



Expert Grooming Article



Newfoundland

This is a wonderful majestic breed at various shows. A devoted companion, he is a master in the water and a powerful draft working dog. The legends and stories of his prowess give him a fabulous mystique that stirs the hearts of all.

There are many queries about grooming this dog and where one should extend the extra hand to bridge the leap from his working role to the show ring. When in doubt refer back to your standard which allows you to focus on the origin and purpose of the breed and then work within that framework to achieve the best outcome. Your standard calls for a water-resistant, double coat that has a somewhat coarse outer coat and because he is a water dog, you don't want a feathery, open finish to the coat though I don't mind a bit of a push when it comes to lifting the undercoat up a bit to give him a fuller and sturdier silhouette. (read more over page...)



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For faces use **Plush Puppy Let's Face It**. It's tearless formula with anti-inflammatory benefits is hypoallergenic. Key ingredients are Blue Cypress extracts, panthenol and Pro Vitamin B. Apply a golf ball sized amount directly to the face and eyes, massage in without causing any irritation. In addition, can be used on ears for the same benefits.

Now for the coat. Firstly, decide what is the greatest need for the coat when choosing your shampoo. If shine is of the greatest importance, then use **Plush Puppy All Purpose Shampoo** diluted at a ratio of 1:5 to 1:10 (1 part shampoo to 5 or 10 parts water). We call this the 'Shine' shampoo as it features natural Henna stalk extracts that impart a beautiful gloss and shine to your dog's coat. It is wonderful to use on normal to slightly dehydrated coats.

For toning unwanted warm tones, for instance, reducing yellowing on whites or reducing colour fade on a brown or black coat, use **Plush Puppy Herbal Whitening Shampoo with Ginseng** at 1:10 dilution. This will not bleach or lighten but cleverly tones to minimise unwanted hues and imparts a clear finish to whites.

For stained white areas on Landseer's use **Plush Puppy Wonder Blok**. Brilliant in helping to maintain a white stain free coat. It is not a bleach and contains no harmful chemicals. It is designed to remove unwanted warm or red tones in the coat. Use on a damp or wet coat. Gently rub into the areas required and allow time (5-10 minutes) before rinsing. For maximum effects repeat or allow a longer time for this amazing product to work. As with all products take care around eyes.

For out of coat situations, use **Plush Puppy Body Building Shampoo** at no more than 1:5 for maximum effect. Dilution allows greater and easier dispersion of the product throughout the coat without overly softening the texture. This is a big dog we are talking about!

To keep the water-resistant look to the coat, avoid using a conditioner. Conditioners flatten and soften and tend to make the coat fluffy. Use **Plush Puppy Deep Cleansing Shampoo**, a clarifying shampoo to remove grease and dirt build up. Apply liberally for 10 - 15 minutes and then rinse off. This stuff works! Plush Puppy Deep Cleansing Shampoo is perfect for those extra dirty coats as a pre-shampoo cleanser.

For a really faded black coat, use **Plush Puppy Black Opal Shampoo**. First, we must start with a clean coat!! Use **Plush Puppy All Purpose Shampoo** first and then follow with **Black Opal**. This is a black coloured shampoo for toning black coats, giving depth to faded coats and enhancing natural colour. It is not a dye but a strong stain that contains organic sources with herbal extracts and intense black tone. Apply with gloved hands and smear onto the faded areas. Leave for 10 minutes or longer (go make a cup of tea and come back!) Rinse off. Repeat each week till level of cover is achieved and then every alternate week.



Oiling a Newfie coat is the secret to being able to regularly bath and still maintain the ideals of the purpose for which this coat was bred for. Oiling will not flatten and soften.

Use **Plush Puppy Seabreeze Oil** to 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. It will leave the coat with that water resistant sheen as seen on ducks.

Using this once a week or whenever you bath, keeps the coat looking good. It is not greasy, nor oily feeling, yet gives the coat that correct feel that one expects in a water dog while maintaining the moisture and elasticity in the hair.

Should your Newfie be light on for coat due to coat shedding, then use **Plush Puppy Volumising Cream**. Dilute 2 tablespoons into 4 litres of water and saturate this whole mix thoroughly and evenly throughout the coat with a large sponge. It will coat those 3 remaining hairs and endeavour to make them look like 3,000. This is a nice light product that maximises the hair without compromising the texture or feel. Use this while the dog is still wet from the bath and prior to starting to blow dry.

This is also available in a ready to use formula **Plush Puppy Volumising Spray** which is great at shows to refresh a coat. A light spray and brush dry.

Dry using a force dryer and a **Plush Puppy Ultimate Pin Brush**. Brush against the growth of the coat and follow with a good comb through. Use a **Plush Puppy Professional Grooming Comb**, built 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. You should be able to line comb right through to the skin on any double coat.

To increase drying time, use **Plush Puppy FAST Blow Dry Spray**. It halves drying time and is infused with Australian Native Flame Tree extracts that are known for their hydrating properties. 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 flyaway's.

On show day, brush up with **Plush Puppy OMG Concentrate** diluted 1:30 (1 part OMG to 30 parts water). Brilliant for detangling and getting right into that double coat for true free brushing. Great for show brushing, weekly brushing and any time brushing. Also available in a ready to use formula as **Plush Puppy OMG Spray**.



If any hocks or elbows need to be whitened use **Plush Puppy Cover Up Cream**. Lightly smeared onto a barely damp sponge and lightly dabbed layer upon layer, rather than smearing it on to white areas and then hit it with a cover of **Plush Puppy Chalkestral** for a super white finish.

If your Newfie has a wavy rump or an area that is not behaving and requires smoothing, flattening or straightening, apply **Plush Puppy Blow Dry Cream** diluted 1 tablespoon into 250ml of warm water and sponge onto the offending area. Blow dry AGAINST the growth of the coat and if working on the topline. Dry on the diagonal against coat growth and towards the head crossing over in a herringbone pattern with your **Pin Brush**.

Finish off with the **Plush Puppy Ultimate Anti-Static Porcupine Brush** drying now with the growth of the coat into final position. Dry to 100% dry. Make sure your brush is reaching the base of the hair as this is the area that will direct the movement and where the coat sits. No point just drying the ends. Finish again with a comb through.

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 that also includes 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.

Avoid that felted, matted feel that you sometimes see when the hard yard hasn't been put into the coat. I am a stickler for this. I know that a well maintained coat will serve the dog well in the ring when it matters. Okay, I acknowledge this is a working dog but he is going to be up against the flashy breeds such as Poodles and Afghans, so just for one day a week, he can play showman too without losing his integrity.

For a light finish, add a spray of **Plush Puppy Shine and Comb** held at a distance of around 2 feet or 60cms to allow the mist to fall onto the coat rather than blasted onto the coat. It gives reinforcement to that low level sheen one expects to see on these types of water working dogs.

I do believe judges use all their senses when judging dogs and the olfactory senses are assisted with a light application of **Plush Puppy Odour Muncher**. It literally munches the odour and leaves a light fragrance - certainly not too much and definitely not too little.

His soft expression, his large, well balanced body and now your dedication to his heavily coated silhouette touched with subtle nuances of light and low level shine and vigour, should swing the spotlight of fame, fair and square to where he stands. It would be a hard judge who could not give the nod to a well-groomed and well put together Newfie. He can put on his water wings any time and come and rescue me!

