



Expert Grooming Article



Norfolk & Norwich Terrier

The Norfolk and Norwich are a wonderful terrier, and rich in history. They take their names, obviously, from the county and the city, though turning the clock back to the early and mid-1800s there was no such distinction, this being just a general farm dog. Glen of Imaals, red Cairn Terriers and Dandie Dinmonts are among the breeds behind these East Anglian Terriers and from the resultant red progeny emerged the present Norwich and Norfolk Terrier. (read more over page...)



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A typical short-legged terrier with a sound, compact body which has been used not only on foxes and badgers, but on rats as well. He has a delightful disposition, is totally fearless but is not one to start a fight.

As a worker he does not give up in the face of a fierce adversary underground, and his standard's reference to the acceptability of 'honourable scars from fair wear and tear' is a good indication of the type of dog.

The Norwich Terrier was accepted on the Kennel Club Breed Register in 1932 and were known as the drop-eared Norwich Terrier (now known as the Norfolk Terrier) and prick-eared Norwich Terrier. The breeds were separated in 1964 and the drop-eared variety gained the name Norfolk Terrier.

These are a true terrier type coated breeds. Hard, wiry, straight, lying close to body. Longer and rougher on neck and shoulders. Hair on head and ears short and smooth, except for slight whiskers and eyebrows.

Coat texture is therefore of great importance so you must use a suitable shampoo that does not soften the coat. Highly recommended and perfectly suited to these coats is **Plush Puppy Texture+ Shampoo**.

This shampoo is specifically formulated to cleanse while retaining and improving that required coat texture. It will cleanse and deodorize 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 pH controlled, low irritant, easy to rinse out and features a subtle apple fragrance. It is full of beneficial extracts for the skin and coat including Gentian Root Extract, Juniper Fruit Extract, St John's Wort Leaf Extract, Norway Spruce Leaf Extract, Hayflower Extract, Lemon Balm Leaf Extract, Arnica Flower Extract. Use at 1:10 (1 part shampoo to 10 parts water) or apply undiluted directly to areas requiring deeper cleansing. Rinse thoroughly.

At times a dog may need "more" furnishings and or face hair.

For this use **Plush Puppy Body Building Shampoo**.

This shampoo does have enormous lift and 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. Dilute to 1:3 (1 part shampoo to 3 parts water) for extra body or on those areas needing more fullness and lift.

Both these breeds have whiskers and their expressive eyes. Care must be taken to cleanse without any irritation. When washing faces always 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 amount 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.

The secret to keeping a Terrier coat in correct texture is not to condition after bathing. A conditioner will only soften the coat and create a fluffy finish. However, the coat does need hydration to keep at its peak.

Use **Plush Puppy Seabreeze Oil** to hydrate and condition to the coat. It is a truly beneficial blend of using extracts of Calendula oil, Wheat germ oil, and Evening Primrose.

Add 1-2 teaspoons to 2 Litres of water, then either sponge on or sluice well through the coat and LEAVE IN. DO NOT RINSE. This is quite a unique product in that it is not greasy and totally water-soluble. It gives an outstanding healthy vigour to the skin and coat. It will maintain the texture and moisture in the coat.

Use the oil at this dilution rate after shampooing for a show. Again leave in and do not rinse. This will not be greasy but gives harsh weather protection without softening as a conditioner will. Hand stripped breeds require not only hydration to the coat but also the skin to allow optimum coat growth.

After bathing now is the time to start drying. It's important to use the correct brushes when drying to achieve the best results.

For the body "jacket" start by using a **Plush Puppy Ultimate Pin Brush** so as not to overstretch the hair and have any drag on the coat. Use until it is 3/4 dry and then switch to the **Plush Puppy Ultimate Anti-Static Brush** which is 1/2 dylon pin and 1/2 bristle enabling you to smooth the coat.

The Anti-Static brush will allow you to achieve that flat and tight Terrier jacket that you want. Aim the air of the dryer to follow the growth of the hair, not against the growth.

