



Hi there.  
**Welcome**  
to our **world.**

Product Catalogue







# Who we are

Founded in 1979 by Dr Roger Mugford, a renowned UK dog expert and behaviourist, Company of Animals is a hub of activity, research and innovation. We are constantly developing exciting products that work to resolve pet-related behaviour and training problems, improve animal welfare and enrich the lives of pets and their families.

Our company is made up of a whole bunch of wonderful yet different people, products and brands; what's important is that we all believe in and strive for the same things.







# Company's **mission** & promise

We're on a  
**mission**

We made ourselves a  
**promise**

To make every moment between  
you and your dog a more  
joyful one.

To always deliver products and  
services that make every moment  
with your pet more  
rewarding.





# Company of Animals **values** & pillars

6

## Create

We never stand still. We love to innovate.  
We know we have great products but, we can  
always be better and do more.

## Honest

Nobody is harder on us than ourselves. We have to be.  
We always try to do the right thing by pets and their  
owners and strive to merit their trust, as their pet has  
such an important place in their hearts  
and families.

## Playful

We take what we do very seriously. But  
ourselves? We are a fun team that enjoys  
developing positive & happy relationships  
with our stakeholders.

## Passionate

We love animals and work hard to make  
them happier every day.  
It's that simple.



As a family owned  
business, we have  
values that we stand by.  
Things that we really,  
**truly believe in.**

7





# Over the last 40 years....



8 ...we've been busy

We're very proud of our ever-growing family.  
Innovation is at the core of our heart.



Ongoing improvements and innovation to come!





**Strong  
ambitions  
need  
solid  
foundations.**

# These are ours

## Animal wellbeing

Pet health and happiness is our No.1 priority.  
We will never divert from this. No matter what.

## Only the best

We never compromise on quality.  
No corner cutting. No easy-way-outs.

## Owner empowerment

We give owners the confidence to take control and do it themselves.  
Because when you're happy, they're happy.

## Sharing the love

Everything we do is driven by our deep insights into  
the relationship between people and pets.  
Built up over 40 years and counting, we're not  
selfish with our knowledge; we love to share.





# our brands



No pull & everyday walks



Behaviour



Training



Grooming



Health



Travel



Feeding





Walk happy  
with Halti®



# Halti®

## Leaders in no pull solutions

Inventors of the world's first headcollar for dogs, Dr Roger Mugford and the team at Halti have been solving pulling problems since 1979.

Designed to be a totally humane alternative to traditional no pull methods, our range of Halti Training headcollars, harnesses and leads are the perfect way to gently re-train your dog and bring the enjoyment back to your dog walk.

No pull





# Halti®



AVAILABLE IN\*:



### Halti® Headcollar

This 5<sup>th</sup> generation Halti Headcollar has a unique responsive no pull function for the effective control and training of even toughest pullers! Its strong yet lightweight design with a fully padded noseband provides everyday comfort.

sizes:  
**0,1,2,3,4,5**



**Halti® Optifit Headcollar**  
A flexible headcollar option for dogs with broad or long face shapes. The adjustable noseband and cheek straps ensure a perfect fit.

**S | M | L**



No pull

\*sizes 0-5 available in black and 1-4 in red





**Hal<sup>ti</sup>® No-Pull Harness**  
Perfect for different levels of pulling, this harness offers two no pull functions. There is a gentle but effective lifting action from the back, combined with front control if needed.

S | M | L



**Hal<sup>ti</sup>® Front Control Harness**  
Ideal for medium to large dogs, this harness has lead connection rings on the chest and back to give you full steering control.

S | M | L



AVAILABLE IN:



**Hal<sup>ti</sup>® Training Lead**  
This versatile double clip lead offers over 5 different training uses for everyday walking. When combined with a Hal<sup>ti</sup> Headcollar or Harness provides optimum control with strong pulling dogs.

