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Grove Collaborative Debuts Owned Pet Care Brand With the Launch of Good Fur™

Leading sustainable consumer products company makes its first foray into the \$100B pet care category, adding a new line of pet grooming products to its collection of planet-friendly brands

SAN FRANCISCO--(BUSINESS WIRE)-- Grove Collaborative ("Grove"), the leading sustainable consumer products company and Certified B Corp, announces the launch of pet care brand, Good Fur, a new line of cruelty-free pet grooming products offering shampoos, conditioners, accessories and more, bringing its sustainable innovation to consumers' furry family.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20211209005331/en/>



Grove Collaborative Launches Its Owned Pet Care Brand GoodFur™
(Photo: Business Wire)

With pet ownership continuing to rise post-pandemic, and consumers searching for products to help care for both their pets and the planet, Grove is tapping into the growing pet-care category through its rollout of sustainable grooming products. The benefit-led formulas are made with organic ingredients and address the most common pet grooming concerns, while remaining free of single-use plastic. Good Fur's products are made with

infinitely recyclable aluminum bottles that come with durable, reusable pumps and support the Company's mission to move Beyond Plastic™ and become 100% plastic free by 2025.

“Good Fur was inspired by our team members who struggled to find sustainable pet care products that held up to our Grove standards,” said Stuart Landesberg, Co-Founder & CEO of Grove Collaborative. “Through these shared experiences it became clear that there was a huge opportunity for a sustainably packaged, efficacious pet grooming brand, with human-grade ingredient standards. As a dog owner myself, I am particularly excited about the Good Fur launch and the impact it will have on continuing to move the consumer products industry beyond plastic.”

Conventional pet care products often contain harsh chemicals and have historically been packaged in plastic, with pet food and treat packaging alone [creating 300 million pounds of plastic](#) each year in the United States. Good Fur products are made with aluminum packaging that come with a reusable pump. All products are free from parabens, sulfates (SLS), triclosan, synthetic dyes and formaldehyde, and instead contain gentle and effective ingredients such as organic oatmeal, jojoba, aloe vera, active botanical oil and 100% natural fragrances. The brand is instilling confidence among consumers that what they are using is good for their pets and the planet.

“The launch of Good Fur is an important milestone on our journey to create brands that are a positive force for good and support our initiative of becoming plastic-free by 2025,” said Luana Bumachar, VP of Owned Brands + Innovation at Grove Collaborative. “With consumers putting more emphasis on clean ingredients and sustainability than ever before, there was an unmet need within the pet category that we are fulfilling with the launch of Good Fur. The brand name encapsulates what Good Fur stands for: high quality products that are good ‘fur’ your pet and good ‘fur’ the planet.”

Good Fur is available for purchase exclusively at Grove.com’s Good Fur page [HERE](#).

- **Soothing Shampoo** - gently cleans and soothes itchy, irritated skin while moisturizing, \$14.95
- **Soothing Conditioner** - detangles coat for a silky, soft coat without irritating skin, \$14.95
- **Flea & Tick Shampoo** - kills and repels fleas and ticks with organically grown botanical oil, \$14.95
- **Flea & Tick Spray** - kills and repels fleas and ticks with organically grown botanical oil, \$8.95
- **Tear-Free Puppy Shampoo** - cleans and moisturizes puppy’s skin and coat, \$14.95
- **Silicone Brush** - effective yet gentle to quickly scrub away dirt, dead skin and loose fur, \$12.95

The line debuts with eleven total SKUs, which includes the initial bundle and the refill bottles, ranging from \$6.95 - \$14.95. Every product includes How2Recycle instructions so it's easy to understand how to properly recycle and ultimately curb packaging waste. Good Fur joins the Grove Collaborative owned brand portfolio that includes a number of other brands the Company has crafted, such as its flagship homecare brand Grove Co.; plastic-free, vegan personal care Peach not Plastic; and clean skincare brand Superbloom. For more information on Good Fur, please visit Grove.com’s Good Fur page [HERE](#).

About Grove Collaborative

Launched in 2016 as a Certified B Corp, Grove Collaborative is transforming consumer

products into a positive force for human and environmental good. Grove creates and curates high-performing, planet-first products across household cleaning, personal care, laundry, clean beauty, and pet, serving millions of households across the U.S. With a flexible monthly delivery model and access to knowledgeable Grove Guides, Grove makes it easy for people to build sustainable routines. Every item Grove offers, from both brands they craft — like their flagship brand Grove Co., plastic-free, vegan personal care line Peach not Plastic, and clean skincare brand Superbloom — and from exceptional third-party brands, has been thoroughly vetted against strict standards for clean ingredients, efficacy, sustainability, cruelty-free formulas, and ethical supply chain practices. Grove Collaborative, a public benefit corporation, is on a mission to move Beyond Plastic and recently entered physical retail for the first time at Target stores nationwide. Grove is the first plastic neutral retailer in the world and is committed to being 100% plastic-free by 2025. For more information, visit grove.com.

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