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John Paul Pet Launches “Wash House” Campaign for Veterinary Clinics and Retailers

*Brochure, Products & Treatments Designed to Simplify the Grooming
Process and Increase Retail, Rebookings & Services*

VENTURA, Calif. (May 25, 2016) – [John Paul Pet](http://JohnPaulPet.com), a leading grooming and hygiene product line dedicated to the proper care of all pets, has announced the launch of its new [Wash House](#) campaign, designed to simplify the grooming process for veterinary clinics and retailers. John Paul Pet is currently the only retail pet shampoo company that works directly with veterinarians and their clinics, and is the first and only company to develop a campaign to help both veterinarians and retailers increase sales, rebookings, and services via a streamlined grooming method and facility that can be housed in clinics and pet stores.

“The ‘Wash House’ is a term used for the shampoo area of Paul Mitchell Salons,” said Gina Dial, Vice President of Sales and Marketing at John Paul Pet. “Because of John Paul Pet’s ties to Paul Mitchell, we wanted this campaign to link back to our salon lineage in a way that helps both veterinarians and retailers realize that grooming doesn’t have to be a complicated process. You can easily offer bathing as another service at your facility, with minimal investment.”

As more and more of today’s veterinarians realize that total pet care goes beyond the scientific component, the campaign was developed and unveiled at the American Animal Hospital Association (AAHA) Conference in late March. While there, John Paul Pet handed out its Wash House brochure to attending veterinarians, which includes four Wash House Treatments, created using John Paul Pet Products; suggested fees for different services, bather compensation, and retail pricing; and Wash House investment costs. John Paul Pet also ran a Wash House Giveaway, which offered everything a clinic would need to create its own Wash House. Brodie Animal Hospital in Austin, TX, won \$3,794.37 in equipment, service products, and retail products, and the clinic is currently constructing its new bathing facility.

“We’re so pleased to have won John Paul Pet’s Wash House Giveaway,” said Mike Werner, DVM, Brodie Animal Hospital. “Aside from the additional revenue that bathing can bring in, a groomer can immediately find any dermal or ear issues that may need medical attention. Any time you have your hands on a pet – whether you’re a professional groomer or a pet parent – it’s an opportunity for potential preventative care.”

“As our motto is ‘health and wellness through grooming,’ we’ve formulated all John Paul Pet products and treatments to be solution-based,” said John Paul Pet Co-Founder, John Capra. “According to a recent AAHA survey, some of the leading causes of veterinary visits for both dogs and cats include skin allergies and infections, ear infections, and dental disease. The four Wash House treatments were created with those specific issues in mind.”

Each Wash House treatment – including the Soothing Oatmeal Treatment, the Ultra Moist Hydration Treatment, the Super Highlighting & Brightening Treatment, and the Soothe & Deodorize with Tea Tree Treatment – was designed to combat specific issues, including allergies, dry skin, dull coats, and odor. The recommended retail products include Waterless Foam Shampoo, Ear & Eye Wipes, Tooth & Gum Wipes, and Body & Paw Wipes.

“These four products are great for home care, yet won’t interrupt any service the clinic or store may be offering,” said Ms. Dial. “Having a Wash House in your facility will help with rebookings and services, as many pets will need to be up-to-date on shots if they are going to be around other animals. For retailers, clients will shop while they wait for their pet’s appointment to end. It’s truly a win-win for everyone.”

Veterinary clinics and retailers can visit <http://johnpaulpet.com/washhouse> to learn more about the program.

For more information about John Paul Pet’s Wash House campaign, treatment options, and products, please contact Shannon Stevens at 1.877.703.3824, x107 / Shannon.stevens@fetchingcommunications.com. For veterinary clinics or retailers interested in learning more about facilitating their own Wash House, please contact Gina Dial, VP of Sales and Marketing at John Paul Pet at 512.657.7396 / ginad@johnpaulpet.com.

About John Paul Pet

Thirty years ago, John Paul DeJoria, co-founder of John Paul Mitchell Systems, revolutionized the professional salon industry by banning animal testing for his line of hair products. John Paul’s in-depth expertise in hair and skin care formulations also led to research in new standards for pet grooming and hygiene, leading to the creation of John Paul Pet shampoos, conditioners, sprays and pet wipes. John Paul Pet actively supports programs benefiting all animals, including Best Friends Animal Society, Morris Animal Foundation, PAWS, the California Wildlife Association, the Humane Society of the United States, as well as numerous Humane Society and SPCA events, pet rescue organizations and pet charities nationwide. For more information, please visit www.johnpaulpet.com or connect with John Paul Pet on [Facebook](#), [Instagram](#) or [Twitter](#).

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