

Ingredient guide and product information

Plain-language guide for dog owners

A long ingredient name does not tell you whether an ingredient is good or bad. Its job, amount, the finished formula and your dog's response all matter. Our shampoos pair cleansers that lift dirt with ingredients that support coat feel. Our spray adds brushing slip, and our balms soften dry surfaces.

How shampoo actually cleans

A surfactant helps water mix with oils and dirt so they rinse away. Several surfactants can work together to balance cleaning, foam and feel. More bubbles do not automatically mean a cleaner dog.

Choosing a simpler routine

Sensitive Shampoo has no added fragrance and no oatmeal. For dogs with known sensitivities, compare the ingredients with your veterinarian. Natural ingredients and fragrance free products can still cause reactions.

The current retail collection

Daily Gentle Shampoo

Sensitive Shampoo

Coat Conditioning Spray

Gentle Ear Cleaner

Nose Balm

Paw Balm

Daily Gentle Shampoo

What it is

A rinse off shampoo for routine dog grooming, combining coat cleansing with conditioning ingredients.

Why these ingredients

The cleansing team is AOS, hydroxysultaine, CAPB and decyl glucoside. Glycerin, panthenol, silk amino acids, polyquaternium 7 and cationic guar support the conditioning side of the wash.

How to use

Wet the coat with lukewarm water. Work shampoo gently through the coat, avoiding eyes, mouth and the inside of ears. Rinse thoroughly. Follow the bottle directions for amount and frequency. Daily is the product name, not an instruction to bathe every day.

Before you choose

Contains fragrance and silk derived ingredients. Not the first choice when a dog needs a fragrance free or CAPB free routine.

Ingredients explained

Ingredient	Its job
Distilled water	The liquid base
Sodium C14 16 Olefin Sulfonate	The main dirt lifting cleanser
Cocamidopropyl Hydroxysultaine	A partner cleanser and foam helper
Cocamidopropyl Betaine	A teamwork ingredient for shampoo
Decyl Glucoside	Another type of cleanser
Glycerin	A moisture attracting ingredient
Polyquaternium 7	A coat smoothing polymer
Cationic guar	A conditioning ingredient made from guar
Panthenol	Provitamin B5 for moisture and coat feel
Silk Amino Acids	Small building blocks from silk protein
Fragrance	For the grooming scent
PEG 40 Hydrogenated Castor Oil	A mixing helper
EDTA	A mineral binding helper
Phenoxyethanol and Ethylhexylglycerin	The preservation team
Citric acid	The pH adjustment helper

Sensitive Shampoo

What it is

A fragrance free rinse off shampoo with a deliberately simpler cleansing blend for dogs whose owners prefer fewer formulation variables.

Why these ingredients

Sodium Cocoamphodiacetate and hydroxysultaine provide cleansing. Glycerin and panthenol support moisture and feel. No oatmeal, CAPB, decyl glucoside, AOS, silk or wheat protein is added in this formula.

How to use

Wet the coat with lukewarm water, massage gently and rinse thoroughly. Avoid eyes, mouth and inside ears. Follow the bottle directions and the bathing schedule advised for your dog.

Before you choose

Fragrance free does not mean reaction proof. A dog with active itching, redness or recurrent skin trouble needs veterinary assessment. This is not a medicated or anti itch shampoo.

Ingredients explained

Ingredient	Its job
Distilled water	The liquid base
Sodium Cocoamphodiacetate	A cleanser for the simpler wash
Cocamidopropyl Hydroxysultaine	A partner cleanser and foam helper
Glycerin	A moisture attracting ingredient
Panthenol	Provitamin B5 for moisture and coat feel
EDTA	A mineral binding helper
Phenoxyethanol and Ethylhexylglycerin	The preservation team
Citric acid	The pH adjustment helper

Coat Conditioning Spray

What it is

A leave on grooming spray for softness, brushing slip and shine.

Why these ingredients

Amodimethicone and PEG 12 dimethicone support slip; panthenol, silk amino acids and hydrolyzed wheat protein contribute conditioning. A small glycerin addition and the mixing helpers complete the watery base.

How to use

Apply a light mist to the coat away from the face, then brush gently. Avoid eyes, mouth and inhalation of the mist. For areas near the face, apply to a brush or your hands first. Do not soak the skin or force a brush through tight mats.

Before you choose

Contains fragrance, silk and wheat derived ingredients. Use on intact skin. Tight or painful mats may require a professional groomer. Its pH target is a formulation specification, not proof of clinical suitability.

