
Bourena®
铂 乐 纳
SINCE 2000
「Pet Grooming Expert」
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RESTORE TO THE NATURAL.



BRAND INTRO

In 2000, the brand founder’ s family established a cleaning products factory in Sichuan, China. Building on its foundational expertise, the enterprise has gone on to provide R&D and OEM services to 16 emerging pet care brands worldwide.

In 2023, the post-95s brand founder returned to China after graduating overseas and teamed up with "Grooming Master" — Elan Ho to launch a grooming brand rooted in the "Pet Feeling" philosophy.

We are proud that Bourena pet care products have truly embodied the "1+N" concept.

OUR GOAL

"Make great products more simple to serve more exquisite pet-owning families around the world"

BRAND PLAN

Globalization Plan

【Effectiveness】

Working with multiple experimental institutions and application teams to create, efficient and simple innovative beauty wash and care solutions.

Planet Plan

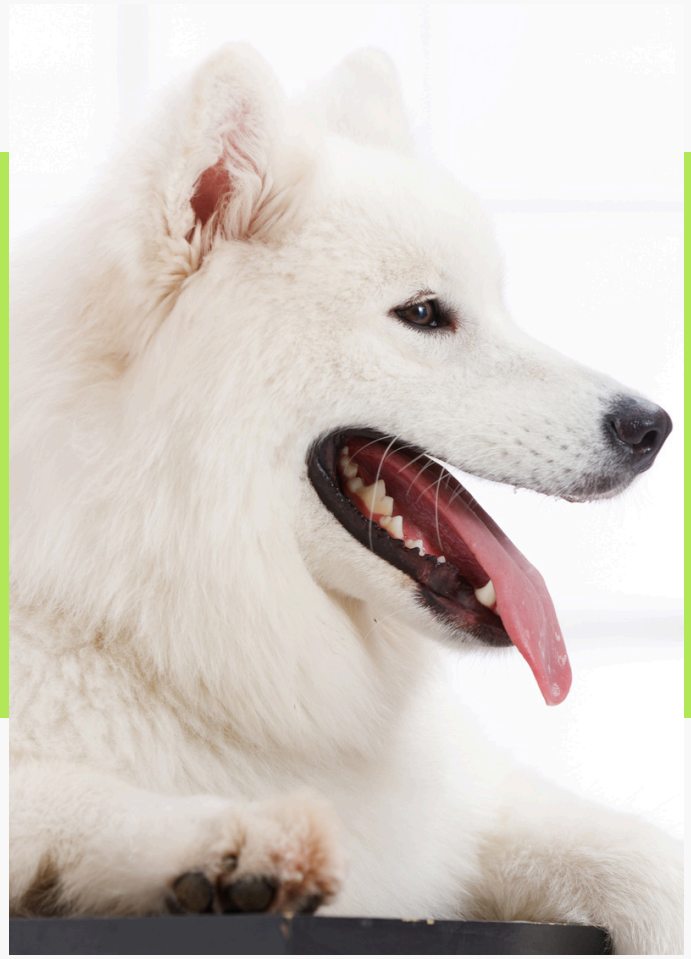
【Safety】

The product is made of ecological degradable ingredients, integrating the product with nature Taking "green ecology" as the primary standard for the product.

Society Plan

【Responsibility】

Building a harmonious atmosphere of social interaction between people and pets, allowing high-quality products to be recognized by consumers



Ultra Series

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01

Ultra Series

The Ultra Series develope from the perspective of restoring the health of pets' fur.

This series clearly labels all the ingredients used on the product ingredient list. The product of Ultra series does not contain parabens, phthalates, phosphates, sulfates, polyethylene glycols, or any other irritating ingredients.

The vibrant label design that catches eyes of consumer and conveys our original intention. After conducting thorough market research, we clearly identified the lack of high-quality pet grooming products in the market. This research also enabled us to break away from conventional market rules and promote a new concept, "embedded technology", we aim to first address and restore the health of pets' fur, allowing their beauty to be more prominently displayed on a healthy foundation.

PET DE-GREASING LIQUID

STEP 1| DOGS & CATS

30ml | 150ml | 1000ml

- Effectively cleans oily coated breeds, extremely dirty pets & tough stains
- Multiple plant-derived essential oils to protect the skin and coat
- Mild formula & low-irritating

It contains ⩾80% of plant oil essences, natural and mild formula without petroleum-based emulsifiers, that can effectively remove grease, refresh the follicles, fill in large pores, soothe and protect the skin, and inhibit black chins, oily tails, and oily dermatitis, restore the hair to fresh and fluffy.



