



# Product Catalogue

# Table of Contents

1. Probiotics in Action & How they work	3-4
2. Product Features & Key Ingredients	5-6
3. Conditionig Shampoo's	7-11
4. Foam Shampoo - Waterless	12-13
5. Dry Groom - Powder Shampoo	14-15
6. Coat Detanglers	16-19
7. Fragrance Mist - Coat Deodorisers	20-23
8. Lazy Cat - Litter Box Deodoriser	24-26
9. Stain-Urine + Odour Control	27-29
10. Laundry Care for Pets + Home	30-31
11. Connect with Us	32



**Our Products focus  
on Health + Ecology**

**We help create a healthier  
living space**





# PROBIOTICS IN ACTION

## Nature's microbial heroes

### **Harnessing the strength of Microbe-Technology**

**Delivering Unique Value + Long  
Term Wellness**

Our formulations use a specialised blend of probiotics (healthy bacteria) cultivated from South African soils and are locally manufactured.

Our grooming products provide gentle, natural solutions to keep your pet's clean, comfortable & healthy.

The balance of good & bad bacteria is crucial for skin health but can easily be disrupted by environmental factors, allergens and chemical-based grooming products.

### **Better-Safer Grooming**

**Probiotics Outperform  
Traditional Methods**

Traditional pet shampoos can strip your pet's skin of natural oils, causing irritation or dryness, disrupting the skin's natural microbiome making your pets more susceptible to skin conditions & infections.

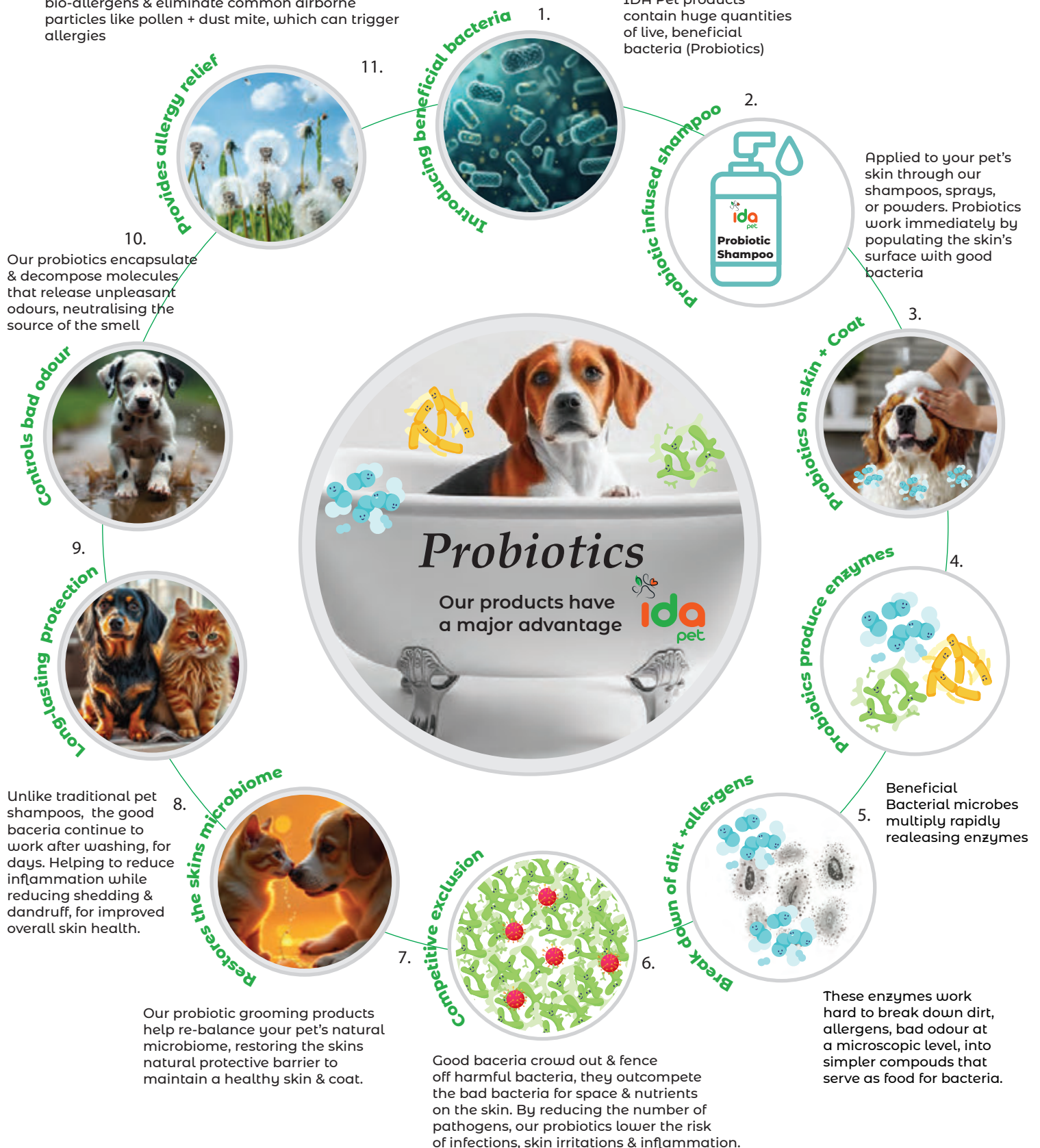
In contrast, IDA Pet's probiotic-enriched products utilise beneficial bacteria to naturally fight harmful bacteria without irritants, supporting a healthy balance of the skin's microbiome.

