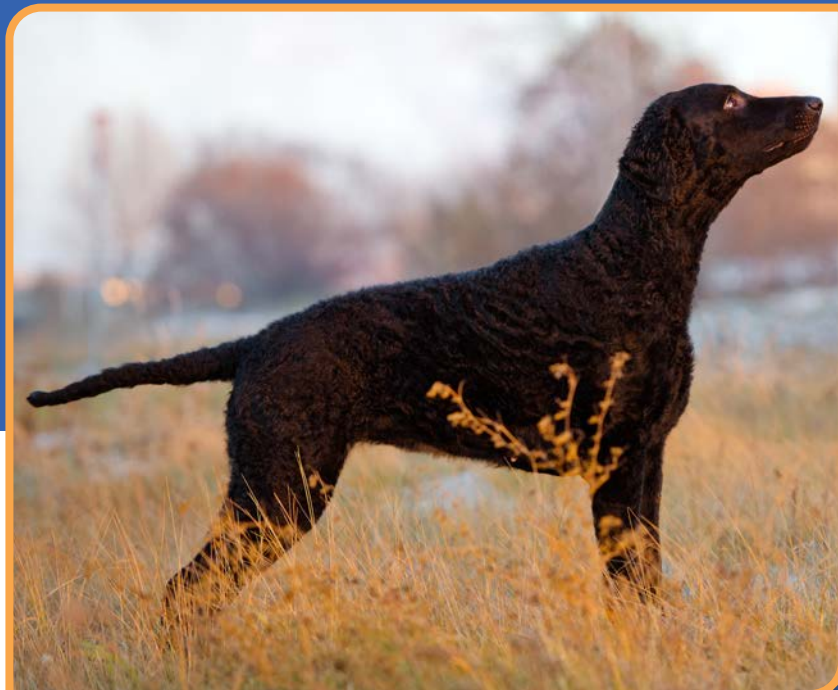




Expert Grooming Article



Curly Coated Retriever

The Curly-coated Retriever (Curly for short) is a breed of dog originally bred in England for upland bird and waterfowl hunting. It is the tallest of the retrievers and is easily distinguishable by the mass of tight curls covering its body. Curly Coated and Wavy Coated (now known as the Flat-Coated Retriever) were the first two recognised Retriever breeds, established as early as 1860. A Curly's coat is body coat with a thick mass of small, tight, crisp, curls lying close to skin, extending from the back of the head to the tip of tail, without undercoat or bare patches. Elsewhere hair smooth. They come in black or liver. (read more over page...)



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Curly Coated Retriever

Expert Grooming Article

When bathing a Curly Coated Retriever you need to consider 2 major factors. First is the coat type with its distinctive small, tight, crisp, curls lying close to skin. Then secondly, the colour which is black or liver.

Starting with the head and face always use **Plush Puppy Let's Face It**. This is a fragrant-free hypoallergenic, Sulfate-free low foaming shampoo is perfect for all breeds of dog. Our gentle no tear, no fragrance formula will not sting or irritate the eyes. Formulated with natural ingredients; Blue Cypress extracts with anti-inflammatory benefits are particularly effective on this head type. Plus Panthenol, Pro-Vitamin B5 to add moisture, aid healing and offer anti-inflammatory benefits. Particularly effective on around the eyes, stop and lip folds which can get sore. Can also be used as a gentle ear cleaner. Use before a complete body shampoo, pump a golf ball-sized amount into hands, apply to dogs face. Gently massage until it lathers, leave in to protect the eyes. Wash the rest of the dog and then rinse out.

