



2023 PRODUCT CATALOGUE

Pet health supplements & skincare

DEVELOPED BY VETS  INSPIRED BY NATURE





Our story

Why do humans love pets? Because they love us back.

At PAW by Blackmores we believe that the key to a happy, healthy life is having a happy, healthy pet. This is why we have developed a range of products that takes pets' unique health needs into consideration.

Originally founded by veterinarian Dr. Alister Webster, Pure Animal Wellbeing (PAW) was acquired by Blackmores in 2010 to form the new Blackmores Animal Health division. The PAW range continues to be developed by Australian vets to deliver scientifically backed products that help to play an integrative role in pet health.

As you would expect from Blackmores, the PAW range of products reflects a continued commitment to leading natural healthcare and encouraging proactivity for long-term wellbeing.





SKIN & COAT HEALTH

Dermatological issues are amongst the most commonly seen conditions in veterinary clinics within Australia. The PAW skin and coat product range has been developed by vets in consultation with veterinary dermatologists and offers a complete approach to managing the most common dermatoses seen in clinical practice.



PAW MEDIDERM® GENTLE MEDICATED SHAMPOO

FEATURES:

- Piroctone olamine treats bacterial and fungal skin infections.
- Gentle low-irritant formula containing hypoallergenic, sulphate and soap free cleansers.
- Safe to use - no gloves required.
- 5 minute wash time makes bathing faster and easier.
- Available in a 200ml tube and a 500ml bottle.



PAW NUTRIDERM® REPLENISHING SHAMPOO

FEATURES:

- Hypoallergenic, sulphate free and soap free cleansers: for an effective, gentle clean without stripping natural oils from the skin.
- Colloidal oatmeal for immediate soothing effect.
- Key moisturising nutrients including rosehip oil and vitamin B5 to optimise skin hydration and maintain the skin barrier.
- A natural fresh scent with no artificial fragrances. Available in a 200ml tube and a 500ml bottle.



PAW NUTRIDERM® REPLENISHING CONDITIONER

FEATURES:

- Colloidal oatmeal for immediate soothing effect.
- Contains Cerasine®; a skin nutrient complex containing ceramides and essential fatty acids to intensively nourish and hydrate the skin and improve skin barrier health.
- A natural fresh scent with no artificial fragrances.
- Available in a 200ml tube and a 500ml bottle.



PAW COAT, SKIN & NAILS™ MULTIVITAMIN CHEWS

FEATURES:

- Highly palatable soft and tasty chews to help support healthy skin, a shiny coat and strong nails in your dog.
- Contains essential nutrients biotin, zinc, chia seeds and omega 3 and 6 fatty acids.
- Available in a 300g tub - 60 x 5g chews.



PAW DERMEGA® SKIN SUPPORT

FEATURES:

- Contains omega 3 & 6 fatty acids to aid in the treatment of allergic skin conditions.
- Ideal for dogs with inflamed, allergic and/or itchy skin.
- Available in a 200ml no-drip pump bottle.



INFECTED SKIN DUO PACK

PAW MEDIDERM SHAMPOO &
PAW NUTRIDERM CONDITIONER

FEATURES:

- Each box contains 1x 200ml MediDerm Shampoo® and 1x 200ml NutriDerm conditioner®.



ITCHY SKIN DUO PACK

PAW NUTRIDERM SHAMPOO &
PAW NUTRIDERM CONDITIONER

FEATURES:

- Each box contains 1x 200ml NutriDerm Shampoo® and 1x 200ml NutriDerm conditioner®.



PAW MANUKA WOUND GEL™ PROTECTIVE BARRIER FOR WOUND CARE

FEATURES:

- Sterile, medical grade wound dressing made from 80% manuka honey and 20% natural waxes and oils.
- Protects the wound and prevents contamination and infection while controlling odours.
- Ideal for non healing and chronic wounds, traumatic, acute and surgical wounds, malodorous and sloughing wounds, burns and general first aid.
- Available in a 25g tube or a 100g tube.



“

My darling boy Winston suffers from allergies, constantly licking and chewing his paws. Using PAW Dermega helps immensely to reduce the inflammation and eases his condition really well.

