



Expert Grooming Article



Alaskan Malamute

One of the oldest of the Arctic sled dogs, the Malamute has a long history dating back to the Inuit tribe of the Mahlemuts of Kotzebue Sound in northwest Alaska and used as a draft dog for hauling sledges for heavy arctic freighting; he is a powerful and substantially built dog with an overall appearance of strength with a proud carriage. Their overall silhouette on presentation in the show ring is one of strength and balance with good substance, thus, the picture we need to present in the ring in that key 3 minute window of opportunity that we get if we're lucky! (read more over page..)



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This coat is characterised by a dense, woolly undercoat and coarse guard hair, requiring products that do not soften the coat - it is an arctic coat after all. Firstly, for the major part of the coat use **Plush Puppy Body Building Shampoo** diluted 1:3 (1 part shampoo to 3 parts water) for out of coat, or 1:5 for a regular coat. This shampoo does have enormous lift and bodifying effect to the coat without an artificial feel plus it is wonderfully good for the coat containing naturally sourced plant extracts. Use this on the longer lengths and areas that need bulk and lift.



For the white areas, use **Plush Puppy Herbal Whitening Shampoo with Ginseng** diluted 1:5, leave for a couple of minutes and then rinse. You can for those less than pristine whites, start with **Plush Puppy Deep Cleansing Shampoo**. Dilute this 1:3 and work well through the coat, leave in for 5 minutes then rinse and then follow with the Whitening Shampoo.

Herbal Whitening Shampoo does not lighten but works as a toning shampoo to minimise and tone unwanted warm tones in the coat.

Deep Cleansing Shampoo is specifically designed to remove product build-up and to reduce unwanted stains in dogs coats. Its rich formulation using organic sources with added Green Tea and Seaweed extracts to provide the deepest coat clean available. Not only will it spruce up dull whites, this product can be used on any colour coat for a thorough cleansing and clarifying when required.

For stained white areas 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.

When washing faces 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.

Now to maintain hydration and elasticity to the coat without softening and to keep that nice healthy vigour to that woolly undercoat with gleam and glam to the outercoat, use **Plush Puppy Seabreeze Oil**. Add 1 tablespoon to 4 Litres of water, then either sponge on or sluice well through the coat getting it right down to the skin 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 from the harsh outdoors especially in some of the tougher climates where this dog is required to work. It will keep that waterproof or water resistant look to the coat which is the hallmark of all waterdogs or arctic breeds, without being greasy. Use the oil at this dilution rate after shampooing for a show. Again leave in and do not rinse. You will get a nice healthy sheen on the coat with this routine.

For extra oomph to the coat, and everyone wants extra pizzazz and lift for that robust "I can do a hard day's work" look to their Malamute, add 1 tablespoon of **Plush Puppy Volumising Cream** to the Seabreeze Oil and water mix. Add the 1 tablespoon to 250ml of water and mix well (best using a stick blender) and then add to the Seabreeze Oil and water mix. It is always left in and not rinsed when used this way. It is not greasy, trust me - it is just magnificent and Seabreeze Oil, frankly, the one thing we all cannot live without. Nothing works like this. It is Evening Primrose Oil, Calendula Oil etc and the very best one can get.

Or you can use **Plush Puppy Volumising Spray**. This 'Ready to Use Spray' gives you quick and easy 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. Produced for easy use and scientifically balanced for all coat types. This is a hair thickener to add volume - not a hair stiffener and not easily detectable as it leaves the coat with a natural fuller look and feel.

For drying the Malamute 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.

Dry using a force cool air type dryer and starting at the rear, dry everything up and forwards towards the head using the heel of your hand to push the coat against the growth of the hair for maximum lift as the air from the nozzle of the dryer parts the hair. Dry to 100% dry - that is a given. No short cuts on this if you want bulk and lift and magnificence to the coat. It's not the ends of the coat that make the coat look full, it's the lift at the root area of the hair that determines the outline silhouette.

You cannot spend enough time drying correctly. You have a show dog and one that is not to be trimmed except for neatening of the feet or hocks, so spend the time other breed owners spend on trimming or shaping on your drying instead. The best brushes are the **Plush Puppy Ultimate Pin Brush** for the pants. The dog will give a good shake and the coat will settle into the outline or silhouette. Finish off the ends of the coat with a light going over with the **Plush Puppy Ultimate Slicker Brush**, then a final slick with a **Plush Puppy Professional Grooming Comb**.

Show day, give the legs a light freshen up with **Plush Puppy Wonder Wash**, rub through to thoroughly cleanse any dirt or pee stains acquired overnight and towel dry.

Spritz up the body coat with a light spray of **Plush Puppy OMG Concentrate**. Dilute the OMG Concentrate to 1:30 (1 part water to 30 parts OMG) in a spray bottle with a fine mister or actuator like the **500ml Plush Puppy Spray Bottle**. Alternatively, OMG is also available in a Ready-To-Use Spray.



This is your reworking, brushing, grooming spray for just about every occasion. It reduces static and allows the brush to glide through the coat without drag or stretching. Not called OMG for nothing! It can be used at 1:15 for dematting those "about to felt" areas - shouldn't happen, but perhaps there are times it is needed - heaven forbid! - and it works.

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 protects the coat with a UV filter to stop sun damage and protect against heat.

The icing on the cake is the texture - how to tweak it to perfection on some of the softer results some of you end up with at times. Add just a tiny light sprinkle of **Plush Puppy Powder Puff Terriers** to your brush and flick lightly through the body coat. Yes, it is a white powder, but it disappears into the coat fast and without problem and leaves the most incredible texture. You can always add more, so don't go overboard as it makes the coat really harsh very easily without feeling foreign.

You can also use other things to tweak the outcomes too such as **Plush Puppy Puffy Dog+** on the legs for extra bulk to that area if required or lift to the hair if sparse.

If any hocks or elbows need to be whitened use **Plush Puppy Cover Up Cream**. Lightly smear onto a barely damp sponge then lightly dabbed layer upon layer until desired outcome is achieved. Then hit it with a cover of loose chalk for a super white finish.

For legs apply **Plush Puppy Chalkestral** 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 or wipe into the area. Apply chalk or white powder with brush immediately. Chalkestral is a unique product that conditions the coat to minimise chalk dry out plus adheres chalk to coat all while being totally water soluble.

A light spray to the topline of **Plush Puppy Shine and Comb** for extra shine and you are ready for any situation.

Your Malamute is one hard working yet beautiful breed. He is a glamorous dog and can work that ring like no other with great transmission of muscle power into a smooth and balanced gait that is surprisingly agile. A very regal member of the Arctic spitz breeds he has weathered time to bring us a window onto a disappearing world without any sacrifice or quarter to his breed type and ability. A tough competitor and one to always spend the time to watch.

