



Expert Grooming Article



# Chow Chow

The Chow Chow is an ancient breed from northern China with its' multi-purpose development of hunting, herding, pulling and protection dog. This unique breed comes in two coat types of rough and smooth, both of which are double-coated. This breed comes in a variety of solid colours that may have shading (read more over page..)



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When preparing for the show ring, we need to understand that whether the coat is a rough or smooth variety, this is still a true double-coated breed. The outer coat is an abundant, dense, straight, standoff and rather coarse in texture. The undercoat is soft, thick and woolly. The major difference between a rough and smooth is the coat length. The outer coat of a smooth is a dense, hard and smooth coat with a definite undercoat. Just no ruff or feathering on legs and tail like the rough variety.

The hallmark of this breed is its face and head. It's natural therefore to pay special attention to this area. Use **Plush Puppy Let's Face It**. This is a hypoallergenic sulfate free low foaming shampoo designed for faces. It's a no tear formula featuring 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. Can be used in and around ears also with the same benefits. Its low foaming design allows easy of rinsing yet complete cleaning



Use **Plush Puppy Body Building Shampoo** diluted 1:5 (1 part shampoo to 5 parts water) as your go-to base shampoo. This is excellent for this double-coated breed. It gives the desired texture and density for both coat types. It doesn't soften and creates the correct silhouette.

As this breed comes in many colours for adding depth to black, blue, and toning the creams use **Plush Puppy Herbal Whitening Shampoo** at 1:5. This "toning" shampoo reduces any unwanted warm or red tones. Perfect for those darker colours to give a more even and added depth. For those lighter colours it tones and reduces any reddish and yellowing. A tip for this breed - It is possible to add the Plush Puppy Herbal Whitening shampoo and Plush Puppy Body Building Shampoo together to allow each of the positive properties to work in conjunction.

For those light colours like creams or whites that may have some staining due to a multitude of reasons you can use **Plush Puppy Wonder Blok**. This product helps to maintain a white stain free coat. It's not a bleach and contains no harmful chemicals but with high amounts of naturally sourced vegetable surfactants and glycerin. Wonder Blok 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 reds and cinnamons of all shades use **Plush Puppy All Purpose Shampoo** at 1:5. It features Henna stalk extracts that impart a brilliant shine to coloured coats. Again can be added to the Plush Puppy Body Building Shampoo.

Now the issue of a double-coated breed is that their outer coat requires texture. So how do we hydrate without softening the coat? Traditionally we think of using a conditioner, however, this will only soften a coat. The answer is Seabreeze Oil. **Plush Puppy Seabreeze Oil** is a truly beneficial blend using extracts of Calendula oil, Wheat germ oil, and Evening Primrose.

Add 1 teaspoon 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 without softening. 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. A key product for this breed.

We all from time to time need to show when our dog is "out of coat", the joys of a double-coated breed. Using Plush Puppy Body Building Shampoo will help. However, there are those times we just need that bit more. Use **Plush Puppy Volumising Cream**. The cream can be mixed in warm water, 1 tablespoon in 500mls, and poured over the dog as a final rinse (combined with the SeaBreeze Oil) or alternatively, after the bath. You can also use the "ready to use" pre-mixed spray **Plush Puppy Volumising Spray**. A light spray over the dog, brush in and dry as normal.

For drying use a force dryer. This volume of air allows the coat to be completely and thoroughly dried. Brushing is to feel any loose hairs and separate the coat. Use the **Plush Puppy Ultimate Slicker Brush**. This is the rolls Royce of slickers with its highly flexible base and ergonomically designed handle.

Brushing the Chow Chow is a necessity, it removes any dead coat and helps roll the coat reducing any major coat drops. For brushing at home or refreshing at shows use **Plush Puppy OMG**. Plush Puppy OMG is a revolutionary grooming spray that lives up to its name. A light spray of OMG and brushing in allows this product to refresh the coat leaving it feeling wonderful.

Using at an approximate mixture of 1:30-40 parts water using this breakdown form the OMG concentrate. The stronger the mix the stronger their effects. For this type of double-coated breed, a lighter concentration works best. Using OMG can be a one-off at shows or during the drying process after bathing. An amazing product for regular brushing also. It allows all the benefits of putting a moisturising product into the coat without softening. OMG never builds up, never goes stringy. A product that took years to develop using clever technology for maximum effects. A true necessity for the tool kit.



From time to time the Chow Chow coat can get damaged and dry, giving you that fried look. In this instance use **Plush Puppy Coat Rescue**. Coat Rescue has been specifically formulated to help dry or damaged coats. Coat Rescue's naturally blended essential oils and pure plant extracts help restore strength and elasticity to dehydrated and tired coat hair. Mix 2 tablespoons into 1-2 cups of warm water. Apply using a sponge to the damaged area of the coat. Let sit in the coat for a minimum of 10 mins (longer is better) and rinse off.

Coat Rescue is the ultimate intensive conditioning treatment that will bring a dry or damaged coat back to life. Just have a look at the botanical ingredients list on our product page and see what each of them do to understand why this is the ultimate coat rescue treatment.

Finally, all senses come into play when judging and a good smelling dog is a nice touch. **Plush Puppy Odour Muncher** is sensational in that it kills the odour and leaves a pleasant scent behind without being too flowery or girly.

Whether a rough or smooth this breed is an eye-catcher in the ring. Its unique hallmarks makes it have no equals. Correctly presented, handled and gaited has caught many a judges eye worldwide. Plush Puppy products are available to help to make this ancient breed look it's very best.