# How Our Probiotics Work

## Natural Role of Healthy Bacteria

Our grooming products are hypoallergenic, non-irritating and ideal for pets with allergies or sensitive skin. Our probiotics consume bio-allergens & eliminate common airborne particles like pollen + dust mite, which can trigger allergies

IDA Pet products contain huge quantities of live, beneficial bacteria (Probiotics)



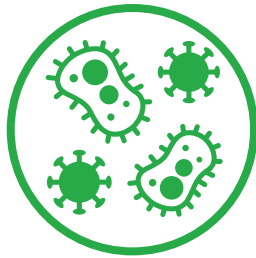


# Our Product Features

## Vitality-Purification-Serenity



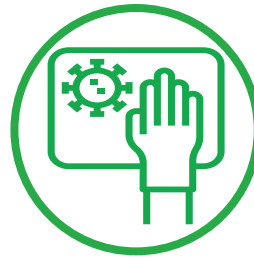
**Introduce**  
healthy live  
bacteria for  
cleansing



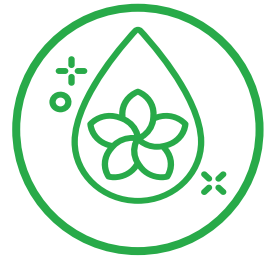
**Control**  
pathogens  
naturally



**Restores**  
microbial  
balance



**Removes**  
bio-film, dirt +  
grime on a  
microscopic  
level



**Eliminates**  
unpleasant  
odours



**Protects**  
against irritations  
+ allergens



**Nourishes**  
to improve  
hydration



**Gentle**  
and safe  
on skin



**Natural**  
biodegradable  
+ eco-friendly



**Non-Toxic**  
does not contain  
harmful chemicals

**Our products offer multi-functional use to give you the best value. IDA Pet probiotic products are suited for home grooming, professional groomer's, veterinary clinics, boarding facilities, breeders and more.**



# KEY INGREDIENTS & THEIR BENEFITS

We nurture what you love

## Live Probiotics



- ★ Natural purification
- ★ Safely controls pathogens
- ★ Improve allergy management
- ★ Odour control
- ★ Hypoallergenic
- ★ Ideal for sensitive skin