S | L



# Hal<sup>ti</sup>®

No pull





Together we go  
Further



# Haliti<sup>®</sup>

## Walking

### We're the walking experts!

As well as our Haliti no pull products, the Haliti Walking range of everyday walking solutions has been developed to ensure a calming and comfortable experience for both dog and owner.

Our smart designs offer easy adjustability with soft padding for added comfort and reflective stitching for improved visibility.

So whether you love to take your dog on a healthy morning run, a countryside stroll or a play in the local park, our versatile collars, harnesses and tailored lead options have you covered.



# Lead the way

Who needs the catwalk when you've got the dogwalk? Our innovative range of leads, collars and harnesses are all made using premium grade fabrics, with 3M™ Scotchlite™ reflectivity and come in a variety of sizes and colours, and thanks to their 5 point adjustment can suit every type of dog. So, all you will have to think about is where your next adventure will take you!

## Halti® Walking



AVAILABLE IN:



### Halti® Lead

A stylish and comfortable daily walking essential, with a strong reinforced trigger clip to keep dogs safe.

L



AVAILABLE IN:



### Halti® Double Ended Lead

This flexible lead offers over 7 different functions including 3 lead lengths. The double clip design means two dogs can be walked together and provides easy tethering. With fully padded webbing, owner comfort is ensured whether hand held or worn around the waist.

S | L



AVAILABLE IN:



### Halti® Active Lead

The perfect running and hiking dog lead with bungee shock absorber and versatile design so it can be used in hand or worn around waist. The soft neoprene padded handle/waist belt provides all day comfort.

L



AVAILABLE IN:



### Halti® Walking Harness

With 5 points of adjustment, this harness ensures freedom of movement with a secure, comfortable fit for any size or shape of dog.

XS | S | M | L



AVAILABLE IN:



### Halti® Comfort Collar

A simple yet practical collar that's easy to adjust with a strong and secure button release clasp.

XS | S | M | L



AVAILABLE IN:



### Halti® Comfy Harness

This comfortable dog harness is made from high-grade nylon and lined with a cosy soft fleece. Perfect for longer walks, the harness has an adjustable chest strap to ensure a tailored fit and a fleece lining to reduce any rubbing. Ideal for elderly dogs and puppies thanks to the extra comfort





Actively Caring,  
Responsibly Safe.



Elected as the Best dog muzzle\*\*, Baskerville is recommended and used by behaviourists and vets around the world.

# Baskerville®

**Designed by experts  
for over 35 years.**

Baskerville humane muzzles guarantee top standards of safety both for dog and owner, while allowing the best comfort possible for the dog to pant, drink and take treats.

Our Baskerville range is suitable for all situations, from re-training aggressive dogs, to visits to vets and groomers and public transports, and is available in a variety of shapes and sizes, making it ideal for small, medium and large breeds.





**Humane:** dogs can pant, drink and take treats easily



**Safe:** advanced bite protection



**Strong but lightweight**



**Easily adjustable & suitable for most dogs**

# Baskerville®

## Baskerville® Ultra Muzzle

Baskerville ULTRA muzzles guarantee high standards of safety both for dog and owner, while allowing the best comfort possible for the dog to pant, drink and take treats. Its unique patented design with a strong TPR (thermoplastic rubber) basket offers advanced bite protection and is reshapable in hot water for a tailored fit on the dog. The clip connection aids quick fitting and removal, with an optional lock for extra peace of mind. The head strap has been designed for easier fitting, with no metal work.

**sizes: 1,2,3,4,5,6**

## Baskerville® Classic

With its additional guard feature this muzzle is perfect for preventing food scavenging and harmful self-licking of wounds. The Classic's box design shape makes it ideal for dogs with longer noses like Greyhounds and Collies. Larger sizes come in a wide-fit format, perfect for broader-nosed breeds like Staffies or Rottweilers.

