



Expert Grooming Article



Finnish Lapphund

The Finnish Lapphund is a medium sized breed that combines the look of the northern type dog with the temperament of the herding dog. They are intelligent, alert, agile, friendly and eager to learn. Developed to live and work outside, north of the Arctic Circle, the breed is strongly built and thickly coated. This breed has a typical double-coated arctic style being with a harsh outer longer coat with a dense and soft undercoat. (read more over page..)



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You will note that we recommend diluting all the shampoos and preparations, especially for arctic coats, to get the total richness of effect to the coat right through from skin to tips. No point just applying to the ends of the coat if the underneath hair is not doing the same thing.

For the show ring you could conceivably use up to five different shampoos to sculpt that perfect silhouette, depending on which dog and at what stage the coat is at. Also what parts you wish to lift and which parts you want to lie down. All sculpting of the Lapphund coat has to be cleverly done at the bathing and drying stages. All colours are permitted but the main colour must cover the body.

Always start with the face, this is an arctic breed where the head and expression is the key. Use our gentle **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 the white, dark and black areas, use **Plush Puppy Herbal Whitening Shampoo** diluted 1:5 (1 part shampoo to 5 parts water) for that crisp white finish. This will not lighten or bleach but instead tone with optical brighteners. This is the same for darker colours as it reduces any warm tones hence intensifying the depth of colour.

If the coat is burnt, faded or has rusty tones, again use **Plush Puppy Herbal Whitening Shampoo** at 1:5 to tone and reduce the unwanted warm tones. Rinse and follow with Plush Puppy Seabreeze Oil as instructed below.

Should a more natural white be desired, which is great for white areas on the red or tan areas on dogs, then use **Plush Puppy Deep Cleansing Shampoo** diluted 1:5. Deep Cleansing Shampoo has a clarifying action and is great for an all-round quick clean up to mildly stained areas. 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.

Another clever stain reducing product is **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 time (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 the body use **Plush Puppy Body Building Shampoo** diluted 1:5. This is the perfect shampoo for this double-coated type of dog. It is excellent for dogs with that 'out of coat' look or if you just need more coat body.

For out of coat situations, use **Plush Puppy Body Building Shampoo** at a stronger breakdown of 1:3 for extra body or on those areas needing more fullness and lift.

Use **Plush Puppy All Purpose Shampoo** diluted 1:5 for the head and topline. We call this dog shampoo the 'Shine' shampoo as it features natural Henna stalk extracts that impart a beautiful gloss and shine to your dog's coat. Natural All Purpose Shampoo is primarily derived from organic sources and features Alpine and Lichen herbs.

For a dry, old coat that is felting or clumping and needs resurrection, use **Plush Puppy Natural Conditioning Shampoo with Evening Primrose** at the same ratio of 1:5.

So these shampoos are tools for the serious exhibitor who wants to tweak the silhouette to perfection. They are all outcome-oriented and deliver the results they promise.

Don't use a conditioner, they flatten and soften and you want a fuller look to the coat, especially for those not in full coat. The coat requires texture and not a softened texture. You need to hydrate the coat plus maintain the texture and shine, so instead use **Plush Puppy Seabreeze Oil**. This will not soften but retains the correct coat texture.

Seabreeze Oil is excellent for maintaining the healthy vigour to the skin and coat and is all plant sourced from Evening Primrose and Calendula Oils. It is non greasy and totally water soluble making it easy to apply without any fear of product build-up. Dilute 1 tablespoon in 4 litres of water and work well through the coat with a large sponge. LEAVE IN - DO NOT RINSE OFF. It gives incredible sheen and finish to the hair. Use



it all the time even when just doing maintenance baths to protect the coat mid-week. It allows you to bath weekly without dehydrating the coat. We cannot stress enough the wonderful attributes of this product.

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. Mix 1 tablespoon of **Plush Puppy Volumising Cream** to 4 cups of water and apply thoroughly to the coat, saturating it and don't rinse then dry. This gives the illusion of 3 hairs looking like 3,000. It doesn't feel foreign in the coat and will give oomph and extra fullness without feeling sticky. You can add this in with the Seabreeze Oil/water mix to save time. Alternatively try the **Plush Puppy Volumising Spray**. A ready to use formula; simply spray on, brush and dry. Use after bathing or at shows.

Blow-dry with a force dryer with a **Plush Puppy Ultimate Pin Brush** and with your hands push the coat forwards towards the head for maximum lift. It will settle down overnight and follow the outline of the dog as required. You can finish the drying for a smoother effect with the **Plush Puppy Ultimate Slicker Brush** for the coat when perfectly dry and for fluffing up on show day.

A double coat should be so good that a wide toothed metal comb can run through it without a hitch with no matting or felting anywhere on the dog. Use a **Plush Puppy Professional Grooming Comb** with a comfortable 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 that offers a UV filter to stop sun damage and protect against heat for the perfect finished look of the coat.

For those that have multiple dogs to get ready or those dogs in full coat try **Plush Puppy FAST Blow Dry Spray**. FAST not only speeds up drying time but protects the coat at the same time. It dramatically reduces drying time, adds moisture and conditions while protecting the coat. It contains Australian Native Flame Tree extracts that hydrate a dry or old coat making it look new again! It also protects the coat from damage from sun and heat. A light spray to a wet or damp coat, then brush through before drying.

Brush up the main body of the coat using **Plush Puppy OMG**, as it will separate each hair and give you a wonderful finish. A light spray of OMG and brushing in allows this product to work its magic. Using an approximate mixture of 1 part OMG to 25-40 parts water using this break down 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. The perfect product to allow all the benefits of putting a moisturising product into the coat without over softening the coat. OMG never builds up, never goes stringy. A true necessity for the tool kit.



For a good, regular well-maintained finish, snip off the shaggy hair around the underneath of the feet and trim whiskers if you wish - I don't. I prefer the character the whiskers give to the overall face. A good spray of **Plush Puppy Odour Muncher** for that extra attack on the judge's senses and a dash of **Plush Puppy Pixie Dust** sprinkled judiciously onto the pants and topline for that hint of a shimmer and finish with a light spray of **Plush Puppy Shine and Comb** for a final bit of gloss and glamour.

There is one little other hint I will share for those coats that are too soft, and you don't want "too soft" with an arctic dog coat, add a light dusting, and I mean light, of **Plush Puppy Powder Puff Terrier**. This gives instant harshness and texture to any coat and is a really handy product. Just a light sprinkle or a quick flick with a small amount on the brush through the softer areas of the coat till correct level of texture is achieved.

Now it's up to the handler and judge on the day. Your dog looks good and hopefully knows what is expected of him and you have attended to all the 100 little things that make a winning dog. It's hard work to groom a dog to this level each and every week.

This is becoming a keen competitor in the groups with this breed rightly so gaining strength worldwide. A smart looking breed that beauty and brains combine. Happy showing.

Plush Puppy Pty Ltd ABN 48 082 795 637

