



The Dog Spa is Open for Business

A wellbeing collection for your furry friend

September, 2026 – Rituals is extending its philosophy of wellbeing to the entire family with the launch of Rituals Dog Care, a premium collection designed to reimagine the daily practicalities of pet care into meaningful moments for you and your furry best friend. Because, let's be honest, while we may pay the bills, it's often the four-legged members of the household who are truly in charge.

Our dogs are the first to greet us at the door like we've been away for years, follow us from room to room (including the bathroom), and somehow they convince us they deserve one more treat (spoiler alert: they do). They fill our days with loyalty, companionship, and unconditional love. Rituals Dog Care collection is a way to return the favour.

Created to elevate bath time, grooming, and daily care, the collection features seven brand-new dog care innovations, complemented by two curated gift sets (that make for pawfect gifting!)

and accessories including a collar and water bottle. Bringing together high-quality formulas, thoughtful design, and fragrances developed with dogs in mind it transforms everything from muddy paws and post-walk refreshes to full-on grooming into something truly special.

“At Rituals, we believe happiness can be found in the smallest of things and in moments of care we share every day. With Rituals Dog Care, we’ve created a collection that extends that philosophy to our cherished dogs, helping transform everyday routines into meaningful moments of connection for dogs and their humans.” – **Lot van Rij, Executive Director Innovation & Product Life Cycle Management, Rituals.**

Some highlights of the ultimate collection for the goodest boys and girls

Pawtection Dog Paw Balm, €16,90

This comfort balm is the perfect tonic to zoomied-out paw pads. It creates a protective-feel layer, restores comfort, and softens dry and rough skin. Massage into tired paws and allow the chamomile, white tea, apricot, and sandalwood scent serve as a post-walk treat for you both.



Fresh Like A Daisy Air & Fabric Freshener, €19,90

Keep doggy odours out of fabrics with this fast-acting freshener with white tea, apricot, and sandalwood.





Dog Water Bowl, €7,90

You would never leave the house without your water and nor should your dog. This portable bowl pops up in seconds and packs away easily so you can quickly get back to walkies.



Dog Collar S/M, €16,90 and M/L, €21,90

With adjustable collar and premium hardware, this durable collar is easy to clip on before you head out.

**Prices shown are based on Dutch retail prices and may vary by market. Please refer to local prices or reach out to pr@rituals.com. “*

