



Expert Grooming Article



Italian Greyhound

The name of the breed is a reference to the breed's popularity in Renaissance Italy. Mummified dogs very similar to the Italian Greyhound (or small Greyhounds) have been found in Egypt, and pictorials of small Greyhounds have been found in Pompeii and they were probably the only accepted companion-dog there. As an amusing aside the expression 'Cave Canem' (Beware of the dog) was a warning to visitors, not that the dogs would attack but to beware of damaging, tripping over or stepping on the small dogs. Gone are the generations that just tossed them from field to show ring and expected to win with the mud still clinging to the coat. (read more over page...)



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It's showtime folks! If you want to cut the mustard with the best of them, then it's time to do what the best of them do. The Greyhound standards call for a short, close and fine coat.

Let's start show bathing. With this head always use **Plush Puppy Let's Face It Shampoo**. 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.



For the coat, firstly we need to assess it to make decisions on what shampoo/s to use. If the coat is just right, then you choose **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 to your dog's coat. All Purpose Shampoo is wonderful to use on normal to slightly dehydrated coats. Use at a diluted ratio of at least 1:5 (1 part shampoo to 5 parts water) or up to 1:10.

If the coat is too dry, then you will need to get some conditioning into the coat. Use the **Plush Puppy Natural Conditioning Shampoo with Evening Primrose**. This is a nourishing shampoo, helping to increase hydration while slightly softening your dog's coat. It is derived from organic sources with a strong emphasis on Evening Primrose extracts to boost skin and hair regeneration. Again use at a rate of 1:5 or up to 1:10.

For whites or parti colours use the **Plush Puppy Herbal Whitening Shampoo** diluted 1:5 for that nice white finish to the whites and to tone the unwanted rusty tones of the darker colour of the coat. It DOES NOT lighten or bleach but instead tones with optical brighteners. It reduces yellowing or warm tones in white coats or white areas of the coat and will negate unwanted tones from sun fading or reddening in the coat. Similarly for darker colours, it will reduce any warm tones to intensify the depth of colour by revitalising any lost cool tones.

For extra whitening and best for stained areas 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.

If conditioning is required use the **Plush Puppy Silk Protein Conditioner** at 1:10. Use more on a dryish or damaged coat. You can rinse the conditioner out or partly leave it in depending on your specific coat requirements. It has natural active ingredients to help soften and rehydrate the coat. If you are doing a maintenance bath, then leave the conditioner in.

For light conditioning use **Plush Puppy Reviva Coat**. This is a mousse foam that adds amazing hydration to the coat without over softening the coat. It will enable you to have hydration and protection plus shine to the coat. Apply golf ball sized amounts to your hand and work in until the dogs coat is fully hydrated.

For heavier duty protection, you can lightly oil the coat with the **Plush Puppy Seabreeze Oil**. It will add shine, hydrate and condition the coat. It is a truly beneficial blend of using extracts of Calendula oil, Wheat germ oil, and Evening Primrose.

Add 1 teaspoon to 2 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 also add protection. 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.

This all may seem extravagant and hard work for a seemingly no nonsense dog, but good presentation is an important factor these days and your dog has to be a complete picture.

Now for drying. 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 making it look perfect. 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.

For brushing use the **Plush Puppy Ultimate Boar Bristle Brush**. This brush consists of 100% pure black boar bristle from the chest of the boar - the highest quality bristle available. It is ergonomically designed to offer groomers and their dogs the ultimate brushing comfort. This ensures optimum brushed results on all short coated breeds and longevity of use.



Now, who would not be tempted to add some glints of glamour with **Plush Puppy Pixie Dust**. Trust me, this does work and used sparingly, looks brilliant. Just don't overdo it. Simply add a very light dusting onto your **Plush Puppy Ultimate Powder Application Brush**, give it a light tap to tip of the excess and apply. Keep brushing against the coat to work the powder down into the coat leaving the shimmer behind on the top. This looks brilliant when showing outdoors or under spotlights. It just grabs the pinprick of light down onto your dog.

If you have white areas that need attention on show day, use **Plush Puppy Cover Up Cream** which is a great cover for stains or discolouration. When you really need to cover stains your whites or intensify white areas. Cover Up Cream will do the trick. Apply with a barely damp sponge using a small amount. Build up coverage as required layer by layer.

Blend with **Plush Puppy Fairy Frost Regular**. This ultra-fine and bright white powder that is more effective and innovative than the usual methods of white chalking and adding powder to coats. Fairy Frost is naturally sourced and contains no chalk or talc. It will create the brightest white tone that clings all day. Plus, it covers all coats without creating harshness. Use this product instead of chalk or mix with your usual white powder. This product is best for glamorous, perfect whites as it never gets clumpy, even when wet. This stays on the coat well and will last the day till washed off. Apply with the **Plush Puppy Ultimate Powder Application Brush**. Work well into the area where required for enhancing whites and cover.

For a final boost of shine and lustre, spray a light mist of **Plush Puppy Shine and Comb** 30cm above the coat and let the mist fall onto the coat. By keeping shine to the coat, you instantly give the appearance of deeper and richer colour as the light reflects off a smoother surface better than a rough surface.

Lastly a quick spray with **Plush Puppy Odour Muncher**. It literally munches the odour and works well for smelly problems such as emergencies in transit. Leaves a subtle fragrance, certainly not too much and definitely not too little.

In between shows, continue with the **Plush Puppy Reviva Coat** applied and left in the coat to protect and moisturise.

This is one of the most elegant sighthounds with their refinement and stylish outline makes for a competitive show dog.