

smith&burton®

PROFESSIONAL GROOMER GUIDE

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SKIN AND COAT CARE CRAFTED WITH METICULOUS ATTENTION TO DETAIL FOR THE BEST A DOG CAN GET

SMITH&BURTON OFFERS LUXURIOUS, SAFE, NATURALLY EFFECTIVE HEALTH, BEAUTY AND WELLNESS CANINE GROOMING PRODUCTS FOR A PROFESSIONAL FINISH AT HOME OR IN THE SALON. SALON-GRADE AND LOVINGLY USED BY PROFESSIONALS AROUND THE WORLD

MADE NATURALLY IN NEW ZEALAND

NO NASTIES

PLANT-BASED

100% NATURAL FRAGRANCE

CRUELTY FREE

PH BALANCED

100% NATURAL FRAGRANCE

CAT FRIENDLY

PRO-GROOMER GRADE

MADE IN NEW ZEALAND

OUR PROMISE

**WE HOLD OURSELVES TO A HIGHER STANDARD IN BEAUTY, HEALTH AND WELLNESS
DOG GROOMING PRODUCTS AND STAