



Expert Grooming Article



PICTURED Jack - Ashleigh Reid

Australian Shepherd

When is an Aussie not a true Aussie? Well, when it is an Australian Shepherd as they did not originate in Australia at all. This glamorous dog was likely from the Basque region between Spain and France and adopted and adapted into the American ranch way of life. A lovely double coated breed with a great variety of colours in a coat that is weather resistant and stands out in any show ring. (read more over page..)



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Best shampoo to use is to decide just where the coat is at in the ever-evolving process of a double coated breed - it is either coming or going so it seems. Different stages of the coat necessitate a different shampoo to get the maximum benefit, different colours also require different approaches too. When the coat is just right then using **Plush Puppy All Purpose Shampoo with Henna** will produce super shine, this works well on all colours. Dilute all the Plush Puppy shampoos at 5:1 (5-parts water to 1-part shampoo). For dry, old coat grooming use **Plush Puppy Conditioning Shampoo with Evening Primrose**, this will give extra moisture when the coat gets dry and brittle prior to shedding or after long hot summer days. Use **Plush Puppy Body Building Shampoo with Wheatgerm** when out of coat or for a coat that is not abundant enough. This works well and helps to puff up the outward look of a dog that could use some bulking up.

Use the **Plush Puppy Herbal Whitening Shampoo with Ginseng** to tone or rid the coat of unwanted warm tones, this shampoo is especially good on a blue merle, black that has turned rusty red or to tone down unwanted orange tones on a red coat - highly effective on white areas also.

For difficult stubborn stained white areas switch to **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 will gently remove unwanted warm/red tones to the coat. Best used on a damp/wet coat, gently rub into the areas where required, 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**, an amazing product for specifically designed for faces using the very latest of technology combined with naturally derived holistic properties. Its tearless formula with anti-inflammatory benefits is hypoallergenic and its key ingredients are Blue Cypress extracts, panthenol and Pro Vitamin B. Apply a golf ball size amount directly to the face and eyes, massage in without causing any irritation. In addition, Let's Face It can be used on ears with the same benefits.

So, to keep this abundant, full look and to enhance the picture of a solidly built dog, don't use a conditioner - it will flatten and soften the coat. The instruction and focus are to

keep a weather resistant texture and the best way to do this, especially when shampooing and drying each week is to oil the coat using **Plush Puppy Seabreeze Oil**.

This is just remarkable and not at all oily or difficult to remove, nor does it collect dirt and grime. Sourced from Evening Primrose Oil, Calendula Oil and other goodies, Seabreeze Oil is applied after shampooing and rinsing at a ratio of approx. 1 tablespoon to 1 gallon/4 litres of water. However you apply it, ensure you get it right down into the coat as it is wonderful for the skin. Don't rinse out. After 4 - 6 weeks just watch the healthy glow and vigour on the coat. Can't

live without this product - this is a real must have for outdoors coats. For brittle and damaged coats or coats that have done their fair share of hard knocks, use **Plush Puppy Coat Rescue** at 2 tablespoons to 2 cups and leave for at least 5 minutes or preferably up to 20 minutes, the longer the better. Then rinse. Mid-week as a treatment use with Seabreeze Oil and leave in.

Now the show presentation grooming starts with a good dose of **Plush Puppy Volumising Cream**. I am of the school that asserts a bit of lift to the coat is good, and more is better. By the time the dog rolls around in the crate or trailer, it is a lot flatter than when I started! Use 1 tablespoon to 1 cup water and spread evenly and liberally. Now blow dry with a force dryer with as much lift as possible to the coat lifting up and forwards towards the head to create a nice full ruff. We also have now **Plush Puppy Volumising Spray**, a 'Ready to Use' for quicker, easier and fuller coat results. Perfect either before blow drying or used to 'fluff' up the coat at the show. A light even spray, brush in until dry or use a dryer. Produced for easy use and scientifically balanced for all coat types. This is a hair thickener to add volume - not a hair stiffener and not easily detectable as it leaves the coat with a natural fuller look and feel.

For drying the Aussie use **Plush Puppy Fast Blow Dry Spray** that combines the latest active ingredients together to dramatically reduce drying time, add moisture and condition while protecting the coat. It contains a recently discovered ingredient from the Australian Native Flame Tree Flower that makes dry or old coat feel and look perfect. It also protects the coat from sun and heat damage. It contains a slight hold ingredient for better coat management and a special active ingredient that eliminates static electricity and flyaway hairs. FAST is probably the

most technically advanced formula in the Plush Puppy Range to date.

The secret to a good double coat is to dry thoroughly. I hate it when groomers leave it half dry and it starts to felt at the skin after time. A dog can also develop hot spots with this damp undercoat situation. A good weather resistant coat doesn't get wet naturally down to the skin, but we all push the envelope with jet forced bathing etc. and therefore must ensure we do dry well. If the coat is a tad dry on the ends or the ends are starting to flip a bit, then apply **Plush Puppy O.M.G.**, a revolutionary grooming spray that lives up to its name. A light spray of O.M.G and brushing in allows this product to refresh the coat leaving it feeling wonderful. Using at an approximate mixture of 1 part O.M.G to 30-40 parts water using this break-down for the O.M.G concentrate. The stronger the mix the stronger the effects. For this type of double coated breed, a lighter concentration works best. Using O.M.G can be a one-off at shows or during the drying process after bathing. An amazing product for regular brushing also. The perfect product to allow all the benefits of putting a moisturising product into the coat without over softening the coat. O.M.G never builds up, never goes stringy and is a product that took years to develop using the latest of technology for maximum effects - a true necessity for the tool kit.

Then dry, for dogs that coat is kicking up or wavy use **Plush Puppy Blow Dry Cream** to flatten and soften. Using it correctly and in the right place will tailor your dog to its best. Apply 1 dessertspoon to 250ml (oz) of water. Sponge into the area needed and dry.

On any stains use **Plush Puppy Cover Up Cream** with a light dab onto a barely damp sponge and pat lightly onto any stained or less than white areas that ought to be white. Add a flurry of chalk to dry and then brush. For legs use **Plush Puppy Chalkestral** applying 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 and is totally water soluble.

This stays on the coat well and will last the day till washed off. Last minute touch is to brush the coat up and forwards with another light mist of the Volumising Spray using a **Plush Puppy Ultimate Pin Brush** which is an oval cushioned pin brush. Finish off with a **Plush Puppy Anti-Static Brush** for a smoother look from the half bristle/half nylon cushioned action. I usually just use the Pin Brush, liking the lift and fullness. **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.

Your wonderful smooth gaiting dog is now ready for action and ready to take on the flashiest of breeds in the ring. He is dressed to perfection and will draw gasps of pleasure and excitement as he uses that ground covering stride to his best. His quick and intelligent personality will endear him to all as he performs as you ask and you will have had that extra bonding that you have created during the quiet times of grooming - the laying on of your hands on this magnificent dog is a treat and one to be enjoyed and never a chore.

