



Expert Grooming Article



Alaskan Malamute

One of the oldest of the Arctic sled dogs, the Malamute has a long history dating back to the Inuit tribe of the Mahlemuts of Kotzebue Sound in northwest Alaska and used as a draft dog for hauling sledges for heavy arctic freighting; he is a powerful and substantially built dog with an overall appearance of strength with a proud carriage. (read more over page..)



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Their overall silhouette on presentation in the show ring is one of strength and balance with good substance. Thus the picture we need to present in the ring in that key 3 minute window of opportunity that we get if we're lucky!

This coat is characterised by a dense, woolly undercoat and coarse guard hair, requiring products that do not soften the coat - it is an arctic coat after all. Firstly, use for the major part of the coat, **Plush Puppy Body Building Shampoo** diluted 3:1 for out of coat and 5:1 for a regular coat i.e. 5 parts water to one-part shampoo etc. This shampoo does have enormous lift and bodifying effect to the coat without an artificial feel plus it is wonderfully good for the coat containing plant extracts & naturally sourced. Use this on the longer lengths and areas that need bulk and lift. For the white areas, use **Plush Puppy Herbal Whitening Shampoo** diluted 5:1 and leave for a couple of minutes and then rinse. You can for those less than pristine whites, start with **Plush Puppy Deep Cleansing Shampoo** diluted 3:1 and work well through the coat and leave in for 5 minutes, rinse and then follow with the Whitening Shampoo which does not lighten but works as a toning shampoo to minimise and tone unwanted warm tones in the coat.

For stained white areas use **Plush Puppy Wonder Blok** this product is one of our proudest achievements in helping to maintain a white stain free coat. It is not a bleach and contains no harmful chemicals but with the use of modern technology and high amounts of naturally sourced vegetable surfactants and glycerin this product is designed to remove gently unwanted warm/red tones to the coat. Best used on a damp/wet coat. Gently rub into the areas requiring allow time (5-10 minutes) and rinse. For maximum effects repeat or allow a longer time for this amazing product to work. As with all products take care around eyes.

For faces use **Plush Puppy Let's Face It** is an amazing product for faces using the very latest of technology combined with natural holistic properties. It's tearless formula with anti-inflammatory benefits is hypoallergenic. Key ingredients are Blue Cypress extracts, panthenol and Pro Vit B. Apply a golf ball sized amount directly to the face and eyes, massage in without causing any irritation. In addition, can be used on ears for the same benefits.

Now to maintain hydration and elasticity to the coat without softening and to keep that nice healthy vigour to that woolly undercoat with gleam and glam to the outercoat, use as a final rinse **Plush Puppy**

Seabreeze Oil diluted - and here's the secret

- 1 tablespoon to 1 gal/4 lt. warm water
- and saturate through the sponge, getting it right down to the skin.

Leave in, do not rinse. Seabreeze Oil gives a great gleam to the coat and keeps that waterproof/resistant look to the coat which is the hallmark of all waterdogs or arctic breeds, without being greasy.

For extra oomph to the coat, and everyone wants extra pizzazz and lift for that robust "I can do a hard day's work" look to their Malamute, add 1 tbsp. **Plush Puppy Volumising Cream** to the Seabreeze

Oil and water mix. Add the 1 tablespoon Vol Cream to 250 ml (8 oz) water and mix well (best using a stick blender) and then add to the Seabreeze Oil and water mix. It is always left in and not rinsed when used this way. It is not greasy, trust me - it is just magnificent and Seabreeze Oil, frankly, the one thing we all cannot live without. Nothing works like this. It is Evening Primrose Oil, Calendula Oil etc and the very best one can get.

For drying the Malamute use **Plush Puppy FAST** Blow Dry Spray - combines the latest active ingredients together to dramatically reduce drying time, adds moisture and conditions while protecting the coat. It contains a recently discovered ingredient from the Australian Native Flame Tree that makes dry or old coat feel and look perfect. It also protects the coat from damage from sun and heat. It contains a slight hold ingredient for better coat management and a special active ingredient that eliminates static electricity and stops the fly-aways. FAST is probably the most technically advanced formula in the Plush Puppy Range to date.