**Gentle effective ingredients that work in harmony with nature**

## Aloe Vera Extract



- ★ Moisturises the hair shaft
- ★ Prevents breakages for a more resilient fur
- ★ Soothes + calms irritation
- ★ Alleviates redness + flakiness
- ★ Nourishes + Hydrates
- ★ Aids in detangling , reduces matting

## Bamboo Extract



- ★ 70% organic silica for a luscious coat
- ★ Supports detoxification
- ★ Reduces brittleness + shedding
- ★ Strengthen + boost collagen in hair follicles
- ★ Deeply nurtures for a noticeably shiny + healthy coat
- ★ Excellent for sensitive pets

## Coconut Oil



- ★ High in saturated fats + nutrients
- ★ Keeps pets skin hydrated
- ★ Helps reduce inflammation
- ★ Protective layer to retain moisture
- ★ Reduces frizz + tangles
- ★ Improves coat appearance







for professional & home grooming  
**QUALITY PET CARE**  
Healthier Skin + Fur

**Probiotics**  
Bath time bliss with  
lasting benefits

**pure ingredients  
perfect fur**

Suitable for cats + dogs





# Conditioning Shampoo

## Product Features

Healthy live probiotics



Naturally controls Pathogens



Lasting skin + coat protection



Manage allergy relief



Every pet parent wants their furry children to look and feel their best. Our Probiotic Conditioning Shampoo's have a **DUAL ACTION**, they **work immediately** removing dirt & odors while nurturing your pet's skin & coat creating a protective film that shields your pet from harmful bacteria & allergens. With each wash, you're providing **long-lasting care** that enhances your pet's overall well-being naturally.

Combining a shampoo & Conditioner in one step, will make both your lives easier to make bath time successful. Works up into a luxurious lather as you massage into your pet's coat, maintaining a healthy pH balance.

## Instant Moisture

### Royal Pomegranate



500ml/ RTU  
5Lt/ dilute 5:1  
20Lt/ dilute 5:1

Suitable for cats + dogs  
12 weeks & older.  
For all coat types



**Moisturise. Condition. Shine. Protect. All in one wash. Leaves pet's coat shiny + manageable**

Fast & easy solution. Actively removes dirt, unwanted odour, while moisturising the fur. Your pet will smell fresh after a bath, ready for cuddles!

## Product Benefits



nourish +  
moisturise



strengthen  
+ repairs



relieves  
itching



cleans +  
revitalises



odour  
control



softens skin  
+ coat



# Xtra Nourishing

Cool Lavender

**Nourish. Condition. Shine. Protect. All in one wash. Leaves pet's coat shiny + manageable**

A gentle formula that deeply cleanses, manages shedding, while soothing dry, itchy skin. With a calming cool lavender fragrance, it ensures your pet's coat stays in mint condition. Makes bath time relaxing for your furry friend.



500ml/ RTU  
5Lt/ dilute 5:1  
20Lt/ dilute 5:1

Suitable for cats + dogs  
12 weeks & older.  
For all coat types

Product Benefits



cleans +  
nourishes



stimulates  
hair growth



soothing +  
calming



enhances fur  
appearance



odour  
control



gentle  
+ soft

# Ultra Hydrating

Desert Melon



500ml/ RTU  
5Lt/ dilute 5:1  
20Lt/ dilute 5:1

Suitable for cats + dogs  
12 weeks & older.  
For all coat types



**Hydrate. Condition. Shine. Protect. All in one wash. Leaves pet's coat shiny + manageable**

Deeply cleanses, moisturises and removes impurities & odours from your pet's fur. Supports shedding and reduces dryness by hydrating dry brittle coats, leaving fur fuller & more beautiful.

