



Expert Grooming Article



Akita

The Akita developed much of his modern appearance somewhere in the 17th Century as a versatile hunter. He is the typical arctic/snow country coat that is a double coat with a thick undercoat and straight harsh outer coat. Their appearance is one of strength and substance with heavy bone thus his presentation within the show ring should typify and enhance all those requirements, exemplifying his ability to work well in his native environment. His vast array of colours and colour combinations has tremendous appeal with the opportunity to present this coat in great health and condition. (read more over page)



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Start your show grooming routine with **Plush Puppy Body Building Shampoo** for maximum lift to the coat or even when out of coat, to enhance that strength and substance to his silhouette. For more shine, use **Plush Puppy All Purpose Shampoo**. Use **Plush Puppy Herbal Whitening Shampoo** for toning the white areas and minimising any unwanted warm or yellow reflects. Dilute all shampoos at least 1:5 (1 part shampoo to 5 parts water) and up to as much as 1:10 for maintenance. I tend to recommend All Purpose Shampoo for the topline area and Body Building Shampoo for the main body of the coat. Use a mix of half Body Building Shampoo and half Whitening Shampoo to the legs.

The Akita's head and face are very important so 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 extra whitening of whites use **Plush Puppy Wonder Blok**. It helps to maintain a white stain free coat. It is not a bleach and contains no harmful chemicals but high amounts of naturally sourced vegetable surfactants and glycerin. This product is designed to remove gently unwanted warm or red tones to the coat. Best used on a damp or wet coat. Gently rub into the areas required allowing 5-10 minutes and rinse. For maximum effects repeat or allow a longer time for this amazing product to work. As with all products take care around eyes.



Arctic coats look best when not flattened or softened with conditioner. When one is after lift and for a coat to stand "somewhat off the body", the last thing you want is to flatten it or alter texture, for the arctic coat should be somewhat water repellent. As we like to bath and blow dry each week during show season, the coat must be rehydrated each week. Use **Plush Puppy Seabreeze Oil** diluted 1 tablespoon into 4 litres of water for easier and even dispersion through this dense coat. DO NOT RINSE OUT - leave it in. At this dilution, you will not get a greasy coat but a well hydrated coat with healthy vigor to the hair. It really is quite special, and the results are instantaneous, and with continued use, the difference is outstanding. Your coats will be fabulous.

Any area that you wish to flatten such as the topline perhaps or for when the coat is ready to shed and can get a bit cloddy & puffy looking, add 1 dessertspoon of **Plush Puppy Blow Dry Cream** to 500mls of water, mix well and apply to that area and leave in/do not rinse. The Plush Puppy Blow Dry Cream will instantly flatten without making the coat fluffy and reduce any harshness or cloddiness.

Any area that needs extra body, such as on a coat that is not fully renewed after shedding, add 1 tablespoon of **Plush Puppy Volumising Cream** to the full mix of Plush Puppy Seabreeze Oil and water mix (prior to normal use application) and again leave in, do not rinse. The Plush Puppy Blow Dry Cream will instantly flatten without making the coat fluffy and reduce any harshness or cloddiness and Plush Puppy Volumising Cream will, without stickiness, add that "more coat" look to the hair by making 3 hairs look like 3,000!!! While Volumising Cream of course does not grow hair, it is sometimes the difference between staying home and going to a show. **Plush Puppy Volumising Spray** is 'Ready to Use' for quicker, easier and fuller coat results. Perfect either before blow-drying or used to 'fluff' up the coat at the show. A light even spray, brush in until dry or use a dryer. This is a hair thickener to add volume - not a hair stiffener and not detectable as it leaves the coat with a natural thicker look and feel.

Now the tweaking and finessing - If the legs are stained, use **Plush Puppy Deep Cleansing Shampoo** prior to using Whitening Shampoo for a good clarifying effect to the coat. Nice to get back that crisp clean look as these dogs are pretty active and not ones to loll about indoors. You can also use **Plush Puppy Coat Rescue** as an "in between shows" treatment should the coat need that bit extra. Dilute the Coat Rescue well into a squeeze bottle 500ml water to 2 heaped dessertspoons. Coat Rescue and apply with a large sponge to the dehydrated area and leave on for minimum 5 minutes and preferably as long as possible. We tend to leave on for hours while we do other dogs, and then rinse clear. Just helps to put some lost structure back into the hair.

So, now you have correct texture, the various areas of the dog flattened or lifted and plenty of substance to the overall silhouette. For dogs totally out of coat you can use **Plush Puppy Puffy Dog+** a

strong hold but totally water-soluble mousse on the legs, neck and head for extra oomph. Spritz the coat with **Plush Puppy OMG** with either the Ready to Use version or the Concentrate diluted at 1:25 (1 part OMG to 25 parts water). This is a great grooming spray that is not sticky or tacky and gets through the coat quickly. It can be diluted at 1:15 for heavier use at home when the coat is shedding or cloddy. If you need extra lift to the coat on show day use **Plush Puppy Volumising Spray**, a light spray where needed and brush dry.

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. It contains Australian Native Flame Tree extracts known for their hydrating properties that help make a dry or old coat feel and look perfect. It also protects the coat from damage from sun and heat. 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.

For brushing use the **Plush Puppy Ultimate Pin Brush** for the pants. The dog will give a good shake and the coat will settle into the outline/silhouette. Finish off the ends of the coat with a light go over with the **Plush Puppy Ultimate Slicker Brush**. **Plush Puppy's Professional Grooming Combs** are oval 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 using the latest technology is infused with organic extracts of Witch Hazel Leaf, Linden Flower, Birch Bark and Nettle. It also adds to the protection, include a UV filter to stop sun damage and protect against heat strength for the perfect finished look of the coat. This amazing product is idea for this breed and a must for your tack box.

Using **Plush Puppy Coverup Cream**, a white makeup for dogs, dab a small amount onto a barely damp sponge and apply up and down the legs and any other areas that need coverage. Use this in light layers of application rather than one heavy application. For legs use **Plush Puppy Chalkestral**. Apply evenly to areas before chalking. Either put a small amount into your hands and rub together to "warm up" and then rub into the area. Or swipe a small amount into a damp sponge and evenly rub/wipe into the area. Apply chalk or white powder with brush immediately. A unique product that conditions the coat to minimise chalk dry out plus adheres chalk to coat. Totally water soluble.

Finish and dry with a light application of 1 tablespoon of **Plush Puppy Fairy Frost** mixed into your chalk mix. There is no talc or chalk in this preparation and is all natural. A light spritz over the head and topline with **Plush Puppy Shine & Comb** for final sheen and a spray of **Plush Puppy Odour Muncher** to deodorise and leave a faint fragrance is all that is needed 5 minutes or so before ring time.

Keep on hand the **Plush Puppy Powder Puff Regular** which is an all-natural dry-cleaning powder for last minute mishaps - just toss on and brush or blow dry off for instant clean and deodorising the longer areas of the coat.

For the feet you can use **Plush Puppy Wonder Wash** which is a no rinse wet instant shampoo. Spray and foam up and towel off. I use this also to remove any cream and powder off the legs after the show so as to be clean and ready for the following day's show.



Your Akita is one stunning animal! With his brisk and powerful stride around the ring and his masterful presence, he cuts a dignified yet alert silhouette in any show line-up. His innate good nature to his owners and man in general, makes him an engaging breed to own and show.

There is no reason why even as a strong working type dog he cannot still be a beautiful and glamorous breed too. The answer to that lies within your hands.