising skin, fighting odours and gently detangling knots with its **aromatic blend that feels like peaceful walks through open fields.** Together, they create a refreshing grooming ritual that leaves your dog feeling revitalized and wrapped in nature's most uplifting fragrances.

Scent: lemongrass, peppermint, spearmint



FRESH FETCH
SHAMPOO

250ml
1000ml (salon use)



FRESH FETCH
CONDITIONER

250ml
1000ml (salon use)



FRESH FETCH
SPRAY

200ml



FRESH FETCH
SHAMPOO REFILL

500ml



FRESH FETCH
SPRAY REFILL

500ml





MINI CARE SETS

try before you commit

Discover the perfect care routine with our thoughtfully curated mini sets. **The Mini Snuggle & Shine** Set features Bark Bliss shampoo and spray with palmarosa and vetiver scents, plus cedarwood-infused Cuddle Cure balm for complete nourishing care.

The Mini Breeze & Balm Set offers Fresh Fetch shampoo and spray with refreshing lemongrass and mint, paired with Cuddle Cure balm enriched with cedarwood and lavender to soothe paws and noses.

Both sets let you and your pup experience Pawness quality **before investing in full-size products.** Because finding the right routine should be as enjoyable as the routine itself.



THE MINI
SNUGGLE & SHINE

Shampoo & spray
30ml, balm 10ml



THE MINI
BREEZE & BALM

Shampoo & spray
30ml, balm 10ml

POOCH POLISH

clean anywhere, anytime

Sometimes life gets messy, and bath time isn't always an option. Pooch Polish rinse-free foam shampoo brings spa-quality cleansing wherever your adventures take you.

This 100% natural, vegan formula **requires no water**—simply apply, massage, and towel off for instantly refreshed fur. **Infused with a gentle blend of lemon, lavender, rosemary, and nerolina**, it cleanses and deodorises while leaving behind a subtle, calming scent. **Perfect for quick touch-ups**, travel days, or puppies still getting comfortable with traditional baths. Because clean shouldn't have to wait for the perfect moment.

Scent: lemon, lavender, rosemary, nerolina

Content: 150ml





CUDDLE CURE

protection that goes the distance

Every adventure leaves its mark—from sandy beach walks to snowy park runs, your dog's paws and nose work hard to keep up with their boundless spirit. Cuddle Cure balm is designed for those moments when active paws need extra care.

This **nourishing balm softens rough, weathered paw pads and keeps sensitive noses moisturised and protected** against the elements. More than just comfort, it's prevention—**creating a protective barrier** that stops dry skin from cracking before it starts. Because when your dog is ready for their next adventure, their paws should be too.

Scent: cedarwood, lavender

Content: 50ml



GRAPEFUR DELIGHT

sunshine in every spritz

Grapefur Delight captures pure joy in a bottle with its **vibrant blend of bergamot, grapefruit, and amber.** This natural dog perfume transforms ordinary moments into celebrations, infusing every walk, play session, and cuddle with bright, uplifting energy.

The **zesty citrus notes** awaken your pup's senses while the **warm amber base** creates a scent that's as cheerful as it is sophisticated. Because every day with your dog should feel like sunshine.



GRAPEFUR DELIGHT
PERFUME

50ml

TIMBER WOOF

where adventure meets tranquility

Timber Woof brings **the essence of forest adventures** to your dog's daily routine. This captivating blend of **cedarwood, vetiver, palmarosa, and lavender** creates an earthy, grounding fragrance that speaks to your pup's wild side.

The **warm woodsy notes** evoke peaceful woodland walks while the **gentle lavender** adds a touch of calm sophistication.

Perfect for dogs who carry the spirit of the wilderness in their hearts, whether they're exploring city streets or relaxing at home.



TIMBER WOOF
PERFUME

50ml

BARKGAMOT BREEZE

summer in a bottle

Barkgamot Breeze bottles the feeling of a perfect summer morning with its **fresh blend of bergamot, pine, lavender, and lime.** This natural dog perfume turns everyday routines into **little holiday moments**, wrapping every walk, cuddle, and lazy afternoon in light, breezy warmth.