**sizes:**

**Anti-scavenge: Size 1 to Size 10**  
**Wide fit: Sizes 12 & 13**







Life gets better,  
naturally



# Pet Corrector™

The Original Sound-Based Training Aid. Humane, easy-to-use and highly effective.

Pet Corrector works by interrupting unwanted behaviour (such as barking) with a hiss sound that replicates the natural warning hiss sound made by snakes or cats. The sound simply distracts their unwanted behaviour, and dogs should be immediately rewarded with a treat or praise, so there is a positive association with stopping the unwanted behaviour and receiving a reward.





Pet Corrector helps owners tackle unwanted behaviour



Excessive Barking



Dog Fight/Attacks



Jumping Up



House Manners

Safe  
Nature's  
Hissing  
Sound



# Pet Corrector™



30ml



50ml



200ml

Training





Play, Learn,  
Grow, Together.



# Coachi<sup>®</sup>



Our expertly designed Coachi range was developed by Dr Roger Mugford and his team of training & behaviour specialists at the Company of Animals Pet Centre, who have been helping dogs and creating unique product solutions since 1979.

The range is focused on training through positive learning experiences, helping to create a loving bond between dogs and owners.

Different categories for easy navigation within the range



Recall & Manners



Play & Reward



Tricks & Retrieval

Training





## Recall & Manners

Learning the basics of social behaviour through positive and rewarding experiences.



AVAILABLE IN:



### Training Whistle

The Coachi Dog Training Whistle is the perfect all round whistle anyone can use. It's suitable for all types of retrieval and obedience, gun dog and puppy training too! There is also a reflective and adjustable lanyard.



AVAILABLE IN:



### Professional Whistle

This lightweight professional dog whistle allows owners to adjust the pitch to suit each dog's sensitivity or change the tone for different dogs. There is also a reflective and adjustable lanyard.



### Two-Tone Whistle

The Coachi Two-Tone Whistle is the perfect all-round whistle anyone can use, ensuring dogs will always receive clear signals and commands. There is also a reflective and adjustable lanyard.



### Toilet Training Bells

The Coachi Toilet Training Bells help make toilet training easy by helping owners to train their dogs to communicate when they need to go outside. Perfect for all puppies and dogs.



### Waterproof Training Line

The Coachi Training Line is great for safe training outdoors. It allows owners to give their dogs more freedom whilst keeping control in new situations. Perfect for puppies, newly acquired or nervous dogs.



### Puppy Training Line

A great solution to help teach puppies or newly acquired dogs how to behave at home, it helps stop unwanted behaviour and it is a really useful tool to help simplify training.



### Training Line 5m & 10m

The Coachi Training Line is great for safe training outdoors. It allows owners to give their dogs more freedom whilst keeping control in new situations.

Perfect for puppies, newly acquired or nervous dogs.

- 5m line: best suited to smaller puppies and dogs.
- 10m line: best suited to larger puppies and dogs.







## Play & Reward

Engaging through play, to develop a positive and happy relationship between dogs and their owners.



### Chase & Treat

This mentally stimulating toy can be filled with treats to encourage interaction for those dogs less interested in toys. Great for motivating dogs to play and chase.



### Chase & Crinkle

The Coachi Chase & Crinkle is great for all dogs who love to chase. This fun crinkle toy has a long handle which is great for chasing and encouraging recall by luring.



### Tuggi Hide

The Coachi Tuggi Hide is great for close-up play & recall training. The hidden pocket can be filled with items to encourage play and it has a strong bungee with a soft neoprene handle, to ensure games are gentle on the dog's neck and owner's arms.



### Tuggi Ball

The Coachi Tuggi Ball is a super-tough foam ball with stretchy bungee handle, great for reward, fetch and tug. The soft neoprene handle makes it comfortable too!



### Tuggi Tug

The Coachi Tuggi Tug is great for playing tug and also as a fun and enticing toy for games and rewarding recall. It can also help interrupt play biting and chewing.



