



Expert Grooming Article



# Pomeranian

This extrovert little member of the Toy Group, descended from sled dogs of the north, not only makes a wonderful pet and companion, but is a great show contender. He may be small and he may be compact, but this does not diminish his stature in the ring. I often think these little dogs appear to have bigger personalities than some of the larger breeds.

The double coat of the Pomeranian is a fairly straightforward one to groom but it does take time, albeit on a small scale of dog. The crux of the matter is to keep the texture on the longer guard hair and maintain the overall shape of the dog, which I have always pictured as being a ball shape thus wanting to keep lift and fullness to the coat. (read more over page...)



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You are in an enviable position of being able to lightly trim this dog for neatness and a clean outline. So, starting with a good pair of thinning shears, trim the hair on the ear tips to make small and rounded to balance the head. Next, shape the feet to make small and cat-like. Trim right down at the base of the tail to give definition to the tail set and also to shorten the back. Trim the bib, the underline and pants maintaining at all times the round ball shape. A practiced eye makes for a perfect shape, so do this gently to start with. You can always take more off if needed.



The next step is to get the lift and fullness to the coat so never recommend anything that will flatten or soften the coats such as a conditioner. The Pomeranian harsher outer coat must have texture. Use **Plush Puppy Body Building Shampoo** at a dilution rate of 1:3 ( 1 part shampoo to 3 parts water). I always like to dilute the shampoo to disperse it readily and evenly throughout the coat and to shorten the time of rinsing. This is a small dog thus an economical breed any way but they do hate to stand still. The quicker you get this done the better!

For dogs with a coat that is too soft that requires more texture use **Plush Puppy Texture + Shampoo**. This is formulated to retain and improve coat 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 1:10 or apply undiluted directly to areas requiring intensive cleansing. Rinse thoroughly. You can also mix this with the Body Building Shampoo for a milder result on body and texture.

For the ever so important face and using a shampoo suitable for use around eyes 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.

For the final rinse after shampooing, use **Plush Puppy Seabreeze Oil** to add shine, hydrate and condition to the coat. Add 1 teaspoon to 2 Litres of water, then either sponge on or sluice well through the coat and LEAVE IN. DO NOT RINSE. It is all naturally sourced and gives a wonderful gleam and glow to the coat without flattening and softening. You can keep a small amount of this mix for spraying onto the dog between shows, behind the ears and on the males' "pee" feathers.

This is quite a unique product in that it is not greasy and totally water-soluble. You will get a nice healthy sheen on the coat with this routine. It is a truly beneficial blend of using extracts of Calendula oil, Wheat germ oil, and Evening Primrose.

For detangling on the longer areas of coat use **Plush Puppy Reviva Coat**. Mix a golf ball amount into 1 cup of water to make a grooming spray. This will get the matts or tangles out without flattening the coat and is a fabulous moisturiser. It is an ideal alternative to a regular conditioner that will not weigh the hair down.

A great disentangler for dematting or just brushing generally is **Plush Puppy OMG**. It comes in a Concentrate form or **Ready to Use Spray**. If you are using OMG for dematting purposes then use the OMG Ready to Use Spray. For brushing or for anti-static use, dilute the Ready To Use a further 50% with water.

The Concentrate is best for very bad tangles diluted 1:15 (1 part OMG to 15 parts water). Dilute it up to 1:40 for light brushing use.

The Ready To Use is an approximate 1:30 strength and ideal for a majority of breeds for general use, but the Pom should have a lighter strength. It is just an amazing product and named aptly!

Great anti-static and not greasy or heavy. 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.

Blow dry the coat with a cool to warm dryer, never hot. This serves to lift and aerate the coat while removing any dead undercoat. It is also prudent to do your bath and blow dry routine the morning before the show allowing at least 24 hours for the coat texture to harden a bit. Again I stress you should have texture with this coat. You can harden instantly once the coat is dry, with a LIGHT dusting of **Plush Puppy Powder Puff Terrier**. It is a white ultra-fine powder that gives rock hard texture and thus some lift to the hair. So lightly for a little texture and a lot for barbed wire texture!!! Just sift or flick on with a brush and leave in. Bingo!

For added lift try **Plush Puppy Volumising Spray**. This is a 'Ready to Use' spray for quick, easy and fuller coat results. Perfect either before blow drying or used to 'fluff' up the coat at the show. Apply a light even spray and brush in until dry or use a dryer. This is a hair thickener to add volume, not a hair stiffener and not easily detectable. It leaves the coat with a natural fuller look and feel.

An even stronger grooming product for a lot of hold and lift is **Plush Puppy Puffy Dog+**. Use straight after bathing and when the dog is approx 80% dry. Dilute one golf ball amount into 1 cup water and spray well into the coat and finish drying. This gives a lot of hold and texture. It is your choice to decide just how much is needed for which coat as with all double-coated breeds, they are constantly in various stages of shedding and regenerating.

Always keep in mind that ball shape and avoid anything that will flatten or soften. Your fluffing up on show day can be done readily using your light or harder hold grooming spray recipes outlined above and using an oval cushioned ½ bristle ½ nylon brush such as the **Plush Puppy Ultimate Anti Static Porcupine Brush** or use the **Plush Puppy Ultimate Slicker Brush** and you might prefer this instead. You do need to get into the coat to the skin and lift the coat. You do want bristles that do just that and not skate over the top of the coat leaving a felted undercoat. You should always be lifting and fluffing up.

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.

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 damage. The best product when tidying up the coat. It helps allow the comb to get through the coat and reduces static when scissoring.

For final touches on show day, a light dusting of **Plush Puppy Pixie Dust** will add a hint of glamour and light when picked out by the sun. Simply sprinkle a tiny amount onto the edge of the **Plush Puppy Anti-Static Porcupine Brush** and flick it lightly into the coat. Don't overdo it! It's meant to be subtle. If you can see it when you put this on, then you have gone overboard. It looks sensational but needs a wise hand.

Don't forget a light spray also of **Plush Puppy Odour Muncher** to complete the overall sense of good grooming and presentation. It is so nice for a judge to not only touch a clean and beautiful dog but to have him smell fresh as well.

What a nice energetic little character you get to show! Full of vim and vigour, the Pomeranian appears to dance along like a little ball of delight. I see them sometimes in the marshaling area spinning on the leash with sheer joy. Such a cheeky little fellow is your Pom. How could anyone not be cheered seeing his pixie antics and his cocky attitude? He is well worth the work that you put into him and a hard act to follow.