The zesty bergamot and sparkling lime open with an instant lift while pine and lavender settle into a soft, calming finish that's as **relaxed as a day by the sea.** Because every moment with your dog deserves to feel like summer.



BARKGAMOT BREEZE
PERFUME

50ml




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CURVED SLICKER BRUSH

the doodle & poodle essential

Every **curly coat** deserves the perfect brush. Our Curved Slicker Brush transforms grooming from a struggle into **a smooth ritual for both you and your pup**. The specially bended metal pins follow your dog's natural contours, **gliding effortlessly through thick, curly coats** while gently removing mats without pulling.

The ergonomic **FSC-certified beech wood** handle with soft grip gives you optimal control and comfort.



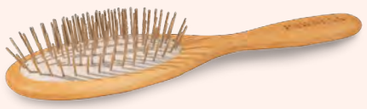
CURVED SLICKER BRUSH
AVAILABLE IN S & M

GENTLE TOUCH BRUSH

where speed meets sensitivity

Some dogs need a **softer approach**, and the Gentle Touch Brush delivers exactly that. **Designed for sensitive pups from puppyhood through their golden years**, this brush proves gentle doesn't mean slow.

The rounded metal pins **glide effortlessly** through coats, **detangling stubborn mats** without pulling or discomfort. It's the only brush that grows with your dog—gentle for nervous puppies, effective for adults, caring for seniors. Because every dog deserves to feel beautiful, no matter how sensitive.



GENTLE TOUCH
BRUSH

SHORT HAIR BRUSH

daily care, natural shine

Short-haired dogs deserve specialised care, and the Short Coat Brush delivers exactly that. Crafted with **vegan Tampico fibers,** this brush **removes dust and sand** while naturally **enhancing coat shine**.

Each stroke provides a gentle massage that **relaxes skin and muscles**, turning daily brushing into a bonding ritual. Made from FSC-certified oiled beech wood with plant-based bristles, it's care that feels good for your conscience and your pup.



SHORT HAIR
BRUSH

WOODEN BRUSH

gentle care for long & fine coats

Long, fine coats require a delicate touch, and our Sustainable Wooden Brush provides exactly that. The soft wooden pins glide effortlessly through delicate fur **without pulling or causing mats**, creating a calming brushing experience that both you and your dog will cherish.

Crafted from **100% sustainable wood,** this brush proves that gentle care for your pup can also be gentle care for our planet. Because the most beautiful long and fine coats deserve the most thoughtful tools.



WOODEN BRUSH
AVAILABLE IN S & M



NYLON/WOODEN BRUSH

conscious care for short coats

Short coats deserve thoughtful attention, and our Wood/Nylon Brush delivers exactly that. The conscious **combination of natural wood and nylon bristles** effectively **removes loose hair** while stimulating your dog's natural oil production for **a healthy, radiant shine**.

Designed specifically for **short-coated breeds**, this brush provides optimal care without irritating sensitive skin, creating a grooming experience that's both **effective and gentle.** Crafted from 100% natural, sustainable materials, it's conscious care that benefits your dog and our planet.

Because every short coat deserves to look and feel its absolute best.



WOODEN/NYLON BRUSH
AVAILABLE IN SIZE S & M



PURE BY NATURE.
SAFE BY DESIGN

Every Pawness care product is crafted with your dog's wellbeing at heart.

Our natural formulations are completely free from parabens, SLS/sulfates, phosphates, petrochemicals, artificial colours, phthalates, and synthetic colours—because what goes on your dog's skin matters as much as what doesn't.

All products are vegan, palm oil-free, and cruelty-free, reflecting our commitment to ethical care that respects all living beings.

Gentle enough for puppies from 12 weeks old yet effective for dogs of every age, our natural ingredients provide the pure, safe care your furry family member deserves.