Product Benefits



improves  
hydration



helps shedding  
+ dryness



relieves  
itching



deep  
cleansing



odour control  
+ deodoriser



softens skin  
+ coat

## Sensi-Pure

Sakura- Cherry Blossom

**Gently Clean. Condition. Shine. Protect. All in one wash. Leaves pet's coat shiny + manageable**

Ultra gentle for sensitive, delicate, fluffy & cuddly fur. Yet powerful enough to handle the toughest jobs. Keeps your little one's fur soft, pure & free of allergens. A soft scent made to pamper for an irresistible bath time



500ml/ RTU  
5Lt/ dilute 5:1  
20Lt/ dilute 5:1

Suitable for  
Puppies + Kittens  
12 weeks & older.  
For all coat types



Product Benefits



moisturises  
coat



soothes +  
calms  
inflammation



gently  
cleans



enhances fur  
appearance



odour control  
+ deodorise



gentle  
+ soft

## Perfect Skin + Coat

Olive Blossom



500ml/ RTU  
5Lt/ dilute 5:1  
20Lt/ dilute 5:1

Suitable for cats + dogs  
12 weeks & older.  
For all coat types



**Pamper. Condition. Shine. Protect. All in one wash. Leaves pet's coat shiny + manageable**

Luxurious & enriching, packed with natural pampering ingredients. Elevate bath time with the perfect spa blend. A rich lather fights odours & removes impurities while soothing + moisturising the skin. Your furbal will feel truly pampered

Product Benefits



hydrates +  
nourishes



strengthen  
+ repairs



enhances fur  
appearance



creates a lush  
lather



soothes +  
fights odours



softens skin  
+ coat



# Natural Therapy

Fragrance Free  
Hypoallergenic

**Delicate Care. Condition. Shine. Protect. All in one wash. Leaves pet's coat shiny + manageable**

If you want your pet to feel fresh after a bath instead of itchy & irritated, start with Natural Therapy. Tackles the dirtiest coats, provides relief for inflamed, itching-allergic skin & works to repair damage from dryness. Keeps your pet's skin + coat soft, plush with a healthy satin-like glow.



500ml/ RTU  
5Lt/ dilute 5:1  
20Lt/ dilute 5:1

Suitable for cats + dogs  
12 weeks & older.  
For all coat types

Product Benefits



## Probiotic Power For healthier coats





*for professional & home grooming*

# FOAM WASH

For quick hassle-free grooming

**Stay Fresh  
Stay Playful**

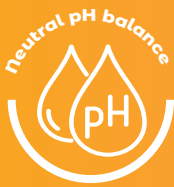
**Probiotics**  
A fresh coat  
without a soak



*Available in a selection of enticing fragrances*







# no Rinse Mousse

Instant Clean. Anytime. Anywhere

Product Features



no rinsing needed



gentle rich foam



clean messy paws + mishaps



quick drying



easy for portable use

A gentle foam that cleanses & deodorises your pet's coat, leaving it fresh and healthy. The probiotics work to balance the skin's microbiome, while the foam lifts away dirt & odours. Ideal for in-between baths or pets who dislike water. Simply apply, massage, and wipe away for a clean, shiny coat—no rinsing required. Safe, eco-friendly, and convenient, it's a must-have for pet owners on the go.

## Product Benefits



200ml/ RTU  
5L/ RTU Refill

Suitable for cats + dogs  
12 weeks & older.  
For all coat types



*for professional & home grooming*

# FRESHEN UP

your pet's fur

## Probiotic Powder Shampoo

Product Features



Cleans + removes  
dirt, oils +  
impurities



waterless  
no rinsing  
needed



Quik refresh +  
deodorising



Refresh,  
bedding +  
carpets



easy for  
portable use

stay fresh  
stay natural







# Dry Groom

## Fur re-freshing Powder

**Refresh + Rejuvenate. Anytime. Anywhere.**

Whether your pet is a playful pup or a curious cat, Dry Groom keeps their fur looking fabulous. Enriched with smart active probiotics, aloe, kaolin, and diatomaceous earth, promoting a soft, shiny, & manageable coat. Dry Groom is a brilliant deodoriser that neutralises odours, making it perfect for quick freshen-ups, grooming on cold days, and convenient for travel. You can even use it to re-freshen carpets, pet bedding, and more. A valuable addition to your grooming routine for a well-groomed coat that your pet's can flaunt.