### Tuggi Helix

The Coachi Tuggi Helix is a completely new innovative design. It is lightweight, incredibly robust and features a super-strong bungee and soft neoprene handle, to ensure games are gentle on the dog's neck and owner's arms.



### Tuggi Spider

The soft but strong Coachi Tuggi Spider features a strong bungee with a soft neoprene handle. It is great for games of Tug and also as a fun and enticing toy for games and rewarding recall. It can also help interrupt play biting and chewing.







## Tricks & Retrieval

Extra fun to strengthen the bond and build the relationship between dogs and owners, helping to raise confident dogs.



### Multi-Clicker

Clicker training is easy, fun and effective! Three volume settings cater for puppies and nervous dogs right through to more boisterous canines! The adjustable wrist strap comfortably keeps the clicker to hand.



### Whizzclick

The Coachi Whizzclick is a great training accessory that combines two of our most popular dog training tools; a clicker and a whistle, making it an essential training product. The adjustable wrist strap comfortably keeps the clicker to hand.



### Target Stick

The Coachi Target Stick is a key accessory for clicker training and tricks training as it allows dog owners to lure the dog into different positions.



### Training Dummy

The Coachi Training Dummy is a classic padded style toy, which is great for softer mouthed dogs. It's suited to all types of retrieval training, including gun dog training and it's perfect for puppy training too!



### Train & Treat Bag

This generously sized dog treat bag has an easy access treat compartment to keep those tasty treats to hand and an invertible liner for simple, easy cleaning.



### Fetch & Reward

The Coachi Fetch & Reward is a great interactive training toy, perfect for retrieving, training, motivating play, and practicing recalls.



### Training Dumbbell

The Coachi Training Dumbbell is a classic toy and great for all types of retrieval training, including gun dog training. It's perfect for puppy training too!



### Pro Train & Treat Bag

The professionals choice! This extra large, easy-access treat bag has a secure hidden magnetic closure to keep treats fresh and stop them falling out!





# LOVE FROM *Head to Paw*

Our fruity grooming range fits any dog's coat and nose!  
Our improved formulas, with upscale & yummy fragrances and our iconic packaging, are packed with natural & wholesome ingredients that nourish dogs fur leaving it soft, shiny and smelling great.



## PACKED with our pet care *promises*



### DITCH THE DIRT DEODORISING RANGE

A deodorising range suitable for all dogs and everyday use.

**Deodorising Shampoo 300ml** From rolling outdoors to snuggling indoors! Our powerful yet gentle shampoo uses charcoal powder to neutralize odours, leaving pooches smelling fresh, clean and ready for cuddles!

**Deodorising Conditioner 250ml** Enriched with charcoal and orange peel oil, this deodorising conditioner removes any remaining odour and softens any coat.

**Deodorising Spray 300ml** Roll, play, spray, repeat! Neutralize odors and get pooches smelling fresh on the go with this charcoal infused deodorising spray.

**ORANGE**  
with ALOE VERA



### SENSITIVE SOUL SENSITIVE RANGE

A soothing range full of nourishing ingredients for dogs with delicate skin.

**Delicate skin Shampoo 300 ml** Soothe delicate skin and get that tail wagging again. Our sensitive shampoo is packed with oatmeal and marula oil, gently cleansing, and calming delicate skin.

**Delicate skin Conditioner 250ml** Full of oatmeal and marula oil, this bottle of gentle goodness will lovingly condition the most sensitive coat.

**Delicate skin Spray 300ml** A spray a day keeps dry skin at bay! Enriched with soothing oatmeal and marula oil, our sensitive spray is gentle enough to use whenever pooches needs extra care.

**COCONUT**  
with MARULA OIL







## MUCKY PUP

### PUPPY RANGE

A kind and gentle range, perfect for puppies' young and delicate skin.