PURIFYING SHAMPOO

DOGS & CATS

50ml | 500ml | 4000ml

Dilute Ratio 1:30-1:40

- Deeply cleans & removes grease & dirt
- Effectively repairs damaged hair
- Prevents hair statics & tangles

It adopts APG surfactant with a concentrated and environmentally friendly formula, deeply clean the dirt and grease with repair damaged hair, help to remove damaged hair and reduce the drying time, and prevent hair static electricity and tangling. Maintains the moisture balance of the skin and hair and restores it to natural state.





ULTRA SHAMPOO

LONG-HAIRED PETS

50ml | 500ml | 4000ml

Dilute Ratio 1:30-1:40

- Enhances toughness and smoothness
- Resists hair oxidation
- Provides hair heat protection

Designed for long-haired pets with mild and low-irritating formula. Rich in various nutrients and gently cleans the dirt and grease. It resists hair oxidation and deeply moisturizes, enhances hair toughness and smoothness, provides heat protection that reduces the damage caused by heat styling products to hair, making hair smooth and easy to comb.



ULTRA SHAMPOO

SHORT-HAIRED PETS

50ml | 500ml | 4000ml

Dilute Ratio 1:30-1:40

- Maintain the water and oil balance of fur
- Enhance the luster and elasticity of hair
- Make hair full and fluffy

Designed for short-haired pets with mild and low-irritating formula. Rich in various nutrients and gently cleans the dirt and grease. It can effectively replenish moisture and prevent dry skin, enhance the luster and elasticity of the hair, leaving full and fluffy.



REVITALIZING CONDITIONER

FOR ALL DOGS

50ml | 300ml | 4000ml

Dilute Ratio 1:20

- Nourishes & repairs damaged hair
- Protects color & brightens hair
- Deodorizes & long-lasting fresh

Designed for dogs with mild and low-irritating formula, which is rich in plant extracts to nourish, condition, protect and repair hair. It can strengthen the hair structure, enhance hair smoothness and relieve hair tangles. Resist hair static electricity and make combing smoother. Remove odors and leave a long-lasting fragrance.



REVITALIZING CONDITIONER

FOR ALL CATS

50ml | 500ml | 4000ml

Dilute Ratio 1:20

- Reduce hair breakage and split ends
- Regulate skin microcirculation
- Prevents statics & tangles

Designed for cats with gentle and low-irritating formula. Rich in plant extracts to enhance the toughness and luster of the hair. Prevent hair statics, provide heat protection, repair and reduce breakage and split ends, and restore hair color and texture. Gently condition the skin, reduce dryness.

ULTRA CONDITIONING HAIR SPRAY

DOGS & CATS

150ml

- Moisturizes & hydrates hair
- Resists hair oxidation & yellowing
- Repairs damaged hair
- Prevents hair statics, making hair fluffy & smooth

It can deeply nourish the hair, replenish moisture, resist hair oxidation, prevent hair from drying and tangling, and repair damaged hair scales, making the hair soft and shiny. Preventing hair static, making hair smooth, easy to comb.





PRODUCT
//DISPLAY

Show Series

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Show Series

Show Series is the core creation of "Globlization Plan".

The series utilizes all the scientific research of the independent research and development system - from the Rhine River to Silicon Valley in North America, from the ecological conservation area in Australia to the innovation highland in Asia, tocretize the research and development achievements through a three-dimensional research and development network covering raw material traceability, formula research and development, and efficacy verification.

We use technological power to replace exaggerated marketing rhetoric. Introducing the concept of "customization" into the pet wash and care field, integrating high-end care into daily life, and resh industry standards. The ultimate technological doctrine will eventually return to the simple philosophy of life.

CLOUD VELVET SERUM

DOGS & CATS

Luxury essence **No.1**

- Strongly replenish hair moisture
- Enhance hair texture
- Perfectly show the smoothness and elasticity of hair
- Hair exhibits a strong sense ofuster and fullness

Fusing multiple components of black technology, its bright, moist, and repair systems are simulated by photon refraction technology to create a multi-level luster; intelligent microcapsule technology slowly releases nutrients to nourish the skin and hair continuously; nano-repair factors deeply repair the hair scales, rebuild the strong structure of the hair, and achieve precise repair, making the pet's hair brighter, more moist, and stronger.





