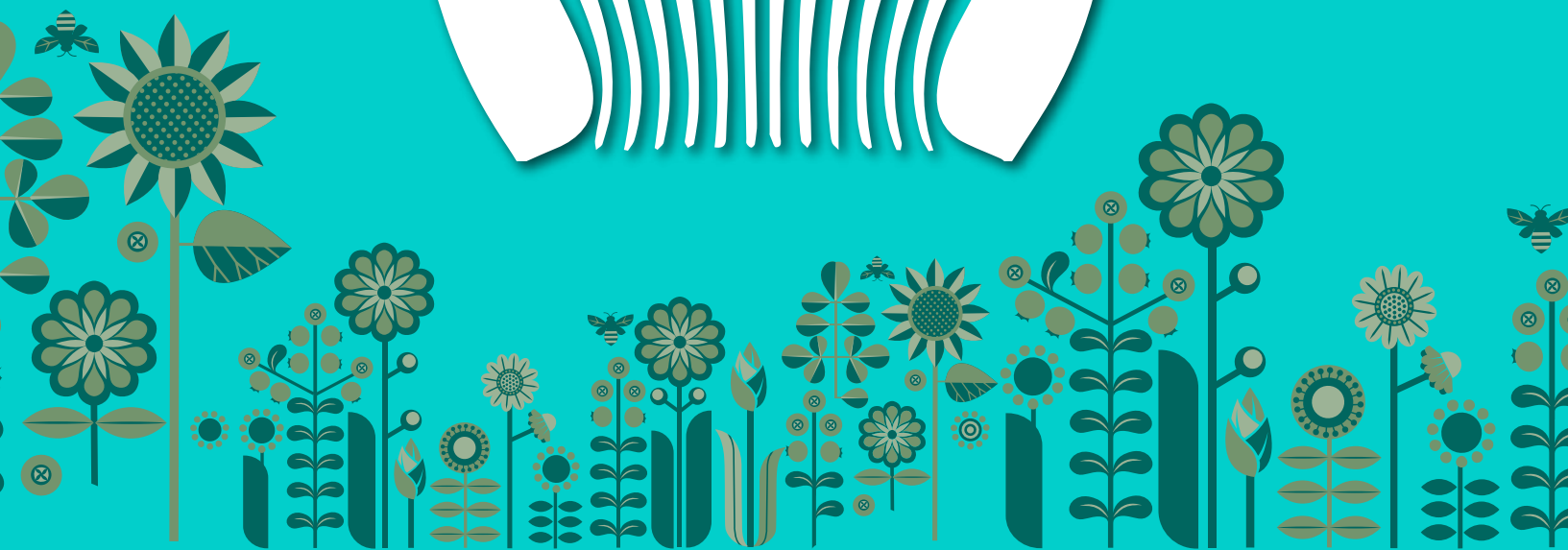




ETHICAL PRODUCTS FOR HAPPY HOUNDS



Trade Catalogue Autumn 2020



#HappyHownders across the globe



A PICTURE IS WORTH A THOUSAND WORDS...

PLANT-POWERED SUPERFOOD

**NUTRITIONALLY COMPLETE
AND BALANCED**

**100% CLEAN
INGREDIENTS**

**ZERO
CRUELTY TO
ANIMALS**

**100%
RECYCLABLE
PACKAGING**

**NATURALLY
HYPOALLERGENIC**

**GLUTEN &
WHEAT FREE**

**VET
APPROVED**



**AVAILABLE
AUTUMN
2020**
CONTACT US FOR PRICES &
TO PRE-ORDER



Powered by Plants. Not Animals.®

HEMP WELLNESS TREATS

Packed with ethically sourced local ingredients

PLAYFUL PUP

Rich in calcium for healthy bone development. With added Organic Rooibos infusion (South African Red Bush Tea), best known for its antioxidant properties and free from caffeine, tannins and oxalic acid.

GOLDEN OLDIES

With added chondroitin and glucosamine. If your dog is starting to show signs of ageing, a few Golden Oldies treat a day may help to ease and support stiff joints.

YUP YOU STINK!

With dried mint and parsley, a wonderful culinary herb for tackling bad breath. Parsley is also known to aid digestion and is kind to our best friends' tummies.

GOT AN ITCH?