**Puppy Shampoo 300ml** Feel the puppy love! Perfect for those first baths and tiny paws. Our gentle combination of chamomile and pear seed oil lovingly nourishes, leaving all pup's skin even more huggably soft.

**Puppy Conditioner 250ml** Made for those precious little pups, this softening conditioner is gentle enough for even the most sensitive skin.

**Puppy Spray 300ml** Get that mucky pup smelling sweet! Our mild Puppy Spray gently spruces up those playful pups, leaving coats sweet-smelling and smooth to the touch.

**PEAR**  
with CHAMOMILE



## FURTAISTIC

### CURLY RANGE

A moisturising range, perfect for detangling long and lifeless coats.

**Knot detangler Shampoo 300ml** With a coat this smooth, they will be leading the pack! Detangle those stubborn knots and let that coat shine with this super-hydrating, tail-turning shampoo.

**Knot detangler Conditioner 250ml** For those long and furry coats, this conditioner deeply moisturises giving soft, silky and tangle-free results.

**Knot detangler Spray 300ml** That's one smooth looking dawg! Spray onto dry fur and brush through to effortlessly fix knots and leave fur silky, soft and tangle-free.

**WATERMELON**  
with SHEA BUTTER



## QUICK FIX

### CONVENIENT RANGE

An easy, everyday range that makes cleaning more enjoyable for all.

**2in1 Shampoo & Conditioner 300ml** Less time rinsing means more time for cuddling! This fabulous 2-in-1 shampoo and conditioner effectively and nourishes, getting pooches clean and cuddly in half the time.

**Dry clean Spray 300ml** Spray your way to a peachy clean! Our peach dry clean spray is perfect for cleaning pooches on the go! Spray onto fur, let dry and brush out for an effortless refresh.

**No-rinse Foam 200ml** Keeping that gorgeous coat clean is now a walk in the park! Our no-rinse foam makes paw, face and fur cleaning fuss-free! Massage and towel dry for beautifully clean results.

**Paw & Body Wipes 80 units** Wipe away the day! Suitable for both cats and dogs, our enriched peach wipes will get pet's freshened up in seconds.

**PEACH**  
with ARGAN OIL







## ON ALL PAWS

### PAW RANGE

A highly hydrating range to soothe and relieve the driest of paws.

**Paw butter 40g** Keep pooches buttered up! Our super nourishing paw butter is perfect for keeping cracked skin at bay! Gently massage into paws and noses whenever pooches need some extra care.

## OATMEAL & COCONUT

### with OATMEAL EXTRACT and COCONUT OIL



## BIRTHDAY SPARKLE

### CELEBRATORY RANGE

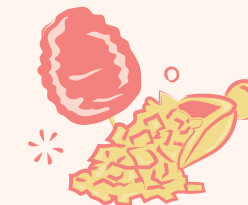
For their B-Day or Gotcha Day this celebratory range will make all furry friends feel special!

**Birthday Sparkle Shampoo 300ml** Spoil your pet and keep them fresh all day! Our Birthday Sparkle Shampoo is great to clean and nourish all skin types. Enriched with marshmallow extract and peach kernel oil that help hydrate and provide a shiny coat whilst sucrose (table sugar) retains moisture and gives that extra nourishing effect.

**Birthday Sparkle Spray 300ml** A spray on their big day & they'll be fresh and on their way! This fabulous spray is great to clean and soothe all skin types leaving their fur silky, fresh and ready to paw-ty.

## COTTON CANDY

### with MARSHMALLOW EXTRACT



## FELIN' GOOD

### CAT RANGE

An everyday range to get cats clean, soft and fluffy.

**Nourishing cat Shampoo 300ml** Oh fur real! Enriched with lemon and strawberry oil, this fabulous, fruity shampoo can get your cat's fur even smoother and silkier.

**Cat Dry clean Spray 300ml** Keep your kitty feline fresh! An easy way to freshen up! Spray onto dry coat, let dry and brush out for fabulously clean fur.