- Annie, QLD

”



JOINT HEALTH

Osteoarthritis in dogs and cats is a common condition that can be characterised by pain, lameness and loss of joint function. Normally, arthritis and joint pain is seen to occur in older pets. However these can also occur in younger pets due to injury, the animal being over-active or if they have joints that don't align properly, e.g. hip dysplasia.

The PAW by Blackmores joint care range offers a layered approach with effective nutritional support for the maintenance of cartilage health and a natural anti-inflammatory green-lipped mussel powder for the relief of pain associated with osteoarthritis.



PAW OSTEOCARE® JOINT PROTECT CHEWS

FEATURES:

- Contains glucosamine sulphate & chondroitin sulphate, manganese and ascorbic acid to improve joint function and health.
- Soft & tasty fish and chickpea protein chews.
- For pets with a pre-disposition to joint problems or those who are starting to show early symptoms of arthritis.
- Available in 300g tub (60 x 5g chews), 500g tub (100 x 5g chews), 75g tub (30 x 2.5g chews).

“ His vets recommended Osteosupport, now he loves to fetch and run around at the dog park, chasing and being chased by his friends. ”

- Bruce, NSW



PAW OSTEOSUPPORT® JOINT CARE POWDER FOR DOGS & CATS

FEATURES:

- A highly concentrated, green lipped mussel powder extracted via a patented process (Perna128), providing high levels of omega 3 fatty acids (EPA, DHA & ETA) for effective relief from pain associated with osteoarthritis.
- Provided in a measured capsule dose.
- Highly palatable.
- For dogs & cats displaying arthritic symptoms including lameness, stiffness and a reluctance to play.
- Available in 80 x 500mg capsules (dog), 150 x 500mg capsules (dog), 60 x 500mg capsules (cat).



JUNIOR HEALTH

During the early months, puppies and kittens require additional care to support their developing bodies and systems, particularly their immune & digestive systems which are very immature at this stage of life. They also go through many different changes all at once which can cause stress on their immune system & disrupt their digestive balance, leading to stomach upsets.

The PAW Junior range has been formulated with puppies' and kittens' unique nutritional needs in mind and to support the healthy development of their digestive and immune systems.



PAW DIGEST + PROTECT PUPPY CARE

FEATURES:

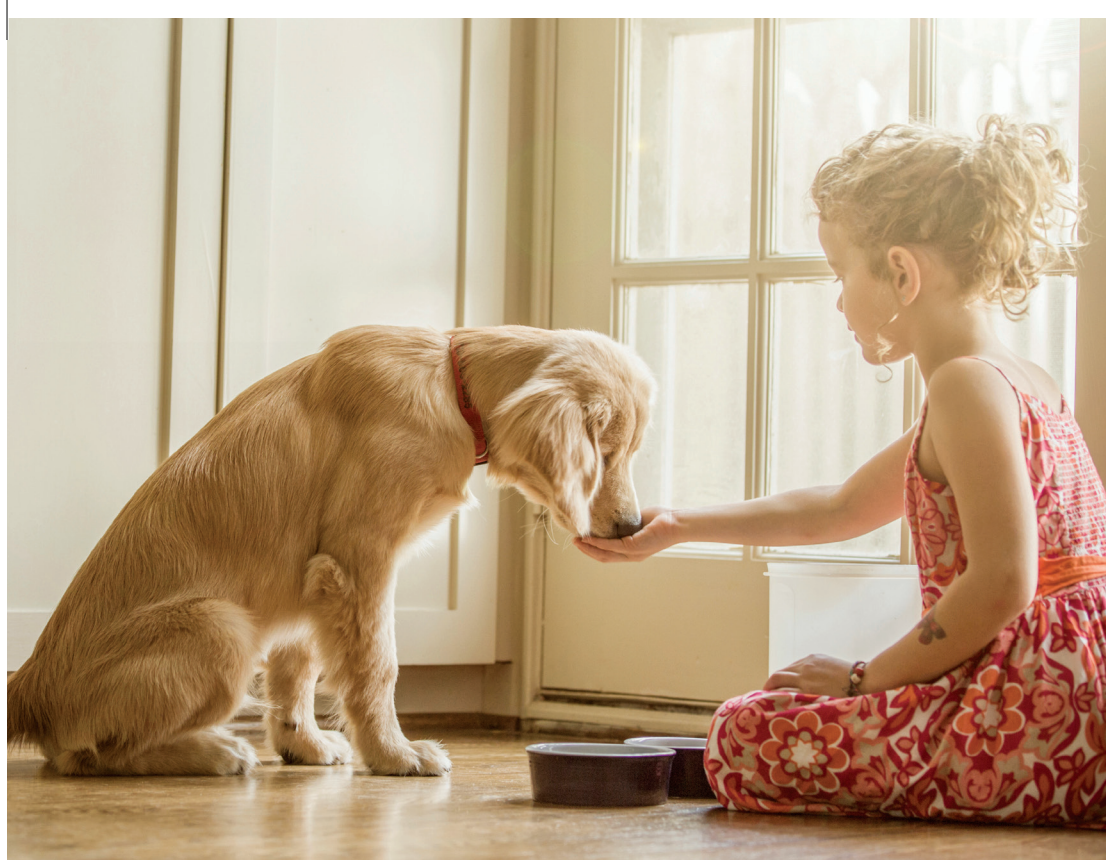
- Highly palatable soft and tasty chews.
- Specifically formulated with bovine colostrum, beta glucan, spirulina and prebiotics to enhance immunity and gut health in growing puppies.
- Essential vitamins and minerals which contribute to healthy growing bones and joints, proper functioning of the nervous system and healthy skin, coat and nails.
- Available in a 75g tub- 30x 2.5g chews.



