



Expert Grooming Article



# Briard

The Briard was developed in Northern France or Chien Berger de Brie as the breed is known in its homeland. They have been working pastures since the time of Charlemagne. This breed is named after the dairy-producing region of Brie. (read more over page...)



CRUELTY-FREE PRODUCTS  
NO ANIMAL TESTING

## NO IF'S OR BUTS

THERE IS NO OTHER RANGE THAT COMPARES



PROUDLY AUSTRALIAN  
MADE & OWNED



## Winning Results

World leaders in grooming products for show dogs

JOIN THE ULTIMATE DOG GROOMING REVOLUTION

Shop online [www.plushpuppy.com.au](http://www.plushpuppy.com.au)

### CONTACT

Plush Puppy® Australia Pty Ltd  
info@plushpuppy.com.au  
Ph: +61 7 3010 8800  
8 Natasha Street, Capalaba QLD 4157

Facebook: PlushPuppyAustralia  
Instagram: PlushPuppyAustralia





# Briard

## Expert Grooming Article



This breed has a double coat with a coarse, hard and dry outer coat that naturally parts its long and slightly wavy coat. The undercoat is fine and dense. The breed's distinctive coat carries coat on the head forming a moustache, beard, and eyebrows, lightly veiling eyes. Colours come in all uniform colours are permitted except white. Being all black, or with white hairs scattered through black coat. Fawn in all its shades, darker shades preferred. Fawns may have dark shadings on ears, muzzle, back, and tail, but these shadings must blend gradually into the rest of the coat since any demarcation line denotes a bi-colour which is not permissible. May also be slate grey.

In preparing this dog it's important to understand the unique coat texture required. The outer coat has been described as "goat" like. Use **Plush Puppy All Purpose Shampoo** diluted at 1:10 (1 part shampoo to 10 parts water). This shampoo with its natural henna extract is formulated to retain the coat texture and give a beautiful shine.

In the darker colours you can use **Plush Puppy Herbal Whitening Shampoo**. This is a toning shampoo and helps reduce any unwanted red or warm tones by intensifying the true coat colour. Use at 1:5.

For any dog that is lacking the desired coat texture use **Plush Puppy Texture+ Shampoo** diluted 1:5. It is formulated to retain and improve coat texture. This shampoo thoroughly yet gently cleanses and deodorises the coat of 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 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 1:5 or apply undiluted directly to areas requiring intensive cleansing. Rinse thoroughly.

When the dog is out of coat use **Plush Puppy Body Building Shampoo** diluted 1:5. Use in the areas needed, such as the legs, head and underline. The wheat germ extract improves the coat diameter hence giving the appearance of "more" coat. The absolute answer in dog shampoo for body and lift as it is bolstered by Wheat Protein and Wheat Starch. Excellent to give the appearance of a thicker and fuller coat on the whole dog or just in areas requiring extra lift or body.

One of the hallmarks of this breed is the coat on their head and face. For this 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.



This is a unique coat. Hydration is important however traditional conditioners will only soften the coat to an incorrect texture. Instead use **Plush Puppy Seabreeze Oil** that is blended from essential plant oils for ultimate hydration. Seabreeze Oil will add shine, hydrate and condition the coat without interfering with the coat texture. Add 2 tablespoons to 4 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 and help protect it. Again leave in and do not rinse. You will get a nice healthy sheen on the coat with this routine. We cannot stress enough the wonderful attributes of this product. Adjust the dilution rate according to the individual coat needs.

When drying use the innovative **Plush Puppy FAST Blow Dry Spray** that combines clever ingredients to dramatically reduce drying time. It adds moisture and conditions while protecting the coat from the sun and heat. It contains Australian Native Flame

Tree extracts known for their hydrating properties. It contains a slight hold ingredient for better coat management and a special active ingredient that eliminates static electricity and stops the fly-away's. A brilliant blow drying spray that halves the drying time.

Drying use a force dryer on a lower setting as this will reduce the bulk of the water. Then switch to a heated dryer. Use the **Plush Puppy Ultimate Pin Brush**. This pin brush is ergonomically designed for the groomer with maximum brush contact for efficiency of brushing. The handle is crafted from high-quality Beechwood and a fine quality aeroelastic rubber base houses strong polished pins. This is a 'must-have' item that should be in every dog groomer's kit.

Once 80% dry switch to the **Plush Puppy Ultimate Anti-Static Porcupine Brush**. This brush consists of 100% black boar bristles with dialon porcupine pins. Dialon has superior anti-static properties so this brush will eliminate static electricity and remove tangles and loose coat hair with ease. It features a unique combination of pure boar bristles and dialon porcupine tufts set into the finest quality aeroelastic cushion base. Comfort is at a maximum for dog groomers with brilliant brush contact for efficiency of brushing. This brush allows to get that perfect finish to this type of coat.

When brushing this breed, the coat needs a spray of hydration to prevent damage and stressing the coat. This is true for both midweek grooming and refreshing the coat at the shows. Use **Plush Puppy OMG**, a revolutionary grooming spray that lives up to its name. OMG is the perfect product for this coat type when used correctly. 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 the concentrate form at 1:30/40 (1 part OMG to 30-40 parts water). The stronger the mix the stronger their effects. For this coat type where you still wish to retain the texture, use at a higher breakdown of 1:40 as this will still allow you to brush the dog and refresh to coat without over softening.



Using OMG can be a one-off at shows or during the drying process after bathing. This is also an amazing product for regular brushing as it hydrates the coat reducing stress and coat loss. Its active ingredients smooth the cuticle and protect the coat. OMG never builds up and never goes stringy.

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. This amazing product is ideal for this breed and a must for your tack box.

A light spray of **Plush Puppy Odour Muncher** will give them a fresh smell for the judges and coat length will present such a stylish silhouette.

Show day your Briard has been prepared as best you can. This stylish breed will catch the judge's eye with their unique coat and long-standing history.