



Expert Grooming Article



Affenpinscher

The Affenpinscher is a breed of character and though a small breed, they are fearless and not a delicate breed. Their rough coat and unique expression highlights their comical and monkey like character.

Their coat is rough and harsh in texture, short and dense on some parts of body and shaggy on others. In particular, longer on shoulders, neck and head where loose shaggy hair stands away from skull framing eyes, nose and chin giving desired monkey-like appearance (read more over page..)



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Now there is slight variance of standards throughout the world, but the basic coat requirements are the same. The same can be said for the variance of presentation around the world may vary. It is up to the individual to the degree of presentation and definition of grooming presentation.

All the breed standards all refer to a harsh and dense coat, with the same description that some areas are shorter and other parts are longer to most importantly the breeds their hallmark monkey like expression.

Let us focus on what the coat uniformly around the world is required to be – rough, harsh and dense. This coat is what can be described as a “terrier” type textured coat. This correct texture is of paramount importance and the monkey like expression is a key hallmark.

The face, beard and head furnishings are vital to create that monkey like expression. As a form of brachy type head it's so important to shampoo this area with a product that is safe around the eyes yet cleans this face perfectly. It's amazing the amount of dirt and grime that beard can pick up.

For this area use **Plush Puppy Let's Face It**. This is a fragrance-free hypoallergenic, Sulfate-free low foaming shampoo perfect for all breeds of dog. Our gentle no tear, no fragrance formula will not sting or irritate the eyes. Formulated with natural ingredients of Blue Cypress extracts with anti-inflammatory benefits are particularly effective on Brachycephalic breeds where wrinkles can get infected and sore. Plus Panthenol, Pro-Vitamin B5 to add moisture, aid healing and offer anti-inflammatory benefits. Can also be used as a gentle ear cleaner. Apply a pump a golf ball-sized amount into hands, apply to dogs face. Gently massage until it lathers, then leave in to protect the eyes whilst washing the rest of the dog and then rinse out once you have finished shampooing the dog.



The next is addressing the texture of the coat – rough and harsh. It's so important to not soften the coat. For this use **Plush Puppy Texture + Shampoo** that is specifically formulated to retain and improve coat texture. This shampoo thoroughly yet gently cleanses and deodorises the coat of Terriers and other 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. It is low irritant, pH controlled 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 1:10 or apply undiluted directly to areas requiring intensive cleansing. Rinse thoroughly.

Use at 1:5 (one part shampoo to 5 parts water) for Show prep and 1:10 for maintenance bathing or apply undiluted directly to areas requiring extra cleansing. Lather and then rinse thoroughly.

The other important description is dense. To increase the density of the coat use **Plush Puppy Body Building Shampoo** which helps boost coats wanting or needing a fuller and thicker appearance.

This is the answer in dog shampoo for adding volume as it gives enormous lift and a bodying effect to the coat without an artificial feel. It is also beneficial to the coat as it is infused with beneficial plant extracts. Body Building Shampoo is bolstered by Wheat Protein and Wheat Starch with D-Panthenol and Lichen extract. It will give the appearance of a naturally denser, thicker and fuller coat and can be used on the whole dog or just in areas requiring extra lift or body. Brilliant to use when there just isn't enough coat.



This is the perfect shampoo for the Affenpinscher head, neck, shoulders and legs to create the monkey like hallmark and will add substance to the legs. Apply using at 1:5 dilution rate to the areas needing that bit “more”. Lather and massage into the areas and then rinse.

This is a dog with texture to the coat. Use the drying process to emphasise this breeds trademarks. You want to dry the areas with a longer length of coat including the head, face, neck, shoulders and legs to have that stand off finish.

For this use the **Plush Puppy Ultimate Soft Slicker Brush** that promises durability and flawless brushed results every time. This dog brush is of ergonomic design to lessen strain on the groomers hands while at the same time offering maximum brush contact. The Ultimate Soft Slicker Brush ensures a gentler, more comfortable brushing experience.

For the back, body and tail you want a flatter finish to the coat to showcase the correct texture and breed silhouette. For these areas use the **Plush Puppy Ultimate Pure Boar Bristle Brush**. It consists of 100% pure black boar bristle from the chest of the boar – the highest quality bristle available! The finest quality aero elastic flexible rubber base houses the boar bristles.

There are various styling products that Plush Puppy makes to finish this breed to emphasise its unique features. For added texture to a softer coat use **Plush Puppy Powder Puff Terrier**. This is an amazing texturing powder that not only adds a strong coarse texture, but also deodorises the coat leaving it smelling fragrantly fresh. Also ideal to assist hand stripping this breed. It is scientific formula blending texture adding ingredients with absorbent powders that also remove dirt and moisture from the coat. It will increase texture to any coat and gives a strong, yet natural feeling texture to those soft coats. Apply a pinch to the needed areas as this is a less is more product due to its concentrated formula. Gently pat into the coat and allow to settle before gently brushing through. The white powder easily brushes out even on the blackest of coats.



For areas requiring lift and a hold factor to create that monkey like expression use **Plush Puppy Stuk Up**. This is a non-aerosol styling and coat finishing hold spray. It offers hold when sculpting and fixing your dog's coat into show-ready shape. You can use this on wet coats or dry coats for extra root lift or for creative styling. So for this breed a light mist of Stuk Up will give you that lift and hold to areas needing it. Always remember you can apply more if required.

Now that you have prepared you Affen to it's best and achieved the level of grooming to showcase all of the breeds hallmarks, your ready for the show.

A refresh brush at the show and if needed a perk up with your choices of styling products your Affen is looking their best. Have him smelling amazing also with a mist of **Plush Puppy Odour Muncher** Deodoriser. A must-have for every dog, this long-lasting, smell-good coat deodoriser with active enzymes literally munches the unwanted odours that your fur-friend may leave behind. Odour Muncher is a fresh approach to dog hygiene that kills odours in an instant. Also brilliant around the house or car to freshen any areas where your dog may have left a scent. A light mist over any surface will completely freshen the area!

Enjoy this magical breed that has an overabundance of character and that cheeky monkey expression. A breed that is consistently in the winners circle in the show rings internationally with many talented breeders behind the breeds success.