PAW DIGEST + PROTECT KITTEN CARE

FEATURES:

- Highly palatable soft and tasty chews.
- Specifically formulated with bovine colostrum and spirulina to boost immunity in growing kittens.
- Contains prebiotics, which have a beneficial impact on digestive health
- Essential vitamins and minerals which contribute to normal healthy development
- Available in a 75g tub- 63 x 1.2g chews.



DIGESTIVE HEALTH

Diarrhoea, vomiting and poor appetite are all common symptoms of an imbalanced digestive system.

These symptoms can be due to a number of factors such as stress, poor diet, medications and changes in environment. It is therefore very important for companion animals to have the right balance between good and bad bacteria for a healthy digestive system.



PAW DIGESTICARE™ MULTI-STRAIN PROBIOTIC, ENZYMES + WHOLEFOOD POWDER

FEATURES:

- Highly palatable blend of probiotics, prebiotics, enzymes and fermented wholefood powder
- Helps promote everyday digestive health and general wellbeing in all dogs and cats
- Aids in enhancing the gastrointestinal microbiome and improves stool quality
- Fermented superfoods such as spirulina, quinoa & alfalfa to provide easily assimilated nutrients and fibre.
- Available in a 150g tub with a 6g measuring scoop.



PAW DIGESTICARE FOR CATS COMBINED PRE + PROBIOTIC MADE SPECIFICALLY FOR CATS

FEATURES:

- Contains a unique blend of *Enterococcus faecium* SF68 and fructo-oligosaccharides in an easy to use capsule format
- May aid in reducing the duration and severity of diarrhoea, particularly in cats under stress or those receiving antibiotics
- Supports intestinal health
- May modulate the immune system
- Available in 30 x 620mg capsules



EAR CARE

Ear cleaning is an important part of a proper grooming routine as dirty ears can develop into infections, especially for dogs prone to allergies, or those with narrow, long, floppy or hairy ears.



PAW GENTLE EAR CLEANER FOR HEALTHY CLEAN EARS

FEATURES:

- Softens, dissolves & removes excess wax (cerumen), dirt and debris for an effective & gentle long lasting clean.
- Contains no alcohol, acids or irritants.
- Reduces ear odours.
- Flexible tip applicator makes it easy and comfortable to use.
- Requires only once a week maintenance usage for a healthy ear environment.
- For dogs & cats.
- Available in a 120mL bottle.



GROOMING

Dogs have different skin to humans so it's important to use a product that is specifically for them. PAW grooming products effectively clean and condition whilst being gentle on the coat and skin.