Ingredients explained

Ingredient	Its job
Distilled water	The liquid base
Amodimethicone	A silicone that helps brushing slip
PEG 12 Dimethicone	A silicone designed to work in watery formulas
Panthenol	Provitamin B5 for moisture and coat feel
Silk Amino Acids	Small building blocks from silk protein
Hydrolyzed Wheat Protein	Wheat protein broken into smaller pieces
Glycerin	A moisture attracting ingredient
Polysorbate 20	A mixing helper in the spray
Fragrance	For the grooming scent
Phenoxyethanol and Ethylhexylglycerin	The preservation team
EDTA	A mineral binding helper
Citric acid	The pH adjustment helper

Gentle Ear Cleaner

What it is

A cleanser for cotton pad wiping of the ear flap and visible external ear folds.

Why these ingredients

Decyl glucoside supports cleansing; water and witch hazel form the base. Ethanol supports drying and glycerin supports feel. The product also contains fragrance and a preservation system.

How to use

Apply to a cotton pad. Gently wipe the ear flap, visible folds and the visible entrance only. Do not pour into the ear canal, insert cotton buds, or reach deeper than you can see. Use as needed on healthy external surfaces.

Before you choose

Avoid irritated, ulcerated or painful ears. Odour, discharge, redness, head shaking, pain or balance changes require veterinary advice. Do not use as an ear infection treatment or canal flush.

Ingredients explained

Ingredient	Its job
Distilled water	The liquid base
Witch hazel water	A botanical liquid in the ear wipe
Ethanol	Helps the external ear wipe dry
Glycerin	A moisture attracting ingredient
Decyl Glucoside	Another type of cleanser
PEG 40 Hydrogenated Castor Oil	A mixing helper
Ear care fragrance	For scent in the ear cleaner
Phenoxyethanol and Ethylhexylglycerin	The preservation team
EDTA	A mineral binding helper
Citric acid	The pH adjustment helper

Nose Balm

What it is

A water free balm for softening a dry nose surface.

Why these ingredients

Shea butter, calendula infused oil, sweet almond oil, sunflower oil and MCT provide emollience. Beeswax gives structure and a surface film; vitamin E helps protect the oils from oxidation.

How to use

Apply a very small amount to the external nose surface with a clean fingertip. Spread a thin film, avoiding the nostrils. Reapply as needed. Discourage licking while it settles and keep the jar out of reach.

Before you choose

Contains almond derived oil, beeswax and fragrance. Persistent crusting, bleeding, ulcers or painful cracks need veterinary assessment. No edible or lick safe claim is made.

Ingredients explained

Ingredient	Its job
Shea butter	The soft rich base in the balms
Calendula infused oil	A botanical oil for balm softness
Sweet almond oil	An oil that helps the balm spread
Sunflower oil	A softening oil
MCT oil or Caprylic Capric Triglyceride	A lighter spreading oil
Beeswax	The ingredient that gives the balm structure
Vitamin E	An antioxidant for the balm oils
Balm fragrance	For scent in the balms

Paw Balm

What it is

A water free balm for softening dry paw pads and leaving a thin conditioning film.

Why these ingredients

The butter and oils soften the surface, beeswax provides body and a film, and arrowroot balances texture. MCT helps spreadability and vitamin E helps protect the oils from oxidation.

How to use

Apply a small amount to clean, dry paw pads with a clean fingertip. Use a thin film and reapply as needed. Allow it to settle before walking; excess balm can make smooth floors slippery.

Before you choose

Contains almond derived oil, beeswax and fragrance. It is not protection against hot pavement, frostbite or sharp surfaces. Bleeding, swelling, persistent licking or limping need veterinary assessment.

Ingredients explained

Ingredient	Its job
Shea butter	The soft rich base in the balms
Sunflower oil	A softening oil
Calendula infused oil	A botanical oil for balm softness
Sweet almond oil	An oil that helps the balm spread
MCT oil or Caprylic Capric Triglyceride	A lighter spreading oil
Beeswax	The ingredient that gives the balm structure
Arrowroot powder	A texture balancing powder
Vitamin E	An antioxidant for the balm oils
Balm fragrance	For scent in the balms

Ingredient glossary

Distilled water

The liquid base. Water carries the cleansing and conditioning ingredients and helps the product spread evenly. Distilled water limits minerals introduced during manufacture. It does not make a finished product sterile.

Sodium C14 16 Olefin Sulfonate

The main dirt lifting cleanser. Often shortened to AOS, this surfactant helps water lift oils and everyday dirt from the coat so they can rinse away. We use it for cleansing and lather in Daily Gentle. It is a sulfonate, a different chemical family from sulfates; that distinction alone does not prove mildness. The complete blend and how it is used matter.