**Cat No-rinse Foam 200ml** A purrrfect clean for furry felines! Our no-rinse foam makes cleaning fuss-free! Massage into fur, towel dry and brush out for a beautifully clean coat.

## LEMONBERRY

### with LEMON OIL







# Everyone Protected

Global research shows that 1 in 3 dog owners do not secure their dog when travelling (even in places where it's required by law) putting themselves and their dog at risk of danger.\* Combined with a worldwide trend of increased road safety legislations, dog car harnesses are a growth opportunity in pet retail.

Our CarSafe range of dog car harnesses provides peace of mind for responsible dog owners. The Carsafe range offers two safety focused options: a secure dog restraint harness and a crash test certified harness.

\*Ford-commissioned survey 2018



Keeps dogs safe and secure in car



Versatile use from car to walk



Direct seatbelt attachment



Lightweight and breathable

## CarSafe™



### Crash Tested Harness

Certified up to 32kg / 70lbs, this crash tested dog harness ensures the top level of safety for dogs. Lightweight and padded for comfort, the harness directly attaches to any car seat belt system and transitions to a walking harness upon arrival. Front and back lead connection points provide extra control if needed.

Sizes XS / S / M / L



### Dog Travel Harness

The Dog Travel harness ensures dog and owner travel safely and within the law. Ideal for everyday usage, It has a padded chest piece for stability and easily transitions to a lightweight walking harness on arrival.

Sizes XS / S / M / L



US Federal Motor Vehicle  
Safety Standards (FDMVSS)21  
Child Restraint Systems



Canadian Motor Vehicle Safety  
Standards (CMVSS)213  
Child Restraint Systems





# Coachies

What makes a great reward?

Well, we think it's one that a dog really likes to eat (duh!), that's also really good for them, and that an owner is really happy to give them... So that's what we made.

And believe us, our dogs really, really like to eat them!

## A recipe for SUCCESS

Each Coachies® reward is only 2 calories, which makes it an ideal and effective treat to reward dogs with repeatedly during training. They're also oven-baked to lock in all those lovely nutrients and have no artificial colours, flavours or added sugars – because who wants those?





Deliciously semi-moist  
& easily breakable



Oven baked to lock in  
nutrition & freshness



Packed with vitamins  
& minerals



Contains no artificial  
flavour or sugars



Only 2 calories  
per treat



Made in  
the UK



#### ADULT TRAINING REWARDS

Packed with vitamins, minerals and calcium, making treat time healthy. Made with beef, chicken & lamb for added variety and excitement, keeping dogs motivated during training sessions.



#### SENSITIVE TRAINING REWARDS

Perfect for training dogs with sensitive stomachs or allergies, these treats are a wheat free complementary feed for adult dogs, with added yogurt and rice for easy digestion.



#### PUPPY TRAINING REWARDS

These can be fed from 8 weeks old and are packed with omegas and vitamins for brain development and added calcium for growing teeth and bones. They are made with yoghurt and chicken, for a perfect tasty reward that's ideal for a puppy's



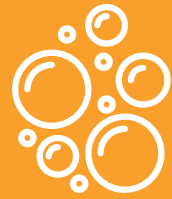


# Protect the smile you LOVE

If you thought our 40-year credentials were good, how about 150 years! That's how long Arm and Hammer® has been in households!

Known for its wonder ingredient, baking soda, this pet dental range provides everything that a dedicated owner needs, from toothpaste and toothbrushes, to dental rinse for water bowls. Your pooch's pearly whites will never have looked so good.





**Baking Soda**  
Acts as a powerful,  
yet gentle natural  
cleaning agent.



**Coconut water**  
Is rich in nutrients,  
providing essential  
electrolytes for  
hydration.



**Long lasting**  
Coconut oil  
formulas last and  
work for longer  
than water-based.



**Natural**  
The ultimate mix of  
natural ingredients  
for a healthy,  
clean mouth.

### Products designed for Puppy & Adult Dogs

With over 80% of dogs showing some form of periodontal disease by the age of 3, it's never too early to start preventative care and that is why we have dedicated puppy and adult dog ranges available.



