

Pure Alternative Shampoo & Pure Silk Conditioner

I have 3 Afghans in full coat each a different coat type and colour 1 Silver, 1 Black & Tan and 1 Butterscotch Brindle. I bath the three of them in Pure Alternative using the recommended dilution of 5:1 and find it to be an excellent product. Not only does the silver in the three coats sparkle but the coats gleam with healthiness. After bathing the dogs I add Purely Silk conditioner which I leave in, the coats are soft & flowing without the feeling of heaviness I have had with other products.



before bathing in Animal House

The times for preparation for a show have been halved.

Coat Magic

Before drying I spray the dogs with Coat Magic. This cuts grooming time by helping detangle any knots present and stops any static that occurs with the dryer. Coat Magic helps the comb & brush glide through any matts that may be present. Over the years I have used many products in the hope that I would find one as successful as this.

Silk Finish

At the show for the final presentation grooming, I lightly spray the coat with Silk Finish. This gives the coat shine and also the natural flow that enhances the coat that only an Afghan has. I have used these products for a month and the improvement in the coats is very pleasing.

All in all I am thrilled with the results these products have given and look forward to receiving my order of the Leave in Lustre of which I am sure I will be equally impressed.



After bathing in Animal House

Leave in Lustre

I have been using the Leave in Lustre for about 6 months now and find it to be fantastic for my Afghans coats. I use it for maintenance baths and show baths. It takes the static out of their coats you sometimes get when using the blow dryers.

I have used it diluted as suggested 8:1 for shows and used it in the mixture for maintenance baths which is, Leave in Lustre and Hamilton's Bath Oil brought from the Chemist which is used in the last rinse. I rinse the dog then putting the mixture which is 500mls of Lustre with a cap full of Hamilton's Bath Oil into a litre bottle topped up with water then measure out 100mls put into a bottle with a nozzle top up with water (I use a plastic tomato sauce bottle used for Bar B Qs) and massage through the coat. You can then rinse it through the coat or leave it in. Then blow dry as normal. If there are any twizzles or knots the comb seems to go through the coat with little effort. All in all I am very impressed with all the products and will be using them all the time.

Tracy Quinn, SHAHDAQ Kennels, BILPIN NSW

I have a young English Springer Spaniel bitch, (almost 3) & I have tried many products on her coat...always looking for the ultimate product. Some products made her coat feel tacky, while others made her feel wonderful for show day. Unfortunately over a period of time, these products seemed to gradually ruin her coat.



Before bathing in Animal House

I met Janet when she came to Townsville in July 2005. At that time I was starting to see a problem with my bitch's coat, but didn't realise what was to come. I continued to use the products I had always been using. By October 2005 her coat looked like she had been put in an oven to bake. A frantic call to Janet for advice was made & I will never be able to thank her enough for the help & advice she has given me.

Janet suggested "The Mixture", Pure Alternative Shampoo & Purely Silk Conditioner. The results, using these products has been nothing short of outstanding. For show day I use a combination of Silk Finish, Coat Magic & Leave in Lustre for a really beautiful, easy to manage coat.



After bathing in Animal House

I have no hesitation in recommending Animal House products. Like so many other users, I have emptied my cupboard of all "other" products as nothing suits her coat like the Animal House range.

Debbie Angel
Townsville
North Queensland.

Toni Harm/Denise in Brisbane sent this detailed email:

Ok....here is the list of Animal House Products that I use...

Mighty White N Brite shampoo There is no shampoo on the market as good as this one. It really does whiten and is great for the coat. I think it recommends dilution of 1:5, but I go much more than that. I put about 2cm worth in a 750ml water bottle and then fill it up with water. For stained areas I use it straight but you need to rinse well and once the stain is removed you can maintain it with your diluted formula in future.