Cocamidopropyl Hydroxysultaine

A partner cleanser and foam helper. This long name describes an amphoteric surfactant: a cleanser that works alongside other cleansers. We use it to support lather and the balance of the shampoo blend. It is also one of the two cleansers in Sensitive. It is different from cocamidopropyl betaine.

Cocamidopropyl Betaine

A teamwork ingredient for shampoo. Usually called CAPB, this cleanser helps lift dirt and supports foam. Alongside the main cleanser, it can help make a more balanced washing system. Think of it as part of the cleaning team rather than a magic gentle ingredient. Some individuals can react to it or manufacturing impurities; our Sensitive formula leaves it out.

Ingredient glossary

Decyl Glucoside

Another type of cleanser. A nonionic surfactant commonly made using sugar and fatty alcohol feedstocks. We use it to round out cleansing and foam in Daily Gentle, and at a lower level in the external ear wipe formula. Plant derived does not mean allergy proof; Sensitive leaves it out.

Sodium Cocoamphodiacetate

A cleanser for the simpler wash. An amphoteric cleanser selected as the main cleansing ingredient in Sensitive. It works with hydroxysultaine to wash the coat without the larger surfactant blend used in Daily Gentle. The supplier name recorded in the current workbook is Sodium Cocoamphodiacetate.

Glycerin

A moisture attracting ingredient. Glycerin is a humectant, meaning it attracts and holds water. We include it to support moisture and the feel of the formula. It does not replace rinsing or a veterinary plan for irritated skin.

Panthenol

Provitamin B5 for moisture and coat feel. Panthenol is used in skin and hair care for its moisturizing properties. We include it to support a comfortable grooming feel and coat conditioning. It is not a vitamin supplement for your dog.

Ingredient glossary

Polyquaternium 7

A coat smoothing polymer. A polymer is a large molecule. This one is used for conditioning and slip, helping hair feel smoother during grooming. Small additions help balance cleansing with coat feel in Daily Gentle.

Cationic guar

A conditioning ingredient made from guar. Guar is a plant gum that can be modified to cling to hair and provide conditioning. We include a small amount for smoother coat feel and combing slip. The exact supplier INCI name belongs on the product label; cationic guar is the plain formulation name.

Silk Amino Acids

Small building blocks from silk protein. These amino acids are used as conditioning ingredients. We include them to support softness and coat feel in Daily Gentle and the spray. This is cosmetic conditioning, not a claim to permanently repair hair or treat skin. Silk is animal derived.

Amodimethicone

A silicone that helps brushing slip. A conditioning silicone used to reduce friction between hairs and support smoother combing and coat feel. We use it in the spray as an emulsion, a mixture that lets it disperse in water. The raw material contains more than the named silicone alone.

Ingredient glossary

PEG 12 Dimethicone

A silicone designed to work in watery formulas. This modified silicone supports slip and a light conditioning feel in the spray. PEG describes part of its chemical structure; the name is not a quality rating. It complements amodimethicone rather than acting as a cleanser.

Hydrolyzed Wheat Protein

Wheat protein broken into smaller pieces. Hydrolyzed means broken down into smaller fragments. We include a small amount in the spray for conditioning and coat feel. It is still wheat derived, which matters when choosing products for a dog with a known relevant sensitivity.

PEG 40 Hydrogenated Castor Oil

A mixing helper. This solubilizer helps oily ingredients such as fragrance disperse in a water based formula. It is chemically modified from castor oil and is not the same as adding plain castor oil. Its main job here is formula uniformity.

Polysorbate 20

A mixing helper in the spray. Helps disperse fragrance in the watery spray, so oil does not simply sit in a separate layer. It supports an even product rather than providing the main coat conditioning benefit.

Ingredient glossary

EDTA

A mineral binding helper. EDTA is a chelator: it binds certain metal ions. We include it to support formula consistency and the preservation system. It is a supporting ingredient, not a disinfectant treatment for your dog.

Phenoxyethanol and Ethylhexylglycerin

The preservation team. These are the ingredients in the Euxyl PE 9010 preservative blend. They help protect water based products from microbial spoilage. A preservative protects the product in its bottle; it does not make the product an infection treatment. Finished formula testing is still needed to establish protection.

Citric acid

The pH adjustment helper. Used when needed to adjust the finished liquid formula to its target pH. It is not included as an exfoliating treatment. The amount is adjusted during manufacture rather than assumed from the ingredient name.

Fragrance

For the grooming scent. We include fragrance in Daily Gentle and the spray for scent. It is not needed for cleansing and can be unsuitable for some dogs. Sensitive has no added fragrance. The signature blend includes fragrance oils and aromatic oils.

Ingredient glossary

Witch hazel water

A botanical liquid in the ear wipe. We use an alcohol free witch hazel raw material as part of the external ear cleansing base. The finished ear cleaner also contains separately added ethanol, so the finished product is not alcohol free. No infection or anti inflammatory benefit is claimed.

Ethanol

Helps the external ear wipe dry. Ethanol is ethyl alcohol. It is included to support evaporation and a less lingering wet feel. It can sting damaged tissue, so this product is for routine wiping of healthy visible external ear surfaces. It is not a canal flush.

Shea butter

The soft rich base in the balms. A plant fat that gives the balms body and an emollient feel. Emollient means it softens and smooths the surface. We use it to help dry nose and paw surfaces feel softer.

Calendula infused oil

A botanical oil for balm softness. An oil carrying calendula flower material. Its practical role here is emollience and spreadability. It is not presented as a wound healing treatment. The carrier oil is part of the ingredient identity too.

Ingredient glossary

Sweet almond oil

An oil that helps the balm spread. An emollient oil included for softness and glide. It is almond derived; tell your veterinarian about known relevant sensitivities when choosing a balm. We do not describe it as edible or allergy proof.

Sunflower oil

A softening oil. Helps the balm spread into a thin film and gives a softer surface feel. Its job is cosmetic conditioning, not treatment of cracks caused by disease.

MCT oil or Caprylic Capric Triglyceride

A lighter spreading oil. MCT means medium chain triglycerides. We use it for glide and to balance the heavier butter and wax texture. Caprylic/Capric Triglyceride is the ingredient name behind the MCT shorthand; MCT and CCT are not separate ingredients in these formulas.

Beeswax

The ingredient that gives the balm structure. Helps the oils and butter form a balm rather than a liquid. It also supports a surface film that helps limit moisture loss. It is animal derived and does not make the balm waterproof or protective against hot pavement.

Ingredient glossary

Vitamin E

An antioxidant for the balm oils. Helps slow oxidation of the oils, which can contribute to rancidity. It is not a broad spectrum preservative and does not establish a shelf life by itself. Its exact label name depends on the supplier material.

Arrowroot powder

A texture balancing powder. Included in Paw Balm to soften the oily feel and adjust texture. It is not included in Nose Balm and is not an antifungal ingredient.

Balm fragrance

For scent in the balms. A small fragrance addition is recorded in both balm formulas. These balms should not be described as fragrance free. Fragrance does not provide the softening benefit.

Ear care fragrance

For scent in the ear cleaner. A small fragrance addition is recorded in Gentle Ear Cleaner. It is separate from the shampoo fragrance blend and is not an ingredient for treating ear disease.

Common questions

Is Sensitive Shampoo hypoallergenic?

It has no added fragrance and a simpler cleansing blend. We do not promise that it cannot cause an allergy. The most useful choice is one that avoids your dog's known triggers.

Why use preservatives?

Water based grooming products need protection against microbial spoilage. Preservatives protect the product; they are not infection treatments.

Does pH prove a product is gentle?

No. pH is one formulation property. Ingredient concentrations, contact time, rinsing and the individual dog also matter. There is no single pH number that proves every product is suitable for every dog.

Are the balms vegan?

No. They contain beeswax. Products containing silk amino acids also include an animal derived ingredient.

Can the balms treat cracked skin?

They provide cosmetic softening. Persistent cracks, sores, crusting or pain need assessment to find the cause.

What if my dog reacts?

Stop using the product. Rinse off shampoo or spray if practical, and contact your veterinarian for persistent irritation or a significant reaction. Keep the bottle and lot information.

References and evidence scope

Ingredient functions are drawn from formulation practice and the references below. Supplier hair and skin care information explains ingredient roles; it does not establish clinical safety or efficacy of a Customfloofs product in dogs. Veterinary references support referral guidance, not endorsement.

BASF - Plantacare surfactant functions

Ashland - Cationic guar conditioning functions

Dow - Amodimethicone conditioning uses

dsm-firmenich - Panthenol moisturizing function

Ashland - Euxyl PE 9010 ingredient identity

Cosmetic Ingredient Review - CAPB sensitization and impurities

Merck Veterinary Manual - Otitis externa

Composition basis

Product composition basis: Customfloofs Inventory Costing Workbook v4 final sanity (3), current version dated October 6 2026. Targets are manufacturing targets, not measured values for every bottle. Formula percentages refer to raw materials as supplied, not active chemical concentrations.