With added Turmeric – a magical herb containing the active compound curcumin which has antioxidant properties.

KEEP CALM

With added camomile, known to aid stress. Ideal as a bedtime treat, or before a car journey or trip to the vet.

Starter pack with free CDU



Holds x20 units.

Dimensions: (W) 33cm, (D) 27cm, (H) 22cm

100%
Plant-based

100%
Natural

Packed
with Hemp

Rich in
Omeegas
3,6,9

Rich in
minerals

Gluten
free

Naturally
Hypoallergenic

Oven
baked
in Devon

Powered by Plants. Not Animals.®

HERO BOWL

An antibacterial dog food and water bowl.
Scientifically proven to kill up to
99.99% of bacteria and viruses.

Protects
against
bacteria,
mould &
viruses

Built-in
silver ion
technology

Reduces
risk of
cross
contamination

BPA &
BPS free

Non slip
base

Dishwasher
safe



Lavender
Blush



Raspberry
Rose



Sea Glass



Ocean
Blue



Urban
Grey



Cruelty Free Plant-Based Pet Care

ABSOLUTELY YES

All natural

pH balanced

Kind to skin and coat

Kind to human hands

Essential oils

Aloe vera, argan oil, oat kernel

Vegan alternative to Keratin

Long-lasting fragrances

Loved by professional groomers



ACROSS THE GLOBE



ABSOLUTELY NO

Alcohol

Parabens

Soaps or Dyes

Nasty chemicals

Optical brighteners

Bleaches

Powered by Plants. Not Animals.®



CONDITIONING SHAMPOOS & MATCHING BODY MISTS



PLAYFUL PUP SUPER-SENSITIVE

Deep cleaning and moisturising.
With Rose and Lemongrass.



GOLDEN OLDIES FOR SENIOR DOGS 7+

Adds shine to dull ageing coats,
With Orange, Coriander and multi vitamins.



YUP YOU STINK!

Deep cleans to remove fox poo,
skunk spray and all stinky stuff.
With Eucalyptus and Cedarwood.



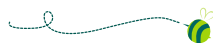
KEEP CALM

Refreshes mind and conditions body.
With Lavender and Patchouli.



GOT AN ITCH?

Soothes and nourishes dry flaky skin.
With Rose & Bergamot.



YUP YOU STINK! EMERGENCY DOG WIPES

Effectively wipes off fox poo,
cow dung, skunk spray, mud, urine,
grime and all things smelly.
Each pack contains x 5 jumbo-sized
(30 x 20cm) sturdy travel wipes.

– HOWND SPA –



BANANA FACIAL & NATURAL TEAR STAIN TREATMENT

Gently removes dirt and stains
from the face. With Sacred Lotus
& Evening Primrose.



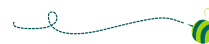
WHITE & BRIGHT COLOUR ENHANCING

Naturally removes stains
and brightens all coats.
With Green Tea and
Ginger extracts.



FOAM WASH NATURAL DRY SHAMPOO

4-in-1 formula. Cleans, conditions,
protects & softens. No fuss, no mess.
With Camomile & Rose Absolute.



ALL-SEASONS SKIN, NOSE & PAW BALMS WITH ADDED SUN PROTECTION

Protect soft pads on ice, as well as on salted and
hot pavements, and the nose and outer ears
from UVA and UVB rays.

Soothes and moisturises exposed skin.
With Hemp Seed oil, Candelilla wax,
Calendula, Shea, Vitamin E & SPF.

HOWND PROFESSIONAL CONDITIONING SHAMPOOS

A range of concentrate products designed for professionals. Economical, fast drying and suitable for standard salons or hydrobaths.

25:1
DILUTION

REDUCES
DRYING
TIME



YUP YOU STINK!

Effectively washes off and neutralises odours from fox poo, cow dung, skunk spray, urine and grime.

EUCALYPTUS & CEDARWOOD
ESSENTIAL OILS

5L

25:1
DILUTION

REDUCES
DRYING
TIME



KEEP CALM

Deep cleaning while refreshing the mind and conditioning the body. Helps relax anxious and nervous pets.

LAVENDER & PATCHOULI
ESSENTIAL OILS

5L

25:1
DILUTION

EXTRA
CONDITIONER
& ALOE



GOT AN ITCH!