Purely Silk Conditioner

This is a silicone free conditioner and once the coat adjusts to the change over the coat condition is great and I find that



(pictured)

Toni with Tarrendayle From The Heart aka Delta (our blue girl won Qld's Cocker Puppy of the Year 2005

I hardly get any knots in the big coats my dogs have and if they do get the occasional knot under the arm it brushes out with ease. Once again I dilute as above. I would recommend though for about the first month (as your coats will be damaged by the silicone in other products) that you put conditioner on the dogs first, let them sit in conditioner for about 30minutes or so, then wash and shampoo as per usual. This helps prevent the coats from going a bit off during the changeover period.

Leave in Lustre

This product is great between shows and keeps the conditioner penetrating the coat. Now, I dilute this product by 50%, but am not sure if it should not be diluted...By diluting it I can put it in a spray bottle and spray it on during the week. It contains no oils so will not bleach in the sun.

Coat Magic

This is a static free/detangling spray and comes neat, so you do not dilute this product at all. It is the best product I have used for removing knots. (I also use it on my daughter's hair!) You just spray it on the knot (even those ones you would usually cut out) and massage it and then brush them out with very little effort. It separates the knot and your brush glides through, with no pulling/discomfort to the dog and less hair loss. I use this spray a lot on dogs coming in for grooming that I would normally have to cut out or cut through their knots, but this stuff works and makes life so much easier.

Silk Finish

I have been using this for a couple of months now and it has been hard to let go of my Crown Royale spray, but this one does the trick. I use it after I towel dry the dogs and spray it on to blowdry. I also use it to spray and coat the dogs before a show. I had it with me in Canberra and it is great. I was worried after 4 days of showing that the spray build up would make the coats go limp, but this spray did exactly the opposite. I did not have to wash my dogs at all and their coats looked lovely and clean all weekend. Because it is water soluble it does not damage the coat...just add water and it washes off. This is an amazing product and once on the market I would suggest you get your hands on it...I love it.

Volhold gel

I have trialed this for Animal House and found it to be a lovely product. I was hesitant with using a gel because if you use too much the coat becomes tacky (which is what I found with PP Swishy Coat) but I can put as much of this gel in as I want and it does not change the texture of the coat, it does make it fall beautifully and it still flows like a natural coat.

So, that is all the products I use at present and I am very happy with them. Animal House has kept the prices down so that you can buy quality concentrated products for very reasonable prices, so the value for money is almost as good as the products

Toni Harm/Denise

Toni with one of her many winning Cockers, all Toni's dogs are prepared exclusively in Animal House Professional Grooming Products.

I had been using the one brand of shampoo now for about 5 years, and was getting, what I thought was an excellent result. After a conversation with a Saluki friend from Queensland, where he told me about a range of Shampoos that he had been using with EXCELLENT results. The products were the Animal House range. I got in touch with Janet from Animal House Professional Grooming Products and had a talk with her about their products.



*Best In Show Saluki Club Champ Show
Easter 2006*

After having a talk with Janet from Animal House about their products and what I had been using, I received some samples together with a recommendation on how I should start using the Animal House range.

I had noticed that Grand Ch. Khamseh Inooshah (Chillie) was getting lighter over the years and her coat also seemed to be getting woolly and she lost her black overlay, and we put it down to the fact that she had a litter and also she was getting older.

Chillie was the first one of my dogs that I bathed in Animal House, and I used the **Purely Silk Conditioner** diluted down 10/1 in a squeeze bottle sprayed over her dry coat and rubbed through, then she was left for 30 minutes then bathed in **Mighty White n Brite** Shampoo. About one week later when I put her on the grooming table to get her ready for a show the next day, Chillie's coat had started to change!

Three weeks after I started using Animal House products my Chillie was a transformed dog, Chillie's coat was in fabulous condition/presentation and remains the same everyday.

I am **VERY HAPPY** with my Chillie as now she sports a beautiful shiny coat, and has her true mahogany colour and black overlay back and her natural coat texture of that beautiful shiny, soft 'Saluki' coat again.

Now all of my Salukis are bathed in either, *Mighty White n Brite*, which highlights both the red and white or *Pure Alternative*, and as soon as they are out of the bath, sprayed with *Silk Finish*, and *Volhold* on the ears and feathering on the back legs and when I get to the show before I start grooming for that finishing touch *Coat Magic*. The finishing touches with brushes and mitt are also used.