PAW grooming products are free from:

- Soaps and sulphates
- Parabens
- Phthalates
- Alcohol
- Artificial fragrances



PAW GENTLE PUPPY SHAMPOO

FEATURES:

- Specifically formulated for young delicate skin.
- Delivers an effective and gentle clean without stripping natural oils.
- Natural chamomile and coconut scent.
- Available in a 200ml tube.



PAW GENTLE PUPPY CONDITIONING SPRAY

FEATURES:

- Easy spray application.
- This alcohol free formula is gentle on young skin.
- Natural chamomile and coconut scent.
- Available in a 200ml spray bottle.



PAW 2 IN 1 CONDITIONING SHAMPOO

FEATURES:

- 2 in 1 product for convenient grooming care, which gently cleans and conditions in one simple step.
- This formula is ideal for dogs with a wiry or dry coat needing extra conditioning or for owners who don't have time to use a conditioner.
- Natural lavender and jojoba scent.
- Available in a 500ml bottle.



PAW 2 IN 1 CONDITIONING & GROOMING SPRAY

FEATURES:

- Gentle alcohol free spray that makes conditioning easy by using a simple spray application.
- Combines gentle conditioning and detangling agents for a silky smooth coat.
- Lavender and jojoba scent.
- Available in a 200ml spray bottle.

“ I tried your 2 in 1 Conditioning Shampoo for my dogs and not only is it the best smelling shampoo we have ever used, my 3 dogs all came out shiny, smooth and clean. ”

- Charmaine, NSW



PAW SENSITIVE SKIN SHAMPOO

FEATURES:

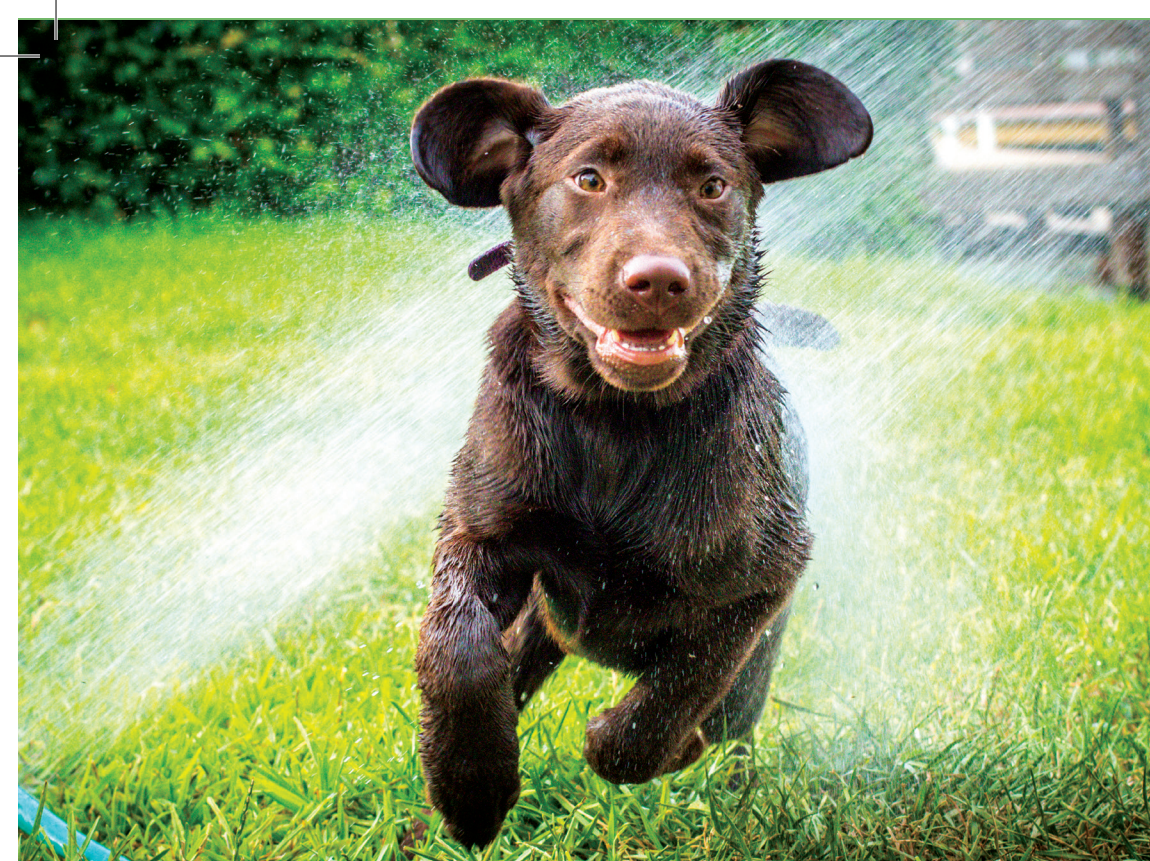
- A non-irritant, soap and sulphate free shampoo that gently and effectively cleans the coat, and includes rosemary and sandalwood essential oils to keep the coat and skin healthy and naturally fresh.
- For best results, use in conjunction with PAW Sensitive Skin Conditioner.
- Available in 500ml bottle.



