

Austin Rose

FIDO Friendly sits down with **Mia Rose**, founder of Austin Rose, Inc.®.

Austin Rose is a wholesome company. Organic, vegan certified, no pesticides and other descriptions cover the products of Austin Rose. FIDO Friendly magazine sits down with this environmentally conscious company to find out the thought process behind every bottle.

FIDO Friendly: What made you start your business?

Mis Rose: When my wire-haired fox terrier developed skin redness, irritations and dry fur, I could not find a completely chemical-free shampoo, and certainly not a combination of both shampoo with conditioner that was safe enough to use every day. The groomer I had taken him to could not verify exactly what was used in their shop, or if it was free of sodium-laural sulfate, petroleum products, alcohol, pesticides, or artificial fragrances. I then made it my goal to diligently pursue and create a clear concentrated pet shampoo plus conditioner for every pet's coat; to cleanse, sooth and relax your pet and condition at

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the same time. Plus we use just a drop of true essential oil for the luxurious scent in *Caroline's Doggie Sudz*®, Mango or Lavender. We worked to formulate for the pets and people who love them, a safe product that is pure for their delicate skin and coats (non-irritating).

FF: How did you come up with the name?

MR: The company name, Austin Rose, Inc.®, is named after my grandson, Austin, and the organic Shampoo and Conditioner, *Caroline's Doggie Sudz*®, is named after my granddaughter, Caroline. *Caroline's Doggie Sudz*® was a result of brainstorming among our business associates.


FF: What research did you do in assessing the consumer market?

MR: Natural products are on the rise, and people love pets... I know I do. *Caroline's Doggie Sudz*® and *Pet Air*® are safe, Vegan certified, organic and concentrated so that a little can go a long way. Our products are extremely affordable, and fulfill a combination of doing more than just one thing which is very important in today's economy.

FF: What were the biggest hurdles in marketing your products?

MR: The pet industry is extremely competitive, and there are many products on the market, but finding all the safe and Vegan certified ingredients and a qualified chemist that would not compromise quality took time.

FF: What is on the horizon for your company?

MR: We are currently looking to expand our Austin Rose, Inc.® product line, as well as entering further distribution with the right pet product distributors. Currently, we are renovating our website www.Austinrose.com, and we expect our new site to launch before the holiday season. 

Mia Rose, founder of Austin Rose, with an array of natural and organic products.