OUR CARE PHILOSOPHY

PRODUCT NAME	SIZE	PRODUCT CODE	MOQ/ CARTON SIZE	WHOLESALE EXW PRICE EXCL. VAT EACH	RRP EACH
Bark Bliss Shampoo	250 ml	PSH23X0100	8	€ 12,50	€ 25,00
Bark Bliss Shampoo	Refill	PSHR250100	8	€ 21,00	€ 37,00
Bark Bliss Shampoo	1000 ml	PSHS260100	1	€ 39,00	not for resale
Bark Bliss Conditioner	250 ml	PC26X0100	8	€ 12,50	€ 25,00
Bark Bliss Conditioner	1000 ml	PCS26X0100	1	€ 39,00	not for resale
Fresh Fetch Shampoo	250 ml	PSH23X0101	8	€ 12,50	€ 25,00
Fresh Fetch Shampoo	Refill	PSHR250101	8	€ 21,00	€ 37,00
Fresh Fetch Shampoo	1000 ml	PSHS260101	1	€ 39,00	not for resale
Fresh Fetch Conditioner	250 ml	PC26X0101	8	€ 12,50	€ 25,00
Fresh Fetch Conditioner	1000 ml	PCS26X0101	1	€ 39,00	not for resale
Bark Bliss Spray	200 ml	PSP23X0100	8	€ 12,50	€ 25,00
Bark Bliss Spray	Refill	PSPR250100	8	€ 21,00	€ 37,00
Fresh Fetch Spray	200 ml	PSP23X0101	8	€ 12,50	€ 25,00
Fresh Fetch Spray	Refill	PSPR250101	8	€ 21,00	€ 37,00
Pooch Polish	150 ml	PDS250X100	8	€ 10,00	€ 20,00
Cuddle Cure Balm	50 ml	BA23X0100	8	€ 8,75	€ 17,50
Timber Woof	50 ml	PPA240X100	4	€ 14,50	€ 29,00
Grapefur Delight	50 ml	PPA240X101	4	€ 14,50	€29,00
Barkgamot Breeze	50 ml	PPA240X102	4	€ 14,50	€29,00
Curved Slicker Brush	Medium	PBS25M01XX	4	€ 22,50	€ 45,00
Curved Slicker Brush	Small	PBS25S01XX	4	€ 19,50	€ 39,00
Gente Touch Brush	Medium	PBM25X01XX	4	€ 10,00	€ 20,00
Short Hair Brush	Medium	PBSH25X01XX	4	€ 7,50	€15,00
Wooden brush	Medium	PBW19M01XX	4	€ 7,50	€15,00
Wooden brush	Small	PBW19S01XX	4	€ 6,25	€12,50
Nylon brush	Medium	PBN19M01XX	4	€ 8,75	€17,50
Nylon brush	Small	PBN19S01XX	4	€ 7,50	€15,00
The mini Breeze & Balm Set	-	PCCM24X00	4	€ 11,50	€ 20,00
The mini Snuggle Shine Set	-	PCCM24X01	4	€ 11,50	€ 20,00
Timber Woof tester	1,5 ml	001	10	€ 1,50	Not for sale
Grapefur Delight tester	1,5 ml	002	10	€ 1,50	Not for sale
Barkgamot Breeze tester	1,5 ml	003	10	€ 1,50	Not for sale

When purchasing goods for re-sale from Pawness, please note the following:

1. Minimum wholesale order value is €250,- excl. VAT and in full carton or quantities as specified.
2. All items are subject to VAT all prices shown in wholesale price lists are exclusive of VAT.
3. Goods remain the legal property of Pawness until paid in full.
4. Prices are subject to change without notice.
5. The sale of goods is subject to our wholesale terms and conditions.
6. Goods may be purchased directly from Pawness.

Note prices are EXW The Netherlands, excluding freight. Prices exclude trading terms and VAT. Supply direct to store. For further details refer to Wholesale Terms & Conditions. Effective from 01 July 2020. Information on these forms may be changed or updated without notice.

PRICELIST

PAWNESS
DOG ESSENTIALS

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