PAW SENSITIVE SKIN CONDITIONER

FEATURES:

- Suitable for dogs with fragile skin with moisturising ingredients to maintain skin health.
- The nourishing and nurturing formula contains avocado and jojoba oils to deeply moisturise the coat and skin, leaving the coat soft, silky smooth and easy to groom.
- Available in 500ml bottle.



HEALTH & VITALITY

Just like us, pets require essential nutrients, a balanced diet and regular exercise to keep them healthy. While high quality commercial or homemade diets can provide most of what pets need on a daily basis, there are certain circumstances and times in a pet's life when they might require a little top up.



PAW WELLNESS + VITALITY MULTIVITAMIN & WHOLEFOOD CHEWS

FEATURES:

- Highly palatable soft and tasty chews.
- Contains alkalising ingredients (organic kale and spirulina) to maintain general wellness & vitality.
- Includes antioxidants (blueberries) for a healthy immune system.
- Key vitamins and minerals to maintain general health.
- Available in a 300g tub - 60 x 5g chews.



MENTAL WELLBEING

It is well recognised that pets can display symptoms of mental ill health.

Factors such as genetics, upbringing and the role of the pet within the wider family unit can all influence a pet's mental health and therefore the behaviours they display.



PAW COMPLETE CALM FOR DOGS

MULTIVITAMIN CHEWS WITH TRYPTOPHAN

FEATURES:

- Soft & tasty fish and chickpea protein chews.
- Contains high levels of tryptophan, a serotonin precursor, to support and balance the wellbeing of pets.
- Contain high levels of B group vitamins for healthy nervous system function.
- Available in a 300g tub - 60 x 5g chews, 75g tub - 30 x 2.5g chews.