Gently lifts away dirt + toxins, absorbs built up oils, and soothes irritated skin.

Simply sprinkle the powder onto your pet's fur, massage it in, and brush it out for a fresh, clean feel.

Keeps your pet's Fresh, & healthy between regular baths.



Suitable for cats + dogs  
12 weeks & older  
For all coat types



**Pomegranate Fusion**



**Lavender Thyme**



**Baby Essence**

## Product Benefits





*for professional & home grooming*

# COAT MANAGEMENT

ensure our furry friends remain  
clean, shiny & tangle free

## Tame the tangles

Perfect finish for every coat



**ida**  
pet





# Detangler Spray

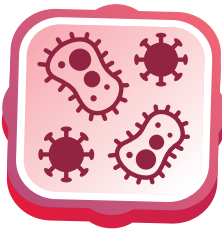
## Pamper their fur for radiant coats

 **probiotic action**

### Product Features



Healthy probiotics



Naturally controls  
Pathogens



Lasting skin+coat  
protection



Manage allergy  
relief



No rinsing  
needed



Light even  
coverage

Our detanglers give your pet's skin & coat new life! Enriched with live probiotics & nourishing natural extracts, it not only makes brushing easier but also supports your pet's skin & coat health. Our detangler's leave your pet's fur soft, manageable, and free from matting.

IDA Pet detanglers provide comprehensive care for your pets, going beyond grooming. They reduce buildup of excess oils & allergens that often lead to matting and odour, while providing long lasting protection against future tangles. Perfect for all coat types, its a safe, eco-friendly way to keep your pet looking & feeling their best.

### Product Benefits



**removes mats,  
tangles + knots**  
easier to comb & less painful



**Adds shine + luster**  
enhances natural shine  
of pets coat



**Repairs + protects**  
repels dirt, dust + other  
pollutants



**Nourishes +  
conditions fur**  
enriched with natural  
ingredients



**Antistatic +  
non-greasy**  
prevents static build-up  
does not weigh down coat



**Controls pet odour**  
keeps your pet smelling  
fresh



**Neutral pH balance**  
gentle for all ages



**Reduces shedding**  
promotes overall coat  
health



**Keeps fur soft  
+ manageable**  
reduces irritation, soothes  
sensitive skin

## No Knots

*with probiotics*

wet, damp or dry coats  
12 weeks & older  
For all coat types

**Remove mats, tangles  
+ Knots quickly & gently.  
Optimise skin + coat moisture.**

Use pre-or post bath for a vibrant-  
looking coat with a natural shine &  
no tangles. Safe & gentle formula,  
free of harsh chemicals.