For the legs and hocks use the **Plush Puppy Ultimate Soft Slicker Brush**. This is our best selling brush that offers brilliant results every time. A premium Slicker that ensures a gentler, more comfortable brushing experience for you and your dog.

It's important to use the correct brush for the specific results you wish to achieve. You have spent many hours hand stripping away, so you want the very best results to showcase your hard work. All brushes are exclusive to Plush Puppy using the finest of materials and ergonomically designed.

Texture is of the utmost importance in preparing a Terrier. This is twofold, one is to create a breed typical silhouette which requires texture, and secondly, to allow a judge to feel the tactile texture of the coat. Sometimes we need to add texture to a softer coat or a coat that's just short of being in perfect coat.

For a subtle coat texture improver use **Plush Puppy Ruffy Tuffy Coat Spray**. A light spray to start and then as many times as you wish till required texture is achieved. This is not a sticky spray but a "scratchy" feel spray to get that level of harshness so desired.

For an amazing texture changer use **Plush Puppy Powder Puff Terrier**. This is a remarkable powder that adds texture



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and also deodorises the coat. A light sprinkle over the coat and pat or brush out. This is perfect applying before you start hand stripping and carding as it allows better grip to the coat. This is what we call a 'less is more' product due to the concentrated purity of the ingredients. You can always repeat if more texture is needed.

For those needing a styling or sculpting spray use **Plush Puppy Hold**. This a strong sculpting spray formulated for shaping all types of coats on Show Dogs. The quick drying formulation won't become sticky and will not build-up. HOLD can be removed with ease by simply shampooing the coat. Contains Pro Vitamin B5 to improve elasticity, moisture retention and flexibility in their coat hair. We recommend using and storing it at normal room temperature for a perfect mist spray. The optimum spray distance is approximately 30cm (12 inches).



Mid-week and after show care is extremely important. We want texture. We strive to keep and boost that texture at shows but an over harsh texture can result in a damaged coat.

Furnishings need hydration to keep healthy and full. A dry, brittle coat may feel harsh but will result in it not sitting correctly.



If this occurs, use **Plush Puppy Revivacoat** mid-week to hydrate the furnishings and to the edges and underbelly of the coat for protection. This is a great between show moisturiser to use without overly softening the coat. It is the perfect product for after show bathing out of the furnishings, to protect and moisturise.

For a treatment on an old or tired coat use **Plush Puppy Coat Rescue**. This is an amazing product that helps rebuild the cuticle, adding strength and elasticity to the coat. Perfect for legs and hocks. Use 2-3 tablespoons to 250mls of water and make into a slurry. Apply using a sponge to the coat and leave in for at least 10 minutes (longer is better, even just leave in). This will rejuvenate the coat but does not soften the coat. The perfect mid-week treatment to keep your coats in top condition.

Show day you can refresh any dirty bits of the coat with **Plush Puppy Wonder Wash** which is a no rinse shampoo. A light spray, rub in and towel or blow dry.

If you need added lift to legs, hocks and whiskers use **Plush Puppy Puffy Dog** strong hold mousse. Apply liberally with both hands to all those areas requiring lift and then dry. This gives amazing lift and volume to the coat.

Finally, a light mist with **Plush Puppy Shine & Comb** high above the topline and allow it to settle. Just gives that hint of shine to make the coat look beautifully healthy.

Add a hint of **Plush Puppy Pixie Dust** LIGHTLY applied to the edge of the brush. Dust lightly against the growth of the coat to allow the powder to settle down into the coat, and the shimmer to stay on the top. Nice when it picks up the pinpricks of light from the sun or a spotlight.



A quick spray over with **Plush Puppy Odour Muncher** to keep your Terrier with spunk smelling boutique fresh and he is ready to enter the ring.

These 2 breeds with their skilfully hand stripping jackets look so smart, and a judge will find hard to miss them. Happy exhibiting and Plush Puppy are so proud to have helped.

