



Expert Grooming Article



PICTURED Jack - Ashleigh Reid

# Australian Shepherd

When is an Aussie not a true Aussie? Well, when it is an Australian Shepherd as they did not originate in Australia at all. This glamorous dog was likely from the Basque region between Spain and France and adopted and adapted into the American ranch way of life. A lovely double coated breed with a great variety of colours in a coat that is weather resistant and stands out in any show ring. (read more over page..)



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Lets start with the shampoos. Decide on the best shampoo to use for the state of the current coat and for the outcome desired. Just where is the coat in what seems an ever-evolving process of a double coated breed - it is either coming or going so it seems! Dilute all the Plush Puppy shampoos at 1:5 (1 part shampoo to 5 parts water).

Different stages of the coat necessitate a different shampoo to get the maximum benefit, different colours also require different approaches too. When the coat is just right then use **Plush Puppy All Purpose Shampoo with Henna**. We call this the 'Shine' shampoo as it features natural Henna stalk extracts that impart a beautiful gloss and shine on all coats and colours. All Purpose Shampoo is primarily derived from organic sources and also features Alpine and Lichen herbs. It is wonderful to use on normal to slightly dehydrated coats.

For dry or old coats use **Plush Puppy Conditioning Shampoo with Evening Primrose**. This will give extra moisture when the coat gets dry and brittle prior to shedding or after long hot summer days.



Use **Plush Puppy Body Building Shampoo with Wheatgerm** when out of coat, or for a coat that is not abundant enough. This works well and helps to puff up the outward look of a dog that could use some bulking up.

Use the **Plush Puppy Herbal Whitening Shampoo with Ginseng** to tone or rid the coat of unwanted warm tones. This shampoo is especially good on a blue merle or black that has turned rusty red, or to tone down unwanted orange tones on a red coat. Highly effective on white areas resulting in crisp whites also. It is primarily derived from organic sources with Ginseng extracts, protein, and violet tone

combined in a rich formula. It works brilliantly to whiten whites and intensify darker colours. It DOES NOT lighten or bleach but instead tones with optical brighteners.

For difficult stubborn stained white areas switch to **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.

For 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. Its low foaming design allows ease of rinsing, yet complete cleaning.

So, to keep this abundant, full look and to enhance the picture of a solidly built dog, don't use a conditioner - it will flatten and soften the coat. The instruction and focus are to keep a weather resistant texture and the best way to do this, especially when shampooing and drying each week is to oil the coat using **Plush Puppy Seabreeze Oil**. This will add shine, 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 tablespoon 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 from the harsh outdoors especially in some of the tougher climates where this dog is required to work. 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. Can't live without this product - this is a real must have for outdoors coats.

For brittle and damaged coats or coats that have done their fair share of hard knocks, use **Plush Puppy Coat Rescue**. Dilute 2 tablespoons into 2 cups of water and apply to the coat. Leave for at least 5 minutes or preferably up to 20 minutes, the longer the better. Then rinse. Mid-week as a treatment use with Seabreeze Oil and leave in.

Now the show presentation grooming starts with a good dose of **Plush Puppy Volumising Cream**. I am of the school that asserts a good bit of lift to the coat is great and more is better. By the time the dog rolls around in the crate or trailer, it is a lot flatter than when I started! Use 1 tablespoon to 1 cup water and spread evenly and liberally. Now blow dry with a force dryer with as much lift as possible to the coat lifting up and forwards towards the head to create a nice full ruff.

We also have **Plush Puppy Volumising Spray** a 'Ready To Use' option for 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. 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 Aussie use **Plush Puppy FAST Blow Dry Spray**. FAST 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.

The secret to a good double coat is to dry thoroughly. I hate it when groomers leave it half dry and it starts to felt at the skin after time. A dog can also develop hot spots with this damp undercoat situation. A good weather resistant coat doesn't get wet naturally down to the skin, but we all push the envelope with jet forced bathing! Therefore must ensure we do dry well.

If the coat is a tad dry on the ends or the ends are starting to flip a bit, then apply **Plush Puppy O.M.G.** a revolutionary grooming spray that lives up to its name. A light spray of O.M.G and brushing in allows this product to refresh the coat leaving it feeling wonderful.

OMG is the perfect product for this coat type. 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 type of double coated breed, a lighter concentration works best. Using O.M.G can be a one-off at shows or during the drying process after bathing. An amazing product for regular brushing also. The perfect product to allow all the benefits of putting a moisturising product into the coat without over softening the coat. O.M.G never builds up, never goes stringy.

For dogs that coat is kicking up or wavy once fully dry, use **Plush Puppy Blow Dry Cream** to flatten and soften. Using it correctly and in the right place will tailor your dog to its best. Mix 1 dessertspoon to 250ml of water then apply with a sponge into the area needed and dry.

On any stains use **Plush Puppy Cover Up Cream** with a light dab onto a barely damp sponge and pat lightly onto any stained or less than white areas that ought to be white. Add a flurry of chalk to dry and then brush.

For legs use **Plush Puppy Chalkestral** applying 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. A unique product that conditions the coat to minimise chalk dry out plus adheres chalk to coat and is totally water soluble. This stays on the coat well and will last the day till washed off.

Last minute touch is to brush the coat up and forwards with another light mist of the Volumising Spray using a **Plush Puppy Ultimate Pin Brush** which is an oval cushioned pin brush. Finish off with a **Plush Puppy Anti-Static Brush** for a smoother look from the half bristle half nylon cushioned action. I usually just use the Pin Brush, liking the lift and fullness.

Finally a quick going over with a **Plush Puppy Professional Grooming Comb**. 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 protects the coat with a UV filter to stop sun damage and protect against heat. This amazing product is idea for this breed and a must for your tack box.

Your wonderful smooth gaiting dog is now ready for action and ready to take on the flashiest of breeds in the ring. He is dressed to perfection and will draw gasps of pleasure and excitement as he uses that ground covering stride to his best. His quick and intelligent personality will endear him to all as he performs as you ask and you will have had that extra bonding that you have created during the quiet times of grooming - the laying on of your hands on this magnificent dog is a treat and one to be enjoyed and never a chore.