Soothes and nourishes dry flaky skin, while helping detangle curly coats.

ROSE & PETITGRAIN
ESSENTIAL OILS

5L

25:1
DILUTION

SUPER
SENSITIVE



PLAYFUL PUP

Deep cleaning and gentle, suitable for puppies from 8 weeks and all adult breeds with sensitive skin.

LEMONGRASS & LAVENDER
ESSENTIAL OILS

5L

HOWND PROFESSIONAL SPA

A collection of super premium natural SPA treatments, designed to help professional groomers boost their income by upselling.



WHITE & BRIGHT COLOUR ENHANCING CONDITIONING SHAMPOO

A natural alternative to chemically treated whitening and brightening products.

Augments colour tones of all breeds, reduces staining, neutralises odours.

25:1
DILUTION

REDUCES
DRYING
TIME

GREEN TEA & GINGER
EXTRACTS

5L



BANANA FACIAL & NATURAL TEAR STAIN TREATMENT

Super mild formula that quickly and gently removes dirt and stains from the face. Made with a vegan alternative to keratin, evening primrose flower, and oat kernel.

READY
TO
USE

SACRED LOTUS
& GINSENG ROOT

2.5L



MIRACLE CONDITIONER DEEP CONDITIONING REPAIR MASK

Effectively improves coat manageability, brushing and detangling for a silky sleek show-ready finish. Super premium ingredients include colloidal oatmeal, jojoba and safflower seed oils, and evening primrose.

8:1
DILUTION

LILY OF THE VALLEY
& AMBER

2.5L

HOWND PROFESSIONAL SPA



HEMP BY HOWND FOR PAWDICURES & PAW MASSAGES

Add a touch of luxury to your SPA treatments.

Perfect for massaging into paws.
Protects, soothes and moisturises
Unscented, fast-absorbing. Made with organic
hemp seed oil, shea butter, vitamin E and candelilla wax.

ORGANIC HEMP & CALENDULA

NATURAL PARFUM & COLOGNE A SPLASH OF DECADENCE IN TWO LONG-LASTING FRAGRANCES



BUTCH LEATHER FOR MAN DOGS
Inspired by warm, soft leather and lush woods.

VETIVER AND CEDARWOOD
ESSENTIAL OILS

PEACH BUM FOR LADY DOGS
Supremely romantic luxury fragrance.

SWEET ORANGE &
JASMINE ESSENTIAL OILS

HOWND SALON EXTRAS



SCISSOR & STYLE
Fast drying, volumising, defines,
detangles and shapes all coats.

GET PERFECT STYLING
RESULTS EVERY TIME



NON DRIP DISPENSING PUMPS

Available in 2.5L and 5L



MIRACLE HAND BARRIER SERUM
Shields skin from the irritant effects
of shampoo, water and heat.