For the rest of the dog considering the importance of those distinctive small, tight, crisp, curls. Curls require hydration to form curls correctly. Now this is a true gundog and rather partial to water and getting a bit dirty. For these times first bath using **Plush Puppy Deep Cleansing Shampoo** which is a clarifying shampoo designed to remove grease, grime, and any product build-up in a dogs coat. By clarifying we mean cutting through ANY impurities to leave the coat in an ultra-clean natural state. This shampoo has extra surfactants that open the cuticle deeper to allow the deep cleaning and clarifying process. It will provide the deepest coat clean available leaving the coat reset and refreshed. Not only will it spruce up dull whites, but it can also be used on any colour coat for a thorough and intensive clean. Deep Cleansing Shampoo will assist in reducing unwanted coat stains. Deep Cleansing Shampoo is a rich formulation infused with Green Tea and Seaweed extracts. Green Tea is full of nutrients, antioxidants, and phytochemicals and Panthenol (Vitamin B). It helps strengthen the coat and retain moisture. Seaweed extract provides detoxification, which leaves the coat in a healthier state. Use at 1:5 dilution rate. Lather well where needed (legs, around the neck and ears generally) and rinse.

For a shampoo that adds hydration use **Plush Puppy Natural Conditioning Shampoo** which is a nourishing shampoo, helping to increase hydration while slightly softening your dogs coat. It is primarily derived from organic sources with a strong emphasis on Evening Primrose extracts to boost skin and hair regeneration. The Evening Primrose extracts are rich in omega chain fatty acids. These fatty acids fight oxidative stress, reduce skin inflammation, nutritional deficiency, and environmental damage such as sun exposure. Great for dehydrated coats and highly effective. Use at a dilution rate of 1:5 (1 part shampoo to 5 parts water) or up to 1:10 for maintenance. Also available in 500ml "Ready To Use" Spray shampoo that does not require any dilution.

For toning and intensifying colour use **Plush Puppy Herbal Whitening Shampoo with Ginseng**. It features Ginseng extracts, protein, and a violet tone combined in a rich formula that works brilliantly to intensify darker colours (black and

Liver). It DOES NOT lighten or bleach but instead tones with optical brighteners. It reduces yellowing or warm tones in coats and sun fading or reddening in the coat. It also beautifully revitalises any lost cool tones in darker colours such as black. Use at a dilution rate 1:5 (1 part shampoo to 5 parts water) or up to 1:10 for maintenance.

Now the magic of Plush Puppy products is that you can combine shampoos to save time and achieve all required outcomes! For both hydration and intensifying colour, mix equal amounts of Herbal Whitening Shampoo and Plush Puppy Natural Conditioning Shampoo and dilute at 1:5 (1 part shampoo to 5 parts water).

Conditioning the coat is not recommended for this coat type. A traditional conditioner softens and fluffs the coat, hardly the desired result you want on a Curly. But hydration is extremely important for this coat type.

Use **Plush Puppy Seabreeze Oil** as a final rinse after shampooing. This will not soften but retains the correct coat texture. 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. DO NOT RINSE. It gives incredible sheen and finish to the hair. It will help create the perfect tight curls you so desire. We cannot stress enough the wonderful attributes of this product.

For those days when the curl just isn't perfect you can apply Plush Puppy Reviva Coat to a dry coat. This is a unique hydration foam. It hydrates but does not change the texture or fluff up the coat. Apply golf ball sized amounts to your hands, rub your hands together and then apply to the area needed. Massage in and LEAVE IN. Don't brush but allow the moisture and hydration to tighten the curls.

On Show days ensure you have **Plush Puppy Wonder Wash** on hand for dirty or dusty feet and legs, or any other mishaps! This is a no rinse wet instant shampoo for last-minute emergencies that will clean up anything, pronto. Just spray and foam in with the fingers and towel off.

All senses come into play when judging and a good smelling dog is nice to touch. **Plush Puppy Odour Muncher** is sensational in that it kills any odour causing bacteria and leaves a pleasant scent behind.

For the final flourish, spray with **Plush Puppy Shine and Comb**, a magical shine spray that is non greasy and water soluble. A light burst onto the coat or onto your hands and smoothed over the top and flanks just works like a charm. Try spraying just one side first and see the difference. It's amazing. Your dog especially will just glisten with glowing good health.

Now your Curly has been presented to look, feel, and smell their best. This wonderful breed so rich in history and strong, upstanding dog with a degree of elegance. Distinctive coat. is when looking the part a breed that captures a judges eye.