Joy Series

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Joy Series

The Joy Series is a collection that is completely dedicated to the needs of pets.

This series integrates German slow-release surfactant technology, plant-based deodorization technology, Dutch care technology, Australian plant extracts, and American high-end conditioning solutions into every product detail. We are as meticulous as carving work of art, demanding every detail to be precise and balanced, and accurately mixing to create high-quality daily care products that are both effective and safe.

We continuously upgrade formulations based on users' optimized suggestions, which also allows us to understand what pet owners truly hope to obtain in terms of safe and good daily care products.

The Joy Series a product line filled with vitality and love, hoping to make pet owners and their pets feel the relaxed atmosphere of family when interacting



Silk Protein Essence Hair Spray

DOGS & CATS

150ml

This product is used for daily pet hair care and detangling before washing and grooming.
The new type of moisturizing ingredients - nourish and repair dry and hair, remove static electricity of hair, light, soft and bright, make hair fluffy and smooth, and at the same time, daily hair care antioxidant, enhance hair quality and.
The special ingredients of the product can provide a cool feeling and have a calming effect.



Pet Plant Extract Ear Care Lotion

DOGS & CATS

150ml

For daily cleaning and care of pet ears, it has the effects of antibacterial and anti-mite, removing odor, softening dirt, cleaning the ear canal relieving itching, and calming and soothing. Moisturizing and protecting the ear canal, preventing ear infections, and daily protection of ear health. Plant-based formula,0 boric acid, 0 alcohol, safe and more worry-free.



Probiotic Deodorizing No-rinse Foam

DOGS & CATS

300ml

Dry shampoo cleans pet hair and body surface stains and grease, cleans and cares for two in one, wipe clean and dry quickly without stickiness. Multiple moistur ingredients, nourish the skin and hair, balance the oil, and protect and improve the quality of the hair. Special coconut essential oil added with probiotics, which breakdown odor leaves long-lasting fragrance. Multiple formula, protect the health of your pet's skin and hair, and lick without hindrance.



Pet No-Rinse Paw Cleaner Foam

DOGS & CATS

150ml

For daily cleaning and care of pet's paws, clean and decontaminate, inhibit bacteria and eliminate odor, two in one cleaning and care. foam is delicate, low irritation and insensitive. Plant-based formula, not afraid of licking, nourish pet's paw pads, prevent dryness and cracking. Care for's paw skin, improve and maintain paw health.



Pet Plant Extract Tear Oxygen Care Lotion

FOR DOGS

200ml

Specially designed for dogs, it uses a variety of natural plant extracts to effectively soothe dog tear stains, calm and soothe, anti-inflammatory and antib to help balance oil secretion, and reduce melanin deposition. It can be used for daily cleaning and care of the dog's eyes and face, and clean up dirt.



Pet Plant Extract Tear Stains Care Lotion

FOR CATS

200ml

Specially designed for cats, it uses a variety of natural plant extracts to effectively soothe cat tear stains, calm and soothe, anti-inflammatory and antib to help balance oil secretion, and reduce melanin deposition. It can be used for daily cleaning and care of the eyes and face of cats, and clean dirt.



PRODUCT
//DISPLAY

Daily Series

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04

Daily Series

The Daily Series offers safe, effective cleaning for human-pet shared spaces.

Infused with global cutting-edge biological ingredients and plant extracts, every product embodies our "concentration = professionalism" ethos. High-concentration actives and scientific formulation balance cleaning power and gentleness, meeting modern households’ quality and sustainability needs.

All concentrated formulas reduce usage, boost efficacy and deliver stronger performance, aligning with global efficient, sustainable consumption trends. From deodorizers to specialized laundry detergents, we focus on every detail of daily human-pet interactions to create a reassuring, pleasant cohabitation experience.

We listen to users, turning daily pet-care cleaning into a relaxed, reliable ritual — for the best space is every shared moment with you.



Concentrated Environmental Deodorizer

FOR SPACE CLEANING

600ml

Specifically designed for pet households, this product adopts a unique "decomposition" deodorization principle. Its core probiotic ingredients actively capture and break down odor molecules, eliminating bad smells at the source. Flexibly dilutable for different needs, it suits surface odor removal and air purification, and can be paired with various cleaners to achieve dual cleaning and deodorization effects.