Dry using a force cool air type dryer and starting at the rear, dry everything up and forwards towards the head using the heel of your hand to push the coat against the growth of the hair for maximum lift as the air from the nozzle of the dryer parts the hair. Dry to 100% dry - that is a given. No short cuts on this if you want bulk and lift and magnificence to the coat. It's not the ends of the coat that make the coat look full, it's the lift at the root/skin area of the hair that determines the outline silhouette.

You cannot spend enough time drying correctly. You have a show dog and one that is not to be trimmed except for neatening of the feet/hocks, so spend the time other



breed owners spend on trimming, shaping etc on your drying instead. The best brushes are the **Plush Puppy Ultimate Pin Brush** for the pants. The dog will give a good shake and the coat will settle into the outline/silhouette. Finish off the ends of the coat with a light go over with the **Plush Puppy Ultimate Slicker Brush**

Show day, give the legs a light freshen up with **Plush Puppy Wonder Wash**, rub through to thoroughly cleanse any dirt or pee stains acquired overnight and towel dry. Spritz up the body coat with a light spray of **Plush Puppy OMG Concentrate** diluted 30:1, i.e. 30 parts water to one-part OMG, and put into a spray bottle with a fine mist/actuator e.g. the **500ml Plush Puppy Spray Bottle**. This is your reworking, brushing, grooming spray for just about every occasion. It reduces static and allows the brush to glide through the coat without drag or stretching. Not called OMG for nothing! Can be used at 15:1 for dematting those "about to felt" areas - shouldn't happen, but perhaps there are times it is needed - heaven forbid! - and it works. Now blow dry the legs and body coat quickly up and forwards using the Plush Puppy Ultimate Pin Brush for the pants if preferred. The dog will give a good shake and the coat will settle into the outline/silhouette. Finish off the ends of the coat with a light go over with the Plush Puppy Ultimate Slicker Brush. **Plush Puppy's Professional Grooming Combs** are built for absolute ergonomic comfort in various sizes. The lightweight oval shaped spine combining fine and coarse pins made of hardened stainless steel with anodic oxide finish that reduces drag and static to the coat. Perfect for use for this breed of dog.

At times due to various reasons including the weather static electricity can create flyaways. If this occurs use **Plush Puppy Anti-Static Coat Control**. This is a lightweight spray using the latest technology is infused with organic extracts of Witch Hazel Leaf, Linden Flower, Birch Bark and Nettle. It also adds to the protection, include a UV filter to stop sun damage and protect against heat strength for the perfect finished look of the coat. This amazing product is idea for this breed and a must for your tack box.

The icing on the cake is the texture - how to tweak it to perfection on some of the softer results some of you end up with at times. Add just a tiny light sprinkle of **Plush Puppy Powder Puff Terriers** to your brush and flick lightly through the body coat. Yes, it is a white powder, but it disappears into the coat fast and without problem and leaves the most incredible texture. You can always add more, so don't go overboard as it makes the coat really harsh very easily. It is all natural so no problems if the dog licks it, or, whatever else people worry about with products - LOL! Incredible harshness instantly and doesn't feel foreign.

You can also use other things to tweak the outcomes too such as **Plush Puppy Puffy Dog+** on the legs for extra bulk to that area if required or lift to the hair if sparse. If any hocks or elbows need to be whitened use. **Plush Puppy Cover Up** Cream lightly smeared onto a barely damp sponge and lightly dabbed layer upon layer, rather than smearing it on to white areas and then hit it with a cover of loose chalk or Corn Starch will add to a super white finish. For legs apply **Plush Puppy Chalkstral** Apply evenly to areas before chalking. Either put a small amount into your hands and rub together to "warm up" and then rub into the area. Or swipe a small amount into a damp sponge and evenly rub/wipe into the area. Apply chalk or white powder with brush immediately. A unique product that conditions the coat to minimise chalk dry out plus adheres chalk to coat. Totally water soluble.

A light spray to the topline of **Plush Puppy Shine and Comb** for extra shine and you are ready for any situation.

Your Malamute is one hard working yet beautiful breed. He is a glamorous dog and can work that ring like no other with great transmission of muscle power into a smooth and balanced gait that is surprisingly agile. A very regal member of the Arctic spitz breeds he has weathered time to bring us a window onto a disappearing world without any sacrifice or quarter to his breed type and ability. A tough competitor and one to always spend the time to watch.