STRENGTHENS & PROTECTS
FAST ABSORBING & NON GREASY

240
PUMPS
PER BOTTLE
30P PER
DAY

TRADE PRICE LIST AUTUMN 2020

Product SKU Code	Product Description	Unit Volume	Unit Weight (kg)	Pack Size	Pack Weight (kg)	Unit Price GBP	Pack Price GBP	RRP (VAT incl)	Barcode
HOWND® Conditioning Shampoos									
HOPPCS250	Playful Pup Natural Conditioning Shampoo	250ml	0.3	4	1.25	4.95	19.80	9.00	5060374740525
HOGOC250	Golden Oldies Natural Conditioning Shampoo	250ml	0.3	4	1.25	4.95	19.80	9.00	5060374740600
HOKCCS250	Keep Calm Natural Conditioning Shampoo	250ml	0.3	4	1.25	4.95	19.80	9.00	5060374740549
HOGAICS250	Got An Itch? Natural Conditioning Shampoo	250ml	0.3	4	1.25	4.95	19.80	9.00	5060374740563
HOYYS250	Yup You Stink! Natural Conditioning Shampoo	250ml	0.3	4	1.25	4.95	19.80	9.00	5060374740587
HOWND® Body Mists									
HOPBPM250	Playful Pup Natural Body Mist	250ml	0.3	4	1.25	4.95	19.80	9.00	5060374740532
HOGOBM250	Golden Oldies Natural Body Mist	250ml	0.3	4	1.25	4.95	19.80	9.00	5060374740617
HOKCBM250	Keep Calm Natural Body Mist	250ml	0.3	4	1.25	4.95	19.80	9.00	5060374740556
HOGAIBM250	Got An Itch? Natural Body Mist	250ml	0.3	4	1.25	4.95	19.80	9.00	5060374740570
HOYYSBM250	Yup You Stink! Natural Body Mist	250ml	0.3	4	1.25	4.95	19.80	9.00	5060374740594
HOWND® Spa Collection									
HOMWBCS250	White and Bright Conditioning Shampoo	250ml	0.30	4	1.20	5.30	21.20	10.00	5060374740990
HOBMFS250	Banana Facial & Natural Tear Stain Treatment	250ml	0.30	4	1.20	6.15	24.60	12.00	5060374741188
HOMNDFW200	Dry Foam Wash - Natural Dry Shampoo	200ml	0.25	4	1.00	6.20	24.80	12.00	5060374741201
HOWND® Skin, Nose & Paw Balms									
HOHBHNPB50	Hemp by Hownd Skin, Nose & Paw Balm with SPF	50g	0.07	6	0.42	5.30	31.80	10.00	5060374740969
HOPPSNPB50	Playful Pup Skin, Nose, & Paw Balm with SPF	50g	0.07	6	0.42	5.30	31.80	10.00	5060374740945
HOWND® Emergency Dog Wipes									
HOYSEDW5	Yup You Stink! Antibacterial Emergency Dog Wipes	5/pack	0.1	10	1.00	1.65	16.50	2.95	5060374740778
HOWND® Perfume & Cologne									
HOBLCMD250	Butch Leather Cologne For Man Dogs	250ml	0.3	4	1.25	6.20	24.80	12.00	5060374740891
HOPBPLD250	Peach Bum Parfum For Lady Dogs	250ml	0.3	4	1.25	6.20	24.80	12.00	5060374740907
HOWND® Professional									
HOPROPPCS5L	Playful Pup 25:1 Conditioning Shampoo	5L	5.8	1	5.80	n/a	n/a	39.95	5060374740631
HOPROKCS5L	Keep Calm 25:1 Conditioning Shampoo	5L	5.8	1	5.80	n/a	n/a	39.95	5060374740648
HOPROGAICS5L	Got An Itch? 25:1 Conditioning Shampoo	5L	5.8	1	5.80	n/a	n/a	39.95	5060374740662
HOPROYYS5L	Yup You Stink! 25:1 Conditioning Shampoo	5L	5.8	1	5.80	n/a	n/a	39.95	5060374740655
HOWND® Professional SPA									
HOPROMWBCS5L	Miracle White & Bright 25:1 Conditioning Shampoo	5L	5.8	1	5.80	n/a	n/a	49.95	5060374740983
HOPROBMFS2.5L	Banana Facial & Tear Stain Treatment	2.5L	3	1	3.00	n/a	n/a	39.95	5060374741287
HOMCDCRM2.5L	Miracle Deep Conditioning Repair Masque	2.5L	3	1	3.00	n/a	n/a	51.95	5060374741812
HOWND® Salon Extras									
HOSAS300	Scissor, Style & Detangle Professional Spray	300ml	0.4	1	0.40	n/a	n/a	18.00	5060374742185
HOMHBS100	Hand Barrier Serum for Active Working Hands	100ml	0.13	6	0.78	6.50	39.00	12.00	5060374741423
HOPUMPND2pt5L	2.5 Litre Non Drip Dispenser Pump, white	n/a	0.07	1	0.07	n/a	n/a	3.90	5060374741300
HOPUMPND5L	5 Litre Non Drip Dispenser Pump, white	n/a	0.07	1	0.07	n/a	n/a	3.90	5060374741294
HOWND® Hemp Wellness Treats									
HOGAIHDT125	Got An Itch? Hemp Wellness Treats	130g	0.168	10	1.68	2.65	26.50	4.50	5060374741348
HOGOHD125	Golden Oldies Hemp Wellness Treats	130g	0.168	10	1.68	2.65	26.50	4.50	5060374741324
HOKCHDT125	Keep Calm Hemp Wellness Treats	130g	0.168	10	1.68	2.65	26.50	4.50	5060374741362
HOPPHDT125	Playful Pup Hemp Wellness Training Treats	130g	0.168	10	1.68	2.65	26.50	4.50	5060374741331
HOYYSHT125	Yup You Stink! Hemp Wellness Treats	130g	0.168	10	1.68	2.65	26.50	4.50	5060374741355
HOWND® Antibacterial HERO Bowls									
HOHBUGS18	Hero Bowl Urban Grey Small 18cm	450ml	0.260	4	1.04	7.10	28.40	15.95	5060374741799
HOHBUGL23	Hero Bowl Urban Grey Large 23cm	1000ml	0.450	4	1.80	8.80	35.20	19.95	5060374741782
HOHBLBS18	Hero Bowl Lavender Blush Small 18cm	450ml	0.260	4	1.04	7.10	28.40	15.95	5060374741775
HOHBLBL23	Hero Bowl Lavender Blush Large 23cm	1000ml	0.450	4	1.80	8.80	35.20	19.95	5060374741768
HOHBSGLAS18	Hero Bowl Sea Glass Small 18cm	450ml	0.260	4	1.04	7.10	28.40	15.95	5060374742680
HOHBSGLAL23	Hero Bowl Sea Glass Large 23cm	1000ml	0.450	4	1.80	8.80	35.20	19.95	5060374742673
HOHBRRS18	Hero Bowl Raspberry Rose Small 18cm	450ml	0.260	4	1.04	7.10	28.40	15.95	5060374741737
HOHBRRL23	Hero Bowl Raspberry Rose Large 23cm	1000ml	0.450	4	1.80	8.80	35.20	19.95	5060374741720
HOHBOBS18	Hero Bowl Ocean Blue Small 18cm	450ml	0.260	4	1.04	7.10	28.40	15.95	5060374741713
HOHBOBL23	Hero Bowl Ocean Blue Large 23cm	1000ml	0.450	4	1.80	8.80	35.20	19.95	5060374741706



