

# PRIDE+GROOM

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## Natural beauty breaks the species barrier at Onda in Sag Harbor

PRIDE+GROOM, a line of all-natural dog grooming products, celebrated its launch at the ONDA store (42 Main Street in Sag Harbor) A limited number of masked guests were invited into the store and backyard for a sniff + sip party. Treats included all-natural handmade dog cookies and individually packaged mini tacos & bottled spicy margaritas from K Pasa. [pridegroomnyc.com](http://pridegroomnyc.com)

**“PRIDE+GROOM is the evolution of clean beauty. Why should one species hog all the benefits clean beauty has to offer? Natural and clean don’t discriminate.”**

*–LARISSA THOMSON, CO-FOUNDER OF ONDA BEAUTY*

Naomi Watts and Larissa Thompson, founders of ONDA were at the event along with their pups Izzy and Lucky. Cristina Cuomo, Liz Lange, Xela Janklow, Parisa Jaffer, all stopped by to shop and break the beauty barrier between humans and our best friends.

## Why Dog Shampoo? Why Now?

Well, let's face it, we know who the MVP of the family has been in these recent trying times. The family dog has finally come into its long deserved place in our hearts and homes.

Dogs give us so much while asking for little in return. They love us unconditionally, show us fierce loyalty, and lift our spirits during tough times. We want the best for our dogs, so why should we settle for subpar pet products? Regina Haymes, Patricia Machado, Jane Wagman and Heather Perlman united to create Pride + Groom after realizing that even the most high-end grooming brands were lacking the quality their pooches deserved. Through meticulous formulation, the group developed a collection of products that addresses the needs of different types of skin and coats using all-natural ingredients, with chic packaging that speaks to the aesthetic of the sophisticated pet owner.



**The PRIDE+GROOM family; THE NON SHEDDER, THE SHEDDER, THE SENSITIVE ONE, THE FINAL COAT + PROUD**

“PRIDE+GROOM is the evolution of clean beauty. Why should one species hog all the benefits clean beauty has to offer? Natural and clean don't discriminate.” says Larissa Thomson, co-founder of ONDA Beauty.

PRIDE+GROOM's creators aimed to develop a scent profile that embodies the joyfulness of owning and loving a dog. Each all-natural ingredient in P + G's line was thoughtfully selected for its healing properties, like calendula extract for fur conditioning and hydration, fragrant coconut oil for odor neutralization, and a glossy shine, and marshmallow root to soften and condition fur while fighting bacteria. Flaxseed oil, jojoba oil and vitamin E provide nutrients to skin and hair, smoothing follicles, and enhancing the coat's natural luster. The line has a formula for the grooming needs of any dog, with cleansers for shedding and non-shedding coats, a gentle shampoo for sensitive skin, a silky detangling conditioner, and the Proud finishing spray.

The final ingredient is a dose of humor and wit, with tag lines like "In Dog We Trust" and face masks that say "Dog Bless You" because these days, a pup and a laugh might just be what gets us through.

**PRIDE+GROOM**

IN DOG WE TRUST

[www.pridegroomync.com](http://www.pridegroomync.com)



PRIDE+GROOM CO-FOUNDERS; Regina Haymes, Jane Wagman, Heather Perlman + Patricia Machado