# Mud disrupts dog grooming with instinct-led, unscented wash and interactive packaging



Just a week after its launch, Mud has made a significant impact on the pet care industry with its debut product, The Everyday Wash for Dirty Dogs. More than just a grooming item, it represents a manifesto aimed at redefining the relationship between dogs and their owners. Developed over 18 months and recently recognised at the D&AD 2025 awards, the brand seeks to disrupt a prevailing culture of excessive pampering, which co-founders Angelina Pischikova and Karina Zhukovskaya argue often overlooks the fundamental needs of dogs.

“Dogs don't want to smell like a candle shop,” states Angelina, emphasising the importance of recognising the sensory experience of animals. With 300 million scent receptors, dogs are disturbed by many products marketed towards them. The Everyday Wash is crafted from natural ingredients like oat, aloe, panthenol, and bioenzyme technology, resulting in a product that is pH-balanced, plant-based, and purposely unscented. The design speaks to eco-consciousness and functionality, featuring a recyclable, squishy nozzle instead of a standard pump, which reflects a commitment both to the environment and to improving the grooming experience for dogs.

The ethos behind Mud is underscored by a need to honour the natural instincts of dogs. "We think it's time to shift cultural convention away from treating pets as lifestyle accessories and toward recognising them as instinct-driven animals with emotional depth," Karina articulates. This philosophy sets Mud apart in a market overflowing with products often laden with synthetic fragrances and superficial branding elements. Their minimalist range of products is set to expand, all while adhering to a guiding principle focused on respect rather than dominion over animals.

Additionally, the brand's visual identity is as innovative as its formulations. The logo, which adapts based on local weather conditions, and packaging adorned with thermal ink technology, serve as dual representations of the 'messiness' of dog life and the cyclical nature of cleaning. "It's a metaphor for the mess, the rinse, and the return to it," Karina explains, highlighting how the logo reacts to the environment, shifting in size with changing weather, mirroring the dynamic world dogs inhabit. This approach to branding encourages interaction, enriching the user experience in a meaningful way that extends beyond mere advertising.

Producing their products in small batches in the UK, Mud prioritises sustainability, employing 100% recyclable bottles printed with eco-friendly inks. This initiative aims to reduce waste and reliance on excessive packaging, which are common issues in the pet care industry. "Most dog shampoos are just human ones in disguise," says Karina. Mud’s commitment to utilising only ingredients that directly benefit dogs reflects a broader trend towards ethical consumerism that resonates with modern audiences, paving the path for conscious choices surrounding pet care.

In a time where many brands compete for market share through flashy marketing and gimmicks, Mud is carving out a unique space by advocating for a new perspective on pet care. "We already had people say, 'I don't even have a dog, but your brand and the info on the website changed how I think about them.’ That’s an amazing response," Angelina recounts, suggesting that their message resonates even beyond the typical scope of dog owners. This speaks volumes about the potential for change in the perception of pets and their needs in society.

As Mud continues to grow, with more products anticipated, it seems poised to challenge the status quo in the pet care market. Its willingness to confront uncomfortable truths about industry norms and the authentic connection it seeks to establish with dog owners indicate a brand dedicated not solely to commerce but to instilling a deeper respect for the animals we love. With its innovative offerings, Mud is setting the stage for a new era in pet care—one that prioritises natural instincts, ethical formulations, and sustainable practices, ensuring that the needs of our canine companions are at the forefront.

