



Expert Grooming Article



PHOTO - LUCIFER - Helen Chen

# Samoyed

The smiling happy face of the Samoyed is one that lights up the ring as someone said "with the face and heart of the spirit of Christmas the whole year through". His traditions as the companion, shepherd and sled dog to the nomadic Samoyedic people gave him the unique traits of the happy endearing personality these people have too. He is a double-coated breed. His longer guard hair stands straight out from the body with the undercoat soft and abundant like thick close wool. His colour ranges from white to, white and biscuit and cream and should be free from curl and never droop. Bitches have a softer texture, but all coats must be weather resistant and the standard calls for "well-groomed". (read more over page...)



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The Samoyed are a very pretty and endearing breed and the quest to maintain that coat in top show condition at all times is a challenge. Double coated breeds shed coat and when they do it is a snowstorm. Lessening the aftermath of the "blizzard" and the frequency is possible if one adheres to a rigorous routine.

The hard work for this coat starts well before the show - in fact, it is a non-stop job. Double coats are quite easy to maintain as long as you do it regularly. It has to be part of routine discipline. The major thing for keeping and extending a double coat is to bath, oil and blow dry - every week, and in fact when needed, twice a week.

So the routine has to be, bath in the appropriate shampoo for the situation. **Plush Puppy Herbal Whitening Shampoo** for toning the unwanted warm tones, **Plush Puppy Body Building Shampoo** to modify a coat when there isn't enough coat - OR, mix both together for the tone and extra body. **Plush Puppy Deep Cleansing Shampoo** is excellent for that deep clean and should be used first to give you a clean slate.

**Herbal Whitening Shampoo** will give the most amazing crisp white finish. It will not lighten or bleach but instead tone with optical brighteners. Herbal Whitening Shampoo is primarily derived from organic sources with Ginseng extracts, protein, and violet tone combined in a concentrated and rich formula.

**Body Building Shampoo** has a fantastic bodifying effect to the coat without an artificial feel plus it is wonderful for the coat as it is infused with beneficial plant extracts.

**Deep Cleansing Shampoo** is specifically designed to remove product build-up and to reduce unwanted stains in dogs coats. 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.

Use all shampoos diluted at the ratio of at least 1:5 (1 part shampoo to 5 parts water) up to 10:1. The shampoos are all concentrated and designed to work best and easiest diluted.

For the face area 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 amount 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 those coats that require conditioning, or conditioning in specific areas use **Plush Puppy TLC Spray on Conditioner**. T.L.C is a gentle, easy to use, leave-in, or rinse-out conditioner. This is an easy to use conditioner in spray form where you can control the amount and area sprayed. A highly concentrated formula just without added thickener. Spray on and if required, rinse out. Can be applied and left in for dry coats. A truly remarkable product.

If you have to deal with bad elbow, hock or pee stains 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.

The Samoyed coat is meant to stand straight out from the body and not lie flat. Use **Plush Puppy Seabreeze Oil** to hydrate and protect the coat. 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 build-up. Dilute 1 tablespoon in 4 Litres of water then either sponge on or sluice well through the coat. LEAVE IN. DO NOT RINSE. It gives incredible sheen and finish to the hair.

Force dry against the growth of the coat from the rear to the head working against the growth of the coat. Push the coat forwards using the nozzle of a cool force dryer to dry right through to the roots. It takes time to dry well but it must be 100% dry if anything.

For extra body and oomph to the coat for show bath, add 1 tbsp. **Plush Puppy Volumising Cream** to the bucket Oil mix so it all gets done in one application and is all left in. Or you can use **Plush Puppy Volumising Spray** - the 'Ready to Use' version 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.

You can apply **Plush Puppy Puffy Dog+** styling mousse to the legs and ruff if these are a bit coat challenged. Puffy Dog gives LOTS of lift but you will find this slightly in the coat. Perfect for those really out of coat situations.

By using the Seabreeze Oil you get a beautiful silvery sheen to the tips of the Samoyed coat that comes from the Evening Primrose Oil and Calendula Oil.

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Helen Chen



These are the very best quality extracts that money can buy. Nothing works as well as Seabreeze Oil for getting wonderful sheen and condition to the skin and coat of a Samoyed. You won't get dry flipped up ends that tend to curl if the coat is dry and brittle. It does take regular use and application and along with blow drying out religiously every week, will keep most of the coats "rolling". This results in just a fluff out rather than the huge coat dumps that one generally gets all the time. If you get the loose coat out constantly, the new coat will come back in quicker and you don't end up with felted messes and having to overwork those wrists with unnecessary brushing.

This is your basis for this double coat. Stick to the basic routine and do it well. Re-capping - shampoo, oil and blow dry. Show day, shampoo, oil, Volumising Cream and blow dry. Simple!

If your Samoyed is in good coat, then use **Plush Puppy OMG**. This 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. 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. The perfect product to allow all the benefits of putting a moisturising product into the coat without over softening the coat.

Using OMG can be a one-off at shows or during the drying process after bathing. This is also an amazing product for regular brushing as it hydrates the coat reducing stress and coat loss. Its active ingredients smooth the cuticle and protect the coat. OMG never builds up, never goes stringy. A true necessity for the tool kit.

Brush using the **Plush Puppy Ultimate Pin Brush** against the growth of the coat for maximum lift. Finish 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. Fluff the ruff right up.

Minimise any stained areas with **Plush Puppy Cover Up Cream**. This is a great cover up on short coated areas such as face, feet, inside ears or elbows. Apply to a barely damp sponge and dab lightly, layer upon layer till coverage complete. Don't apply in a big dollop. It's like white makeup for dogs so put it on lightly and not with a trowel! Then apply a dusting of loose chalk or **Plush Puppy Fairy Frost Regular**, a super white powder with fabulous clinging ability and allow to dry and then brush. This powder doesn't clump in wet weather. Worth the extra!

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 includes a UV filter to stop sun damage and protect against heat damage.

An amazing product that not only speeds up drying time but protects the coat is **Plush Puppy FAST Blow Dry Spray**. FAST 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. It also protects the coat from damage from sun and heat. FAST is amazing on short coats for a brilliant shine. A light spray to a wet or damp coat, then brush through before drying.

You can use **Plush Puppy Powder Puff Regular** for quick dry cleaning in between the shows over a long weekend or to clean up spills and messes. This is non-toxic, naturally sourced and is not talc.

Keep on hand **Plush Puppy Wonder Wash** which is a no rinse wet instant shampoo for "those show day" last-minute emergencies as this will clean up anything, pronto. Just spray foam with the fingers and towel off. It contains optical brighteners, has a fresh apple fragrance, and violet toner that whiten and brighten in seconds. Wonder Wash is a brilliant quick self-rinsing bathing alternative solution for quick and easy cleaning without the need for a complete bath. Always keep our handy Wonder Wash spray in your tack box.

Lastly a quick spray with **Plush Puppy Odour Muncher**. It literally munches away the odours leaving a light fragrance, certainly not too much and definitely not too little.

Now, show time. Your wonderful working dog with his alert dignity should stride round that ring with reach and drive, purpose, and grace, looking a million bucks! His loyalty, independence and intelligence are all the traits you know him for, but his ring silhouette is what the judge will see in the short time he has to make decisions. Adhering to good routines of grooming will ensure your beautiful breed fits the standard's requirements for coat and texture and give you the opportunity to fill that required silhouette.