

B.one – A new concept in dog grooming

Submitted by: B.one Beauty

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B.one (Pronounced Be One), a fine fragranced dog shampoo, is the new brain child from the people that brought you Urbanpup.com, original designer wear for dogs.

Armed with the knowledge of how much people love their pooches and the lengths they go to make sure that their pooches are truly indulged the B.one team set about braking boundaries and setting a new benchmark for dog grooming.

A love of perfume does not have to stop at the dressing table, now dog owners have the chance to lather up their pooches and have them smelling as good as they do. From exotic flowers to moody musks the B.one range has a scent and formula to suit all personalities, making owners and their dogs true Partners in Beauty.

With a long lasting fragrance and outstanding ingredients, B.one offers every pooch and their owner the chance to look good and smell sensational all in one pearly bottle. The blend is simple luxury and style added for every bath time.

The founder of B.one, Denis Kelly, said 'Over the years we've got to know our customers well, we know they love their dogs and we know they love fashion and style, so we combined the two and developed the B.one, Partners in Beauty range of shampoos.'

The range includes six formulas, each with its own unique fragrance & cleansing properties; available online at: www.bonebeauty.com. Each shampoo has a unique scent designed to emulate the fine fragrances we have come to expect of high end perfumes which have been specially formulated to ensure every dog looks and smells as good as their owner.

B.one was launched in Harrods Pet Kingdom on 15th of December to great acclaim and continues set a new benchmark in dog grooming.

Safe, gentle cleansing and pH balanced just for your dog's skin. Only mild ingredients and concentrations are used, which have been specifically formulated to ensure a clean, happy dog. Every shampoo in the B.one luxury range contains at least one conditioner to moisturise the skin, smooth the cuticle and nourish your dog's coat; from root to tip.

With the welfare of dogs and all animals being at the forefront of the B.one ethos they guarantee that no animal testing is conducted for finished products or ingredients in any phase of product development by B.one, its laboratories or suppliers.

B.one is a unique concept in dog grooming, putting to bed traditional scents and is currently working the pet industry up into a fine fragranced lather.

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Notes for Editors: for more information / cut out images / press samples contact:

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