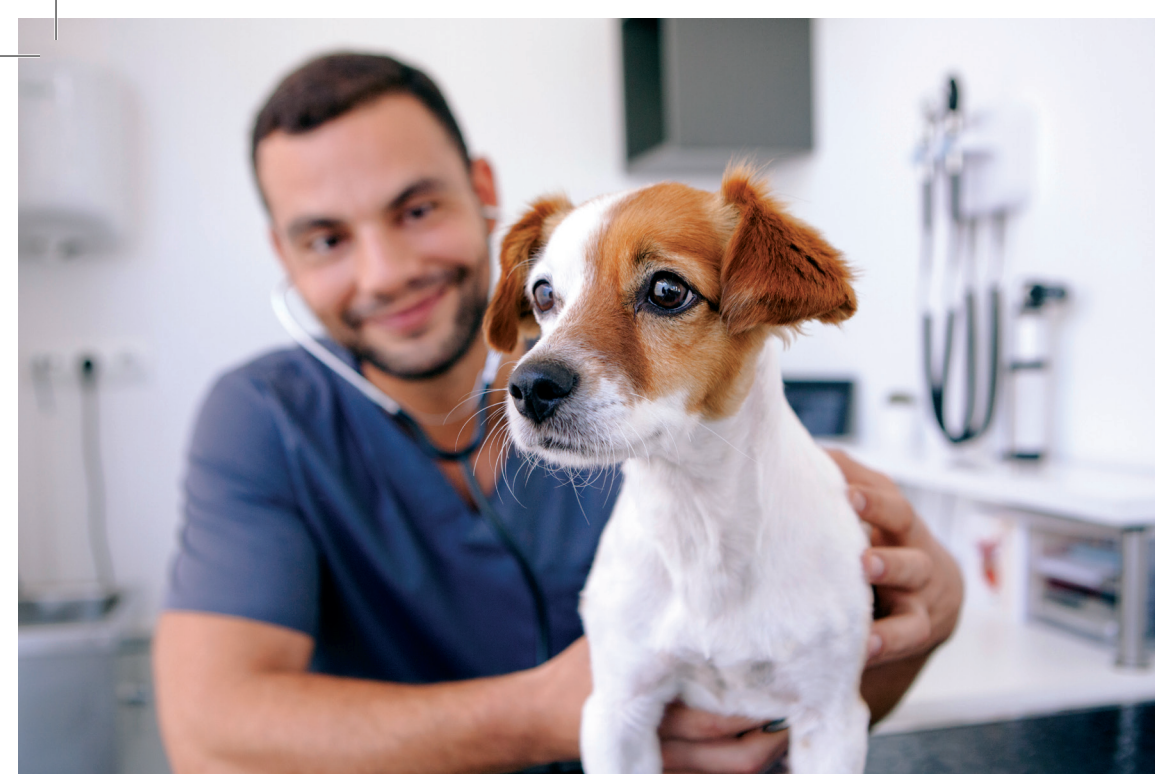


PAW COMPLETE CALM FOR CATS

MULTIVITAMIN CHEWS WITH TRYPTOPHAN

FEATURES:

- Tasty fish for ease of administration with fussy cats.
- Contains tryptophan, B group vitamins and key minerals to help maintain nervous system function and a healthy immune system.
- Available in a 75g tub - approx. 63 x 1.2g chews.



PAW CLINICAL RANGE

PAW believes that integrative veterinary medicine can often be the missing key to unlocking best in class case management in practice. As such, we have developed a range of clinical products formulated with the highest quality naturopathic ingredients based on cutting edge research to assist in the holistic approach to managing a range of commonly seen cases.



PAW OSTEOADVANCED CLINICAL JOINT SUPPORT CHEWS

FEATURES:

- A unique combination of green lipped mussel, curcumin & boswellia to provide triple action anti-inflammatory support to help relieve arthritic symptoms in dogs.
- Glucosamine & chondroitin to support healthy joint cartilage.
- High quality, natural ingredients supported by scientific evidence.
- No artificial colours or flavours.
- PAW OsteoAdvanced is ideal for pets showing symptoms associated with osteoarthritis.



PAW DIGESTICARE SB GASTROINTESTINAL SUPPORT FOR USE WITH ANTIBIOTICS

FEATURES:

- Contains 10bn CFU *Saccharomyces boulardii*.
- Reduces the occurrence and severity of antibiotic associated diarrhoea.
- Supports a healthy digestive system in dogs.
- Is the only probiotic available in the Australian veterinary market not affected by antibiotics.



HEPATOADVANCED®

AIDS IN LIVER DETOXIFICATION MECHANISMS

FEATURES:

- Provides comprehensive liver support with three active ingredients; SAME, silybin (an extract of milk thistle) and vitamin E.
- Unique stable form of SAME and bioavailable form of silybin.
- May enhance levels of glutathione for supporting liver detoxification.
- May enhance cognitive function in dogs.
- Silybin A+B and vitamin E act as antioxidants, helping protect against reactive oxygen compounds.
- Available in cat and small dog (<15kg) and medium and large dog (>15kg).

PAW FISH OIL 500

CONCENTRATED FISH OIL FOR DOGS

FEATURES:

- Rich in omega-3 fatty acids, EPA & DHA to maintain optimal health and wellbeing in dogs.
- Provides support for joint, skin, heart, kidney and bowel health.
- Sustainably sourced and rigorously tested to Blackmores quality and purity standards.
- Available in 200mL no-drip pump bottle.

“ Fish oil is essential to Merlin’s diet and management of his health issues. We have seen improvements in Merlin’s health since he has taken this product and has had no side effects at all. ”

- Emma, WA



BLACKMORES ANIMAL HEALTH

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