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## Vain Glorious | Organic Products for Your Pooch

By [JULIE EARLE-LEVINE](#)

**Who:** John Masters Organics.

**What:** A new line of lemongrass and flaxseed shampoo and conditioner for furry friends (dogs, cats and even cows, we're told).

**Why bother:** John Masters is a big dog guy. Clients of his SoHo salon may remember Amber, a glossy-coated golden retriever who used to lumber around the salon or sprawl at John's feet a few years back. She was the inspiration for Dogpoo, a lavender and rosemary pet shampoo that made its debut in 2008, and was unfortunately phased out in 2011. "We received many requests to bring back a pet shampoo, so we decided to improve on the original wash," says Masters, who now lives in California with two (sweet-smelling) dogs, Maverick and Maya. The new collection contains a blend of certified organic ingredients like neem and milk thistle, and introduces a conditioner with soy protein, flaxseed oil and borage oil to nourish the coat and skin and ward off fleas and ticks. Robert Bollinger, the brand's vice president, owns [Flaca Vaca Farm](#) in upstate New York. He tried to use it on an obliging cow named Amica, but she hightailed it, and the rest of the herd followed her. Rice and Beans, his goats, also refused to partake. In the end, Jujubees, a Boston terrier who calls Brooklyn home but spends time in Manhattan, tested it out for us. "The smell was great. The shampoo got her feet clean, too, and the fragrance will keep her from smelling funky quite as quickly," says Jujubees's owner, Sarah Maltais. She adds, "The conditioner helped with her dry skin, and helped avoid postbath flakes." They'll both be using it on their hair.

**How much:** Lemongrass and Flaxseed Shampoo and Conditioner, \$20 each. Available Oct. 1 at [johnmasters.com](#) or at John Masters Salon, 77 Sullivan Street; (212) 343-9590.

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