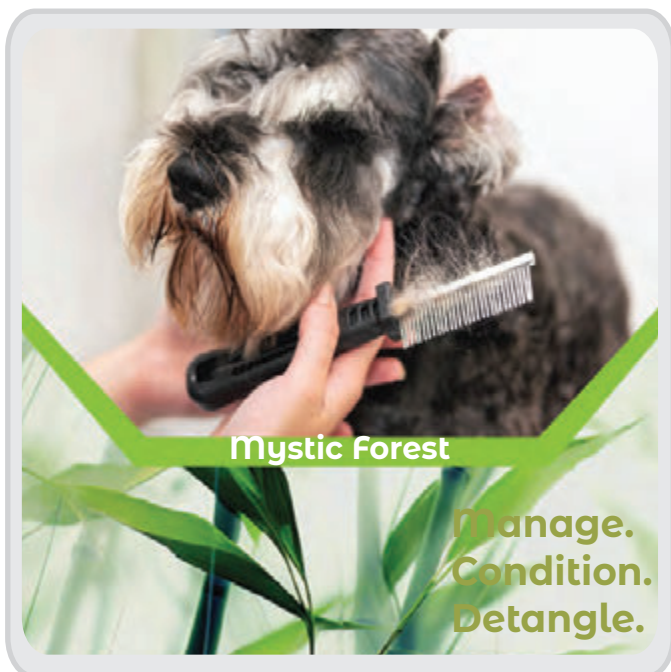


500ml/ RTU  
5Lt/ RTU Refill



**Cherry Blossom**

**Manage.  
Condition.  
Detangle.**



**Mystic Forest**

**Manage.  
Condition.  
Detangle.**



wet, damp or dry coats  
12 weeks & older  
For all coat types

## Easy Comb

*with probiotics*

**Moisturises deep into the skin,  
releases tangles + knots making  
the coat easier to comb out &  
manage.**

Provides even coverage without  
product build-up. Use pre-or post bath  
for a smooth, shiny & tangle free coat.  
Safe & gentle formula, free of harsh  
chemicals.



500ml/ RTU  
5Lt/ RTU Refill



## Coat Detangler

*with probiotics*

wet, damp or dry coats  
12 weeks & older  
For all coat types

Regular brushing can remove any dead hair & dirt build-up. Coat Detangler minimises the stress of brushing & reduces pulling of matted areas.

Streamline your grooming routine, keeping your pet's looking fabulous. Just spray onto your pet's coat & brush through for a fuss-free grooming experience.



**Honeysuckle Zest**

**Manage.  
Condition.  
Detangle.**



500ml/ RTU  
5L/ RTU Refill



**Fragrance Free**

**Manage.  
Condition.  
Detangle.**

wet, damp or dry coats  
12 weeks & older  
For all coat types

## D-Matt Hypoallergenic

*with probiotics*

**Fragrance free detangler, enriched with a conditioning slip agent to nourish the coat & dry skin. Makes dematting jobs much easier, boasting a healthy glowing coat.**

Less tugging on tender skin makes for a happier, more co-operative pet. D-Matt can be used anytime your furry pal gets wet, post-bath time or even after a swim. Helps soothe sensitive skin while reducing shedding.



500ml/ RTU  
5L/ RTU Refill

*for professional & home grooming*  
Refresh your pets coat while  
**FIGHTING TOUGH ODOURS**  
**Coat Deodoriser**



**Product Benefits**

- ✓ Destroys bad odour at the source
- ✓ Probiotic microbes attach to hair follicles for longer lasting protection
- ✓ Helps manage allergy relief
- ✓ Does not irritate or dry your pets skin
- ✓ Keeps coat in top condition
- ✓ Spray on pets coat, pet bedding, sofa's, carpets, surfaces or room freshener



*anywhere your pet goes!*  
**probiotic action**



# Fragrance Mist

## Pet coat deodorisers

### Product Features



Healthy probiotics

Naturally controls  
Pathogens

no alcohol  
or dyes

Neutral pH  
balance

Blend of natural  
ingredients

Keep your pet smelling fresh while promoting overall well-being. Safe for daily use, it gently freshens your pet's coat with a subtle scent, while the live probiotics continue working to break down odour-causing bacteria. Perfect for pets that are active, in-between baths or anytime your pet needs a quick refresh. It can be applied directly to your pet's coat, or can be used as room and surface freshener, making it versatile for pet bedding, blankets, pillows, sofas, carpets, cars, or anywhere your pet goes.