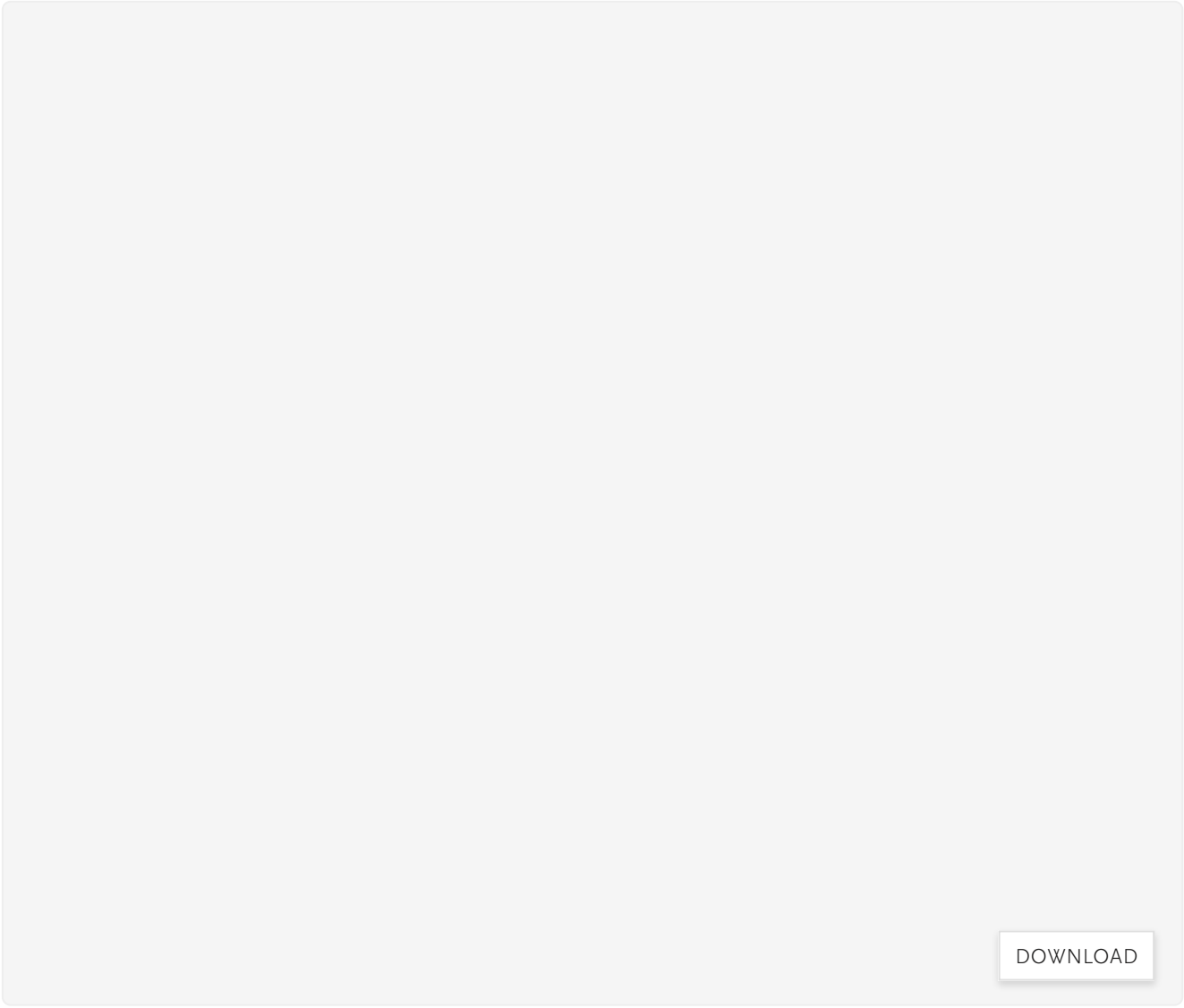
Can we get a ‘woof’!

Extending care beyond the home

Caring for dogs also means caring for the natural world they are part of. Our connection with animals begins at home, but extends far beyond it. Protecting biodiversity, wildlife and the ecosystems they depend on is essential to a healthier future for people and planet. Through the 10% Profit for impact, Rituals proudly supports organisations such as Pristine Seas and Sacred

Forests, whose vital work helps protect forests, seas and wilderness areas, keeping them wild, resilient and alive for generations to come.

The Rituals Dog Spa collection is available at Rituals boutiques, selected department stores, and at RITUALS.com.



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About Rituals

Rituals Cosmetics is a proud Certified B Corporation™ and is dedicated to continuously improving its social & environmental impact in the beauty luxury industry. As a foremost founder of integrating bath, body and home care into a single portfolio, Rituals embraces the philosophy of transforming everyday routines into more meaningful moments. Each product is inspired by an ancient tradition allowing you to find happiness in the smallest of things. With an expansive innovation portfolio in body care, home fragrances, natural skin care, men care and home wear, Rituals invites the consumer to enrich their world with wellbeing moments.

Founded in Amsterdam in 2000, Rituals has since been established as a global industry expert in over 33 countries present in vibrant cities such as London, Paris and Hong Kong with more than 1,500+ boutiques, 4,176 shop-in-shops, and world's first Mind Oasis. As part of Rituals' commitment to continuously improving its social & environmental impact, the brand is on a journey to 90% natural origin formulas and packaging that's either refillable, recyclable or made of recycled material. Next to its sustainability efforts, the brand is committed to making an impact beyond the company with their pledge of 10 percent net profit towards the wellbeing of people and planet. For more information, please visit www.rituals.com.

For more information on our sustainability efforts, please read [our sustainability report](#).

Contact details

Contact

pr@rituals.com

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