POWER PET BRANDS LIMITED T/A HOWND
CHURCHILL HOUSE, STIRLING WAY, BOREHAMWOOD,
WD6 2HP, UNITED KINGDOM

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REGISTERED IN ENGLAND COMPANY NUMBER 8689643
VAT NUMBER GB 170 2292 05

WHAT OUR CUSTOMERS ARE SAYING

"We sourced some HOWND shampoo during Lockdown to put together some 'Covid Care Kits' for our customers. Well, what a game changer!! Our customers love it and HOWND is now our 'go-to' shampoo 👍😍"

- Rachael-Anne Bamber -

"Ordered for the second time from HOWND and I am officially a convert! I've tried lots of brands of shampoos but HOWND comes head and shoulders above the rest. Not only does it smell amazing, but it really gets the dogs clean, it lasts much longer than the other shampoos I use, and it's great value for money. Customer service is exceptional and delivery came in just over 24 hours! Customer for life and over the moon"

- Nicole Evans -



FOUNDERS & ORGANISERS OF NATIONAL #BRINGYOURDOGTOWORKDAY

"After using the range of HOWND shampoos on my clients' dogs for some time with great results I decided to give it a try on my own hair. Within 6 weeks of using Got an Itch? my hair is stronger, glossier and has virtually stopped falling out! I also use it as a face wash and have noticed a huge difference in my skin. It's only now after using HOWND products that I understand how damaging the majority of hair care products can be. These shampoos are not only great for dogs but are an excellent option for us too!"

- Katy Parker -

"Super duper shampoo! This is the only shampoo I'll use on my girl. She has a few skin issues (hives and dry skin) and has a tendency to swell up if any new chemicals are near. HOWND shampoos always leaves it squeaky clean and smelling superb. I recommend the shampoo to everyone I can 😍"

- Catherine Moore -



Pioneers of Cruelty-Free Plant-Based Products for Dogs

Founded by Mark Hirschel and Jo Amit in 2015, HOWND has evolved into a multi award-winning ethical lifestyle brand for dogs, offering 100% plant-based health, wellness and hygiene under one roof. The brand is trusted by thousands of customers worldwide and currently sold in 21 countries.

“We believe the world would be a better place if more people embraced the power of plants. Our products are kind to our precious planet and the animals that inhabit it. That’s why dogs and their humans love HOWND.”

- Jo Amit -

Mark Hirschel Commercial Director

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