**Water Additive**  
Simply add to water bowl  
For fresh breath plus  
plaque and tartar  
reduction



**Mint Toothpaste**  
Use with finger or standard  
toothbrush  
For ultimate cleaning and  
long lasting freshness



**360° Toothbrush**  
Special design reduces  
cleaning time  
For the ultimate teeth  
clean



**Dental Kit**  
Contains everything you  
need to get started  
Great kit for all your dogs  
dental needs



**Dental Spray**  
Spray on to teeth & gums  
Clings to teeth for longer  
lasting freshness





# Slow it DOWN

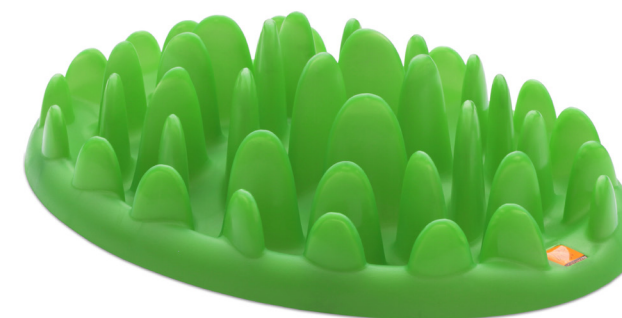
Got a greedy dog who eats too fast? Or is your cat in need of some mental stimulation? The Slow Feeders are just what you need to turn mealtimes into a challenging game.

Cats and dogs lack mental stimulation throughout the day which can lead to boredom and unwanted behaviours. The Slow Feeders stimulate pet's natural behaviour and motivate them to find and push food out of the grass shaped feeder, keeping them entertained while eating slower.

**Eat slower. Be healthy. Have fun.**

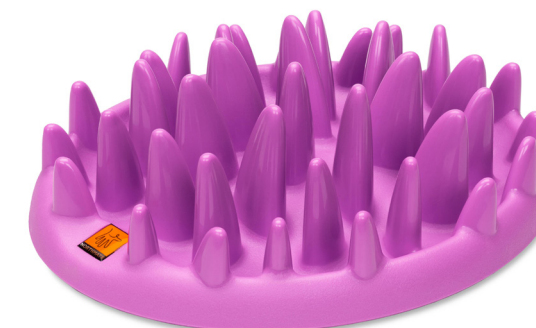
## slow feeders®

Dogs



Mini & Regular

Cats



Regular

### Feeders

Green Slow Feeder and Catch Interactive Feeder are both made from phthalate free plastic, can be used indoor or outdoor and are dishwasher safe. They are designed for all dogs and cats regardless of weight and breed. It can contain both dry and wet food.

**Turn meals into a game**  
**Goodbye boredom**  
**Happier, healthier pet**





# The ultimate TOUGH BALL

With Boomer Ball your dog will have endless hours of great fun!

It is a great entertainment for those ball-obsessed dogs and because it is made of super-tough material, it's perfect for highly energetic toy destroyers too.

Playing with Boomer Ball is also a great exercise for dogs. While chasing and pushing the ball with their nose and paws, they run and move around in a very healthy game. It's so fun that even tigers, bears, elephants and other inquisitive animals love Boomer Ball that are used as enrichment toys in zoos and reserves.

## BOOMER BALL!



### Boomer Ball

Made of super-tough polyethylene, Boomer Ball is suitable for any dog breed. Because it's not designed for your dog to carry, it should be bigger than the dog's jaw gape.

### Available in 4 sizes:

**4 inch/100mm, 6 inch/150mm, 8 inch/200mm, 10 inch/250mm**

**Virtually indestructible**  
**Good for their health**  
**Great for chase and conquer**





# Thank you