summer essence

### Fragrance Mist

Coat Deodoriser + Freshener

*A burst of freshness  
captivating & comforting scent*



summer essence

### Fragrance Mist

Coat Deodoriser + Freshener

*Enchanting scent with a  
nostalgic & whimsical  
touch*



12 weeks & older  
For all coat types

500ml/ RTU  
5L/ RTU Refill



honeysuckle zest

## Fragrance Mist

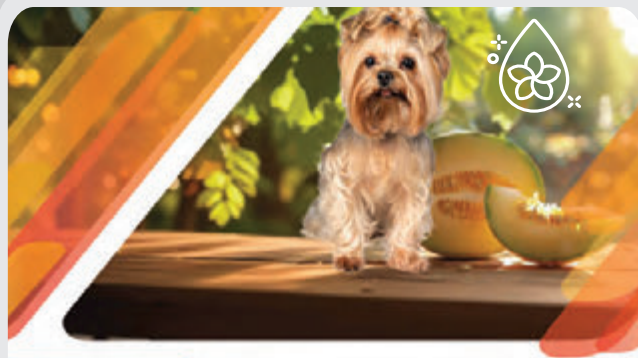
Coat Deodoriser + Freshener

*A bright crisp fragrance with tropical vibes*



12 weeks & older  
For all coat types

500ml/ RTU  
5Lt/ RTU Refill



desert melon

## Fragrance Mist

Coat Deodoriser + Freshener

*A burst of freshness captivating & comforting scent*



12 weeks & older  
For all coat types

500ml/ RTU  
5Lt/ RTU Refill



coco de pom

## Fragrance Mist

Coat Deodoriser + Freshener

*Playful & fun loving scent for the mischievous rascal in your life*



12 weeks & older  
For all coat types

500ml/ RTU  
5Lt/ RTU Refill



lavender woods

## Fragrance Mist

Coat Deodoriser + Freshener

*A soft floral scent with a hint of fruity freshness*



12 weeks & older  
For all coat types

500ml/ RTU  
5Lt/ RTU Refill







**cherry blossom**

### Fragrance Mist

Coat Deodoriser + Freshener

*Cuddle all you want,  
a soft floral scent  
with a hint of  
fruity freshness*



**mystic forest**

### Fragrance Mist

Coat Deodoriser + Freshener

*Laced with delicate  
olive blossom  
& a touch of fresh  
greenery for a  
relaxing spa adventure*



500ml/ RTU  
5Lt/ RTU Refill

12 weeks & older  
For all coat types



500ml/ RTU  
5Lt/ RTU Refill

12 weeks & older  
For all coat types



## Scented Bliss

For pets & their spaces



# Pamper

your pet with our selection of  
pet deodorisers



*for professional & home grooming*

# Clean Litter-Cleaner Paws

for a cleaner home

**Keep your cats space fresh**  
**Limit waste dispersal in the home**





# Lazy Cat

## Litter Deodoriser with Probiotics *for an odour-free litter box*

### Product Features



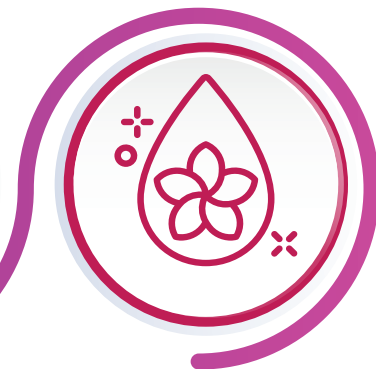
Healthy probiotics



Naturally controls  
Pathogens



Absorbs  
Odour



Lasting  
Fragrance

Keep your home smelling fresh while ensuring your feline friend's environment is healthy. Probiotics work to neutralise pungent odours + pathogens by breaking down stuck-on urine + feces at a molecular level - it activates as soon as your cat uses the litter box.

