



Dog Care

A wellness retreat for your furry friend

It's a collection designed to extend our wellbeing promise to every member of the family, turning muddy park sprints and bath-time chaos into a shared experience of calm. Because when your dog feels good, you feel even better, and self-care isn't just for humans!

Designed for dogs you adore and routines you enjoy, this collection brings a more considered approach to dog care – for both ends of the leash. With quality ingredients and a beautifully balanced scent.



Collection - Gifting

Dog Essentials Set

What is it?

A practical gift set designed for everyday life with dogs. The set includes a shampoo for a clean, fresh smelling coat, an air and fabric freshener to refresh rooms and textiles, and a branded dog ball for play time.

How to use:

Wet the coat with lukewarm water, massage in the shampoo to create a rich lather, then rinse thoroughly until the water runs clear and towel dry. Spray the freshener into the air or onto fabrics to refresh your home, do not use on dogs. Use the ball for play time as desired.

USP's:

- Ideal for new pet households
- Includes 2 full-size products and an exclusive Rituals-branded ball for play
- Ready to gift essentials
- Combines bath time, home refresh, and play in one set



Dog Wellness Pack

What is it?

DOGSTAR is the full spa-to-play set: designed for bath time, quick clean ups, paw care, home refresh, and play. The set includes a dog shampoo, dog wipes, paw balm, air and fabric freshener, and a branded dog ball.

How to use:

Start with the shampoo for a fresh, clean coat, then use the wipes for quick clean ups between grooming days. Apply the balm to help soften and comfort paw pads. Spray the freshener into the air or onto fabrics to refresh your home, do not use on dogs. Finish with a well deserved play break.

USP's:

- 5 full size products
- Includes an exclusive branded Rituals dog ball for play
- Big, giftable dog care set
- Combines cleansing, paw care, home refresh, and play in one set



Others

Dog Collar Available in size S/M & M/L

What is it?

A stylish dog collar designed for a comfortable and secure fit. The collar is adjustable and finished with durable, premium look hardware for everyday wear.

How to use:

Adjust the collar for a comfortable fit around your dog's neck and fasten it securely using the buckle closure. Check regularly to ensure the fit remains comfortable and secure.



Dog Shampoo – GLOSS LIKE A BOSS

What is it?

A gentle dog shampoo for everyday clean ups and post walk refreshes that helps leave the coat clean, soft, and fresh smelling.

How to use:

Wet the coat with lukewarm water, massage in shampoo to create a rich lather, then rinse thoroughly until the water runs clear and towel dry. Avoid contact with eyes.

USP's:

- Formulated with chamomile for a gentle, comforting cleanse
- Helps remove dirt and excess oils from the coat
- Helps reduce unwanted odours
- Scented with white tea, delicate apricot, and comforting sandalwood



Dog Dry Shampoo – SMELL YA LATER

What is it?

A waterless dog dry shampoo for quick clean-ups and in-between-bath refreshes that helps leave the coat looking fresher and softer.

How to use:

Shake well, lightly spray along the spine, massage through the coat for even coverage, then wait a few minutes. Towel off or brush through to remove excess product and lift away dirt. Always keep product upright, and wash the actuator under the tap after use. Avoid contact with eyes.

USP's:

- Waterless formula makes it ideal for quick refreshes between baths
- Helps reduce unwanted odours for a fresher smelling coat
- With chamomile for a gentle, comforting feel
- Easy shake, spray, massage routine for no fuss grooming
- Scented with a relaxing scent of soothing white tea, delicate apricot, and comforting sandalwood



Dog Paw Balm - PAWTECTION

What is it?

A nourishing paw balm that helps soften dry, rough feeling paw pads and keep them comfortable day to day. Ideal before zoomies or regular walks on changing surfaces.

How to use:

Gently clean your dog's paws and pat dry. If needed, trim any long hair between the pads. Warm a small amount of balm between your fingers, then massage into the paw pads until absorbed and they look lightly glossy. Use daily or whenever paws feel dry, especially before or after walks.

USP's:

- A nourishing paw balm designed to hydrate and soften dry, rough-feeling paw pads and keep them comfortable day to day.
- It leaves a healthy-looking shine and gives paws an extra “cushioned” feel.
- With chamomile for a gentle, comforting touch, finished with a relaxing fragrance of soothing white tea, delicate apricot and comforting sandalwood.



Dog Mouth Spray - BREATH TAKING

What is it?

A mouth spray designed to help keep your dog's breath fresher between dental routines. It's quick, easy and made for dogs who aren't keen on brushing, so your everyday moments together stay cosy.

How to use:

Gently lift your dog's lip on one side. Spray 1 to 2 pumps on each side of the mouth, aiming at the teeth and gums. Do not spray directly down the throat, spraying along the gum line is enough. Use no more than once a day.

USP's:

- Quick spritz for fresher breath
- Designed for dogs who are not keen on brushing
- Targeted, no fuss application



Dog Perfume – SMELL LIKE A PUP-STAR

What is it?

An alcohol-free dog perfume designed to refresh the coat between grooming or bath days. It's a simple, no-fuss way to refresh your dog's coat when you want them to smell clean and cosy – fast.

How to use:

Spray sparingly from a distance, focusing on the back and mid body. Avoid the face, eyes, ears, and sensitive areas.

USP's:

- Alcohol free formula for a quick, no fuss coat refresh
- Ideal between bath days when the coat needs a fast freshen up
- No rinsing or drying needed after use
- Finished with a cosy, powdery scent of soft musks, roasted sweet almond, and luxurious orris



Air & Fabric Freshener – FRESH LIKE A DAISY

What is it?

An air and fabric freshener designed to refresh rooms and everyday textiles in pet loving homes. Use it to refresh rooms and everyday textiles like sofas, beds, carpets, curtains and cushions. Whenever you want your space to smell clean and inviting.

How to use:

Spray into the air or lightly mist onto fabrics. **Do not use on dogs.**

USP's:

- Designed for use on air and household fabrics such as sofas, beds, carpets, curtains, and cushions
- Quick spritz format with a light dry down for easy everyday use
- Not for use on pets
- Finished with a relaxing fragrance of soothing white tea, delicate apricot, and comforting sandalwood



Dog Water Bowl

What is it?

A portable, reusable water bowl made for dogs on the move. Lightweight and easy to carry, it's ideal for walks, hikes, car journeys and day trips, so your dog can stop, sip and carry on.

How to use:

Pop open the bowl, add water, let your dog drink, then empty and fold it back down. Rinse after use.

USP's:

- Portable, reusable design made for dogs on the go
- Quick open close format folds away neatly after use
- Clips easily to a lead, belt loop, or bag
- Lightweight and easy to carry for everyday outings



Dog Wipes

What is it?

Dog wipes for quick, no-fuss clean-ups between grooming sessions. Use them on paws, fur and dirty areas to wipe away everyday grime and help keep your dog feeling fresh at home, in the car or after walks.

How to use:

Gently wipe your dog's fur, paws and dirty areas in the direction of hair growth. Avoid contact with eyes.

USP's:

- Quick clean, no-rinse wipes for easy use between grooming sessions
- Suitable for paws, fur and messy bits
- Helps remove everyday dirt and grime at home, in the car or after walks
- With chamomile for a gentle, comforting touch
- Finished with a relaxing fragrance of soothing white tea, delicate apricot and comforting sandalwood

