



Expert Grooming Article



Photo: Erin Carter

Cocker Spaniel American

Long, Silky and Very Glamorous. The American Cocker Spaniel with its flowing coat and flashy movement is indeed a site to behold in the show ring. A merry dog and the smallest of all the gundog breeds. The American Cocker standard states that the texture of the coat is most important. The coat should be silky, flat or slightly wavy and of a texture, which permits easy care. (read more over page..)



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For the coat that is a little on the dry side or is fluffy or frizzy use the **Plush Puppy Natural Conditioning Shampoo**. This shampoo contains Evening Primrose Oil and will help moisturise and settle the coat. It is a nourishing shampoo, helping to increase hydration while slightly softening the coat. Derived primarily from organic sources with a strong emphasis on Evening Primrose extracts to boost skin and hair regeneration. Recommended for dehydrated coats and highly effective in adding shine and assisting in detangling.

For a coat that is in good condition and does not need any extra help use the **Plush Puppy All Purpose Shampoo**. We call this the 'Shine' shampoo as it features natural Henna stalk extracts that impart a beautiful gloss and shine to your dog's coat. All Purpose Shampoo is primarily derived from organic sources and also features Alpine and Lichen herbs. It is wonderful to use on normal to slightly dehydrated coats.

Dilute the shampoo 1:5 (1 part shampoo to 5 parts water) or up to 10:1. Use undiluted for the really dirty areas such as the ears, under the tail area and under-carriage.

The **Plush Puppy Deep Cleansing Shampoo** is wonderful for cleaning very heavily soiled areas of the coat. It is ideal for the oil build-up you get on the ears and it is a wonderful clarifier for the coat used once a month to remove any product build-up. Its rich formulation using organic sources with added Green Tea and Seaweed extracts to provide the deepest coat clean available.

Plush Puppy Body Building Shampoo is great to use on areas of the coat that you want to appear fuller and great for a dog "out of coat". This can be used just in the areas that require that more! This shampoo does have a bodifying effect to the coat without an artificial feel plus it is wonderful for the coat as it is primarily naturally derived and infused with beneficial plant extracts.

For Parti's you can use **Plush Puppy Herbal Whitening Shampoo**. This is great for the white areas for its toning qualities reducing red and warm tones and is perfectly safe on all colours. Herbal Whitening Shampoo is primarily derived from organic sources with Ginseng extracts, protein, and violet tone combined in a concentrated and rich formula. Use again at 1:5.

Another clever stain reducing product is **Plush Puppy Wonder Blok**. It helps to maintain a white stain free coat. It is not a bleach and contains no harmful chemicals but 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 or wet coat. Gently rub into the areas required allowing 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.

This is a head and face breed the perfect product is **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.

For your conditioning rinse use the **Plush Puppy Silk Protein Conditioner** at 1:10. Use more on a dryish or damaged coat. You can rinse the conditioner out or partly leave it in depending on your specific coat requirements. It has natural active ingredients to help soften and rehydrate the coat. If you are doing a maintenance bath, then leave the conditioner in. I never use conditioner on the saddle area. If you have groomed your saddle area well it will be shiny and in great condition.

Plush Puppy Swishy Coat helps the hair to fall gracefully back into place after moving. It is designed to reduce the wave and frizz in the coat. It will straighten and smooth the hair without softening it and will make blow-drying easier. Mix 1 tablespoon of Swishy Coat to 500ml of water and mix well. Spray this lightly through the coat, including the under layers after towel drying and before blow-drying.

Plush Puppy Blow Dry Cream softens and flattens and will add weight to tame a boofy or unruly coat. Mix and apply just as per the Swishy Coat. If you have a coat that needs straightening and de-boofing you can mix Swishy Coat and Blow Dry Cream in the same bottle and mix with water if you like.

When you blow-dry use a **Plush Puppy Ultimate Pin Brush** to start until $\frac{3}{4}$ dry, then use the **Plush Puppy Ultimate Anti-Static Porcupine Brush** as it really stretches and smooths the coat. The hair must be perfect. For legs and hocks use the **Plush Puppy Ultimate Slicker Brush**.

Finish with a **Plush Puppy Professional Grooming Comb**, 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.

Plush Puppy Volumising Spray is a superb grooming tool to use on a thin coat. You can apply it when the coat is damp or when the coat is dry. It will coat each individual hair and give the appearance of more coat. You can use it all over the coat or just in a specific area. When you are trying to volumise the coat, you can blow-dry the coat in a fluffing up kind of manner to help increase the volume. A light spray on the area and brush dry.

For maintenance baths use the **Plush Puppy Seabreeze Oil**. It contains natural extracts that promote hair growth, repair damaged hair and are fantastic skin conditioners. It also dramatically reduces matting and knots. It is one of the finest oils made and it easily washes out with any of our shampoos. I do always shampoo at least twice as I said earlier. Seabreeze Oil can be applied at 1 tablespoon to 2 Litres of warm water. Use a sponge to make sure full coverage of all the feathers. It can also be used in your conditioning rinse. Just put 1 tablespoon along with a quarter cup of Silk Protein Conditioner into approximately 2 litres of water. Saturate this well through the coat and leave it all in. Blow-dry as you normally would for a maintenance bath.

Plush Puppy Reviva Coat is fantastic for in between baths and can be used at any time that moisture is required. You do not have to blow dry it if you don't want to. Just apply it by using 1 golf ball-sized amount into your hand and scrunching into the coat as required and just leave it to dry on its own.

The very best grooming spray is **Plush Puppy OMG**. This is a revolutionary grooming spray that lives up to its name. OMG is the perfect product for this coat type. 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 at an approximate mixture of 1 part OMG to 20-40 parts water, using this break down from the **OMG Concentrate** or **OMG ready to use**. The stronger the mix the stronger their effects. Different dogs at different coat stages means different mixtures. The higher the amount of OMG the greater the effects. If you need more softening and hydration to a fuller or larger coat then a higher mixture is needed. OMG can also be used on topcoats and brushed or polished in for that wonderful smooth and flatness to the coat.

Using OMG can be a one-off at shows or during the drying process after bathing. An amazing product for regular brushing also as it hydrates the coat and reduces stress and coat loss. OMG and as its active ingredients smooth the cuticle and protect the coat. It never builds up, and never goes stringy. A product that took years to develop using clever technology for maximum effects. A true necessity for the tool kit.

Now a final comb through. Use a **Plush Puppy Professional Grooming Comb**. These 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.

Plush Puppy Protein Coat Balm is the perfect show ring product and it helps with static, flyaway and drying out. The best attribute of this product is that it will not undo all your blow-drying hard work. Just squirt a few pumps into your palm, smear your hands together, then smooth your hands over the coat. Do this just before you go into the ring. There is no point doing it an hour beforehand.

You can use Protein Coat Balm multiple times throughout the day without altering the texture or look of the coat.

Now for the final touch. **Plush Puppy Shine and Comb** is just lovely used lightly on the back coat. Spray above the area and let the mist fall over the coat just before you go into the ring to give a final boost to the shine and lustre of the coat.

If 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.

So there you have it! All ready to flash around the ring and take everyone's breath away with your glamorous American Cocker Spaniel with it lustrous, silky feathers and long luxurious ears flying in the wind.