*Stays clean & Dry*  
*ensures cats continue to accept*  
*their litter box*

## Probiotic power for a PURRRFECTLY fresh litter box



300g  
For all litter types  
Berry Melody



300g  
For all litter types  
Garden Fresh



300g  
For all litter types  
Pomegranate Fusion



# Traps Urine Destroys Odours

*with self cleaning probiotics*

## Product Benefits

1

### Probiotic Power

breaks down stuck-on urine + feces at a molecular level

2

### Instantly Eliminates Pungent Odours

ensuring cat continues to accept their litter box

3

### Moisture Absorption

Helps trap urine + reduce moisture in the litter box

4

### Immediate Activation

Probiotics are activated as soon as cat uses their litter box

5

### Compatible

with all types of cat litter

6

### Long lasting Freshness

extends the life of the litter

7

### Soft Fragrance

subtle, pleasant fragrance makes litter area more inviting

8

### Non-Toxic

Free from harsh chemicals safe for pets + humans

9

### Easy to use

Sprinkle, scoop, re-apply as needed. Keeps litter fresh between changes



 **probiotic action**



*for professional & home grooming*

# Multi-Surface Stain, Urine + Odour Control

**Instant Clean.  
Instant Fresh.**

**Using natural microbes  
to clean all household  
messes**



## Product Features



Healthy live  
probiotics



Naturally controls  
pathogens



Destroys tough  
pet messes



Superior odour  
control



Powerful fragrance  
system



Blend of natural  
ingredients



Pet friendly  
formulation



Instant clean -  
instant fresh

The logo for 'probiotic action' features a stylized green leaf icon above the words 'probiotic action' in a bold, sans-serif font.

# Active All-in-One

for day-to-day accidents + stains

## STAIN FIGHTING POWER

- ✓ urine
- ✓ vomit
- ✓ sweat
- ✓ feces
- ✓ saliva
- ✓ dirt
- ✓ general pet messes
- ✓ household stains



Active All-in-One is a true miracle worker. Versatile & effective. Powered by a potent probiotic formulation, this cleaner lifts stains, deodorises, and neutralises odours caused by pets. With no contact time required, it instantly cleans & leaves a fresh, clinical fragrance. Permanently removes urine smells without masking it.

Active All-in-One ensures your home stays clean, fresh, & safe for both you and your pets.



Reduce the stress  
of pet parenting

One solution  
for every mess

pet carrier + cages

Pet bedding + toys

pet kennels

Pet baths



750ml/ RTU  
5Lt/ Concentrate  
for professionals

Spray & wipe: Use undiluted from spray bottle.  
Floors (bucket) dilute 1:10 (100ml /LT water)  
For heavy soils use undiluted.

patio + garden  
furniture

garbage bins

upholstery +  
carpets

floors, walls +  
artificial lawn

mirror, glass  
+ windows

different  
surfaces

**Tackle every mess + eliminate stubborn stains + odours**



*for professional & home grooming*

# Extra Power Laundry

for a pet + home

## Gentle on skin + safe for allergies



wrinkle  
guard



infuses  
freshness



irresistable  
softness



hair + fade  
shield

**Soft. Comfortable. Fluffy.**

## Counteracts tough odours

pet smells + other stubborn scents



**biodegradable**





# Pure Clean - Naturally Powerful without the irritants



*Penetrates deep into  
fibres to eliminate  
dirt + grime*

**Active Laundry 5L**  
allergy safe for sensitive skin



Contains probiotics for deep cleaning,  
stain + odour removal, protects fabrics,  
shields machines from mould + mildew.

**Bio Fabric Conditioner 5L**  
fresh luxurious feel to fabrics



Reduces static cling, shrinkage,  
prevents wear, tear + pilling, & reduces  
wrinkling. Enhances ironing + tensile  
strength, preserves colour vibrancy & boosts  
absorbency allowing fabrics to dry faster.



*Gently softens pet  
laundry, clothes,  
linens + delicate materials*



# Connect With Us

IDA Wholesalers has its foundation in the chemical cleaning industry. Our product line offers a natural alternative to harsh everyday chemicals. Our values shape everything we do, and we understand the importance of partnering with organisations that share our ethos. Building strong, collaborative relationships is key to our success. We pride ourselves on being honest, trustworthy, and transparent in all our actions. To maintain the highest standards, we ensure our manufacturing partners are ISO 9001 certified and Greenpath audited, providing confidence in eco-friendly practices, quality, and adherence to best manufacturing standards.



CONTACT US

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Centurion, South Africa

