



Expert Grooming Article



# Briard

The Briard was developed in Northern France or Chien Berger de Brie as the breed is known in its homeland. They have been working pastures since the time of Charlemagne. This breed is named after the dairy-producing region of Brie. (read more over page...)



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This breed has a double coat with a coarse, hard and dry outer coat that naturally parts its long and slightly wavy coat. The undercoat is fine and dense. The breed's distinctive coat carries coat on the head forming a moustache, beard, and eyebrows, lightly veiling eyes. Colours come in all uniform colours are permitted except white. Being all black, or with white hairs scattered through black coat. Fawn in all its shades, darker shades preferred. Fawns may have dark shadings on ears, muzzle, back, and tail, but these shadings must blend gradually into the rest of the coat since any demarcation line denotes a bi-colour which is not permissible. May also be slate grey.

In preparing this dog it's important to understand the unique coat texture required. The outer coat has been described as "goat" like. Use **Plush Puppy All Purpose Shampoo** diluted at 1:10 (1-part shampoo to 10 parts water). This shampoo with its natural henna extract is formulated to retain the coat texture.

In the darker colours you can use **Plush Puppy Herbal Whitening Shampoo**. This is a toning shampoo and helps reduce any unwanted red or warm tones by intensifying the true coat colour. Use at 1:5.

For any dog that is lacking the desired coat texture use **Plush Puppy Texture+ Shampoo** diluted 1:5. It is formulated to retain and improve coat texture. This shampoo thoroughly yet gently cleanses and deodorises the coat of wire, harsh or coarse coated breeds without softening or compromising texture. It's ideal for boosting body and coarseness in coats of all colours and coat types. Formulated to be pH controlled, it can create or maintain texture, is low irritant with a subtle apple fragrance and is easy to rinse out. It is full of beneficial and powerful extracts from the Gentian Root, Juniper Fruit, St John's Wart Leaf, Hay Flower, Lemon Balm Leaf and Arnica Flower that combine to nourish and vitalise the skin. Use diluted up to 1:5 or apply undiluted directly to areas requiring intensive cleansing. Rinse thoroughly.

Another situation is your dog being out of coat. For this instance, use **Plush Puppy Body Building Shampoo** diluted 1:5. Use in the areas needed, such as the legs, head and underline. The wheat germ extract improves the coat diameter hence giving the appearance of "more" coat. The absolute answer in dog shampoo for body and lift. Formulated using organic sources, bolstered by Wheat Protein and Wheat Starch with D-Panthenol and Lichen extract. Excellent to give the appearance of a thicker and fuller coat appearance. Can be used on the whole dog or just in areas requiring extra lift or body.

One of the hallmarks of this breed is the coat on their head and face. For this use **Plush Puppy Let's Face It**. This is a hypoallergenic sulfate free low foaming shampoo designed just for faces. It's no tear formula features the highest quality Blue Cypress Extracts, Panthenol with Pro Vitamin B and SugaNate. These special ingredients clean, soothe, add moisture, aid healing and have anti-inflammatory benefits. A small golf ball sized amounts directly to the face and eye area allows you to thoroughly clean without causing irritation. It can also be used in and around the ears with the same benefits. Its low foaming design allows ease of rinsing, yet complete cleaning.

This is a unique coat. Hydration is important however traditional conditions will only soften the coat to an incorrect texture. Use **Plush Puppy Seabreeze Oil** this is blended from essential plant oils for calming and healing qualities.

Seabreeze Oil is excellent for maintaining the healthy vigour to the skin and coat and is all plant sourced from Evening Primrose and Calendula Oils. It is non greasy and totally water soluble making it easy to apply and remove each time without build-up. Dilute 1 tablespoon

in 4 Litres (1 Gal) of water and work well through the coat with a large sponge. Leave in and don't rinse off. It gives incredible sheen and finish to the hair. We cannot stress enough the wonderful attributes of this product. Adjust the dilution rate according to the individual coat needs.

When drying use the innovative **Plush Puppy FAST Blow Dry Spray** that combines clever ingredients to dramatically reduce drying time. It adds moisture and conditions while protecting the coat. It contains Australian Native Flame Tree extracts known for their hydrating properties that help make a 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-away's. A brilliant blow drying spray that halves the drying time.

Drying use a force dryer on a lower setting, this will reduce the bulk of the water. Then switch to a heated dryer. Use the **Plush Puppy Ultimate Pin Brush**. This pin brush is ergonomically designed for the groomer with maximum brush contact for efficiency of brushing. The handle is crafted from high-quality Beechwood and a fine quality aeroelastic rubber base houses strong polished pins. This is a 'must-have' item that should be in every dog groomer's kit.

Once 80% dry switch to the **Plush Puppy Ultimate Anti-Static Porcupine Brush**. This brush consists of 100% black boar bristles with dialon porcupine pins. Dialon has superior anti-static properties so this brush will eliminate static electricity and remove tangles and loose coat hair with ease. It features a unique combination of pure boar bristles and dialon porcupine tufts set into the finest quality aeroelastic cushion base. The handle is of ergonomic design and crafted from high-quality Beechwood. Comfort is at a maximum for dog groomers with brilliant brush contact for efficiency of brushing. This brush allows to get that perfect finish to this type of coat.

When brushing this breed, the coat needs a spray of hydration to prevent damage and stressing the coat. This is true for both midweek grooming and refreshing the coat at the shows. Use **Plush Puppy OMG**, a revolutionary grooming spray that lives up to its name. OMG is the perfect product for this coat type when used correctly. A light spray of OMG and brushing in allows this product to refresh the coat leaving it feeling wonderful. It separates the coat and leaves the most amazing finish. Use the concentrate form at 1:30/40 (1 part OMG to 30-40 parts water). The stronger the mix the stronger their effects. For this coat type where you still wish to retain the texture, use at a higher breakdown of 1:40 as this will still allow you to brush the dog and refresh to coat without over softening.



Using OMG can be a one-off at shows or during the drying process after bathing. This is also an amazing product for regular brushing as it hydrates the coat reducing stress and coat loss. Its active ingredients smooth the cuticle and protect the coat. For this coat type where you still wish to retain texture, use at a higher breakdown. It will still allow you to brush the dog and refresh to coat without over softening. OMG never builds up and never goes stringy. A product that took years to develop using amazing technology for maximum effects. A true necessity for the tool kit.

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 infused with organic extracts of Witch Hazel Leaf, Linden Flower, Birch Bark and Nettle. It includes a UV filter to stop sun damage and protect against heat. This amazing product is ideal for this breed and a must for your tack box.

A light spray of **Plush Puppy Odour Muncher** will give them a fresh smell for the judges and coat length will present such a stylish silhouette.

Show day your Briard has been prepared as best you can. This stylish breed will catch the judge's eye with their unique coat and long-standing history.