## Reference Map:

* Paragraph 1 – [[1]](https://www.creativeboom.com/news/mud-rethinks-dog-care-with-instinct-interaction-and-ethics-in-mind/), [[2]](https://worldbranddesign.com/mud-launches-to-save-dogs-from-coconut-scented-hell/)
* Paragraph 2 – [[1]](https://www.creativeboom.com/news/mud-rethinks-dog-care-with-instinct-interaction-and-ethics-in-mind/), [[2]](https://worldbranddesign.com/mud-launches-to-save-dogs-from-coconut-scented-hell/)
* Paragraph 3 – [[1]](https://www.creativeboom.com/news/mud-rethinks-dog-care-with-instinct-interaction-and-ethics-in-mind/), [[2]](https://worldbranddesign.com/mud-launches-to-save-dogs-from-coconut-scented-hell/)
* Paragraph 4 – [[1]](https://www.creativeboom.com/news/mud-rethinks-dog-care-with-instinct-interaction-and-ethics-in-mind/)
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* Paragraph 8 – [[1]](https://www.creativeboom.com/news/mud-rethinks-dog-care-with-instinct-interaction-and-ethics-in-mind/)

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## Bibliography

1. <https://www.creativeboom.com/news/mud-rethinks-dog-care-with-instinct-interaction-and-ethics-in-mind/> - Please view link - unable to able to access data
2. <https://worldbranddesign.com/mud-launches-to-save-dogs-from-coconut-scented-hell/> - Mud™ is a new dog care brand launched in London, aiming to challenge the trend of treating dogs as lifestyle accessories. Their debut product, The Everyday Wash for Dirty Dogs, is a pH-balanced, odour-neutralising shampoo made with plant-based ingredients like oat, aloe, panthenol, and bioenzyme odour-fighting technology. The brand's identity includes a weather-reactive logo and thermal-ink packaging, symbolising the mess and return to it. Mud™ promotes a perspective that recognises dogs as instinct-driven animals with emotional depth, moving away from the sanitised world of modern pet care.
3. <https://www.themudpuppydogwash.com/> - The Mud Puppy is a self-serve dog wash and spa offering high-quality equipment and products to maintain happy, healthy pets. They provide professional grooming tubs, shampoos, conditioners, and other grooming supplies. Their philosophy is to offer quality service at an affordable price, with tubs designed to keep dogs at waist height, making the washing process easier for owners. The Mud Puppy is located in Mission Viejo, California, and observes all major holidays, closing on Christmas and New Year's Day.
4. <https://www.amazon.com/Bio-groom-So-Dirty-Dog-Shampoo-Gallon/dp/B08GQHX9B2> - Bio-Groom's So-Dirty Deep Cleansing Dog Shampoo is formulated for dogs that are particularly dirty and smelly. It creates a rich foam, rinses quickly, and leaves no residue, providing body and luster to the coat while strengthening hair from tip to root. The shampoo is free from parabens, silicones, and artificial thickeners, and is safe for puppies, kittens, and the environment. It is also safe to use with topical flea and tick treatments. Available in 12oz, 1 gallon, and 5 gallon containers.
5. <https://madramormud.com/> - Madra Mór offers canine spa treatments inspired by animals' natural instinct to enjoy mud baths. Their treatments use a blend of medicinal clays, aloe vera, and omega oils to absorb impurities and nourish the skin, leaving dogs clean, fresh-smelling, and huggable. The brand emphasizes the importance of replenishing the skin's protective lipid layer after shampooing to maintain skin health and prevent issues like excessive shedding. Madra Mór's products are designed to enhance skin hydration and strengthen the skin's barrier function.
6. <https://shoppantryproducts.com/products/dirty-dog-wash> - Pantry's Dirty Dog Wash is a natural dog shampoo formulated to gently cleanse and moisturize all coat types. It adds shine and body to the coat while increasing manageability. The shampoo is soap-free, cruelty-free, and 100% biodegradable. It is free from phthalates, fragrances, and parabens, making it a gentle alternative to many commercially-created dog shampoos that often contain harsh chemicals. The product is handmade in small batches in Reno, NV, and Salt Lake City, UT, and is vegan and vegetarian.
7. <https://mud-dogs.com/> - Mud Dogs is a UK-based company offering a range of neoprene Wellington boots designed for dog walkers. Their products include the Rutland Tall, Rutland Mid, and Rutland Short boots, available in various colours. The company provides free standard UK delivery on all orders and features a blog with posts about their products and dog-related topics. Mud Dogs is committed to providing quality products for dog owners who enjoy outdoor activities with their pets.