To say that I am VERY HAPPY WITH MY DOGS PRESENTATION is an understatement. Due to my own personal experiences with Animal House, I decided I had to share this wonderful range of products with all that I meet, therefore I have taken on the distribution rights for Animal House in NSW.

Cathy Smith.
Catonam Salukis

Show Presentation and Maintenance grooming of an Afghan



The following methods are as I use on the Afghans, which can be used on other similar long haired silky coated breeds eg. Yorkshire Terriers/Lhasa Apso/Tibetan Terriers and feathered breeds eg Red Setters etc.

I call it the A B C of grooming for these types of coats, and this has been successful on the Afghans, my own and others who have been treated the same.

A. mix the Purely Silk Conditioner in warm water approx 1 part PS to 6-10 parts water, put in spray bottle and shake well, if difficult to spray (this depends on the nozzle of the sprayer you are using) most good sprayers will cope ok, but if a problem dilute slightly more.

Now spray into the dogs coat -the coat **MUST BE DRY**, lifting and spraying the layers, I brush in the coat with a bristle brush ,this eases out any knots and debris ,remember under arms and down inside of legs etc, put extra on the coat which is subject to wear and tear eg .the hocks/feet/ side coat on dogs and inside back legs on bitches were the urine catches coats.(on shorter coated dogs it can be massaged in eg corgis akitas to condition their coats etc)

When all the coat is all covered and brushed through; leave dog for 30 minutes, and prepare the bath etc (make a coffee etc).This aids the removing the build up caused by other shampoos used previously, **DO NOT USE** a stripping shampoo, you will find after about three or so treatments the build up is removed. After about three baths I founds white flakes coming away from the skin under the arms and down the inside of the back legs, I first thought the skin was flaking, but it was not it was the silicone build up peeling of, quite amazing, and that was from a shampoo for Human hair!!!! You can also find that a few (only a few) coats will go through a very woolly syndrome (not all coats but the odd ones) but you **MUST** persevere, this is due to the residue and build up of the previous products on the hair shaft which has covered the hair, choking it in away that it has become very dry and **OUT** of condition as the silicone covering has defeated the actual job of the conditioners, and when drying you have only been drying the wet of the silicone covered hair and heating the dry hair underneath the silicone blanket effect; if the dog has a tendency to have a dry coat anyway this is why some go very woolly, thus making you think that **THIS SHAMPOO IS NOT WORKING AND IS NO GOOD,BUT IT IS** ,it has brought the hair to air and day light and revealed its dryness and its desperate need for help and deep conditioning, and the process of pre conditioning the coat is so much needed. Tears have been shed, But it its worth the work and effort, it may take 2/3 or may 6 shampoos to return the coat to its true natural self. The ones that seem to have suffered are those who have regularly been shown and continually bathed covered in such things (Silicone/chemicals)which cling film the hair shaft and then are blasted with a hair dryer and the hair inside is suffering and you don't realise the damage being done. **SO PLEASE** ,believe those that have been there done it and worn the T-Shirt it will work, but **ONLY** use these products used on

their own 'NO' I will just put this time I'm not going to a show, hats not the right thing to do, you only get what you put into the job, a little tip if the coat has gone this way, put a dessert-spoon full of Flora margarine in the food every day, it works from the inside out and supports your outside efforts, in a good 14-20 days you will notice a difference have seen bald rabbits gain coat after being bald for weeks, as well as other warm blooded breeds(a tip from an very knowledgeable lady years ago) but it must be Flora ,non of your 'Light' stuff either.

Right NOW

B- Into bath put in a dilution of Tenda Care (my personal favourite for the afghans)according method of bathing(into my hydro bath I put about 3-4 dessertspoons of shampoo in to the reservoir, remember it may not be as foamy as your previous shampoo. Wash thoroughly and rinse well. You will find that the shampoo rinses out very easily, and quickly. Squeeze coat/or lightly pat towel dry the coat.

Use the same method if you are using the Mighty White and Bright or Pure Alternative Shampoo (please note when using the Mighty White and Bright dilute well and rinse thoroughly never put on coat neat, it is a brilliant shampoo for Brindles, blacks /whites and reds to give great colour and high lights to the coat,(on black dogs who have that red /browning tinge will gradually remove this and coat becomes all black)The corgis /akitas/saluki/setter/border collie/Belington terrier/cotton d'teur/maltese/cockers have all been thrilled with the Mighty White and many other breeds.

C- Apply the Leave in Lustre to the coat, I use a squeezey bottle with the LL with just a little water in quite a concentrated solution ,distributing it over the coat under arms etc all the important parts, smoothing it into the coat, then spray all over with clean water and spraying continuously (this is with a hydro bath)the water will then mix with LL diluting it, recycling it and ensuring all the coat is well soaked to the skin and evenly .Squeeze dry or lightly pat towel dry. If in a bath just keep bailing the water over mixing it together or sponge it into the coat and get to the underneath parts, DON'T MISS ANYWHERE, and just continually pour evenly all over coat; again then squeeze or lightly pat towel the coat do not rub dry long coats. I just squeeze dry and wrap towel around the dog. DO NOT RINSE THE 'LL' OUT OF THE COAT

The other method for applying the Leave in Lustre if you do not have a hydro bath is to put the dog on the grooming table after rinsing out the shampoo and spray in the dilution of the the LL into the coat and brush it in as you are drying the coat. You may prefer this method to the other ways, again it s what ever suits you.

Whilst drying the coat I sometimes lightly mist over the coat as I am drying with Silk Finish spray, especially for a show, but again experiment and see what suits the dogs coat (on some coats Coat Magic is great) and achieves the finish you want and are the happiest with. Try the different ways and achieve the most desired effect.

On shorter coated breeds the LL is not always required eg corgis/akitas etc but just spraying with Coat Magic for the desired finished effect

Avril Lacey
Weetoneon Afghans

Judy & Alan Poulton
Laurieton Standard Long and
Wirehaired Dachshunds

Many thanks to Cathy Smith for her invaluable help in guiding us onto Animal House shampoo and conditioner.



When Maguire was released from Quarantine in September 2007 we were looking for a product to enhance his profuse coat, we tried several products with minor success then approached Cathy for information on Animal House products. The rest is history.

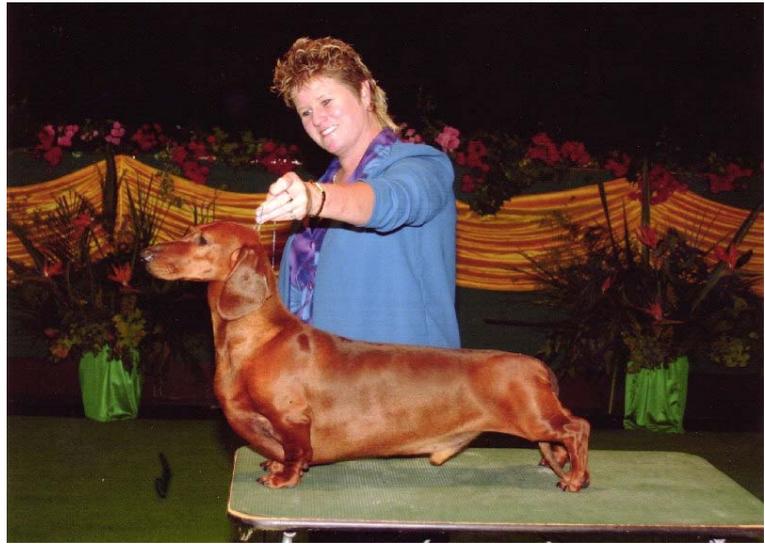
We sprayed Purely Silk conditioner through his coat a few minutes before bathing him with Mighty White N Brite shampoo then conditioned again with Purely Silk before blow drying. The Silk Finish coat spray we use during drying and as a final shine and moisturizer at each show.

Since his arrival in Australia Maguire has won 4 Specialty Best in Shows and 1 Runner Up with 4 All Breeds Best in Shows and 2 Runner Up. His coat always looks great and we cannot recommend Animal House products highly enough.

Judy & Alan Poulton

**Jason & Fiona Walker
of Tischamingo
Standard Smooth
Dachhunds**

We have tried many different products on our dogs but were never happy with their coats on show day as they would have dandruff & lack shine.



About 12mths ago we were given some sample bottles of Animal House shampoo & to our amazement the Pure Alternative shampoo has worked a treat for our dogs.

All we do is Hydro bath them in Pure Alternative & rinse off, no conditioner needed.

On show day we pre-prepare our dogs before they go into the ring by spraying them with Animal House Coco Crush Cologne spray & then Animal House Silk Finish.

We have achieved great success in the show ring by using Animal House products.

Tischamingo Std Smooths have achieved

- * All breeds BIS
- * Specialty BIS
- * Royal BIG
- * Royal BOB'S

Jason & Fiona Walker
www.tischamingo.com

Kerry & Robert Bell of Lochtay Gordon Setters

The White N Brite is the best shampoo to use on Gordons.

I tried all the others and did not like them at all. They seem to make the coats too fluffy and unmanageable. During summer if they get a bit of a red tinge to the coat I use it more concentrated. I usually only put "Purely Silk" conditioner on the feathering and not on the body.

I usually wash only once and condition the feathering and lightly rinse with clean water, then towel dry. I then spray all over with Coat Magic and if they have any knots I spray and work through with a comb, blow dry and then coat the dogs.

You can use the Coat Magic as a final spray just before you go in the ring. I tend to use "Leave in Lustre" and the "Coat Magic" on the dogs if I get a chance to brush them during the week which is not very often, so it shows how good the product is from one week to the next with the dogs not even getting brushed after running in the paddocks and through the wet grass.



Kerry Bell

Show Presentation and Maintenance grooming of an Hungarian Puli



Products I use, well we have come a long way from those days many moons ago when we had a very limited choice of products; now it's a different story, I have used after being recommended and trailing a selection of products from Australia 'Animal House Grooming Products' which can be used in several ways very

successfully; twenty-six years of dog showing experience have produced a range eight products, which contain no harsh chemicals/silicones/salts/chlorides/bleaching agents. They leave no residues in the coat which can cause several problems, some silicones and soaps can cause powdering and flaking of the skin, which inturn causes irritation, dullness and drying of the coat, and also can be the cause of scratching and making the skin sore etc.

For the outside the coat and overall appearance, correct and regular washing and deep cleaning the coat, conditioning and maintenance, is of vital importance; not just when you feel like it.

When washing the Puli I prefer a large volume of water and that the dog should be submerged in warm water with shampoo to the level of its back if bathed in a standing position; or in a normal bath, train the dog from its early days to lie on its back whilst you support its head of course then the coat is also submerged. I personally prefer the dog to be standing, this allows you to be able to use both hands to wash the cords, the way you would wash a lambs wool sweater, gently squeezing the shampoo and water etc in and out of the coat, the coat tends to float horizontally thus not weighing the dog down with the great weight of water.

After washing and rinsing thoroughly, apply the conditioner/oil rinse evenly through the coat all over.

Squeeze the water out of coat as much as possible, you can then towel dry as much of the excess water as possible.

Of the three shampoos I use Mighty White 'N' Bright on all colours of the Pulis, it highlights the black coats and reduces the weathering in the coats etc. For the conditioning I use the Leave in Lustre it is excellent, it makes the cords texture good and correct, buoyant and they lay well; it protects the coat from the elements etc. Vita Ritche Conditioning Milk conditions the coat, as well as it has added oils which replaces the natural oils this breeds type of coat pattern develops naturally (lanolin), which with bathing are removed. It stimulates coat growth and helps cord formation etc. Ideal product for the puli/komondor/Bergamasco and the Corded Havanese.

Avril Lacey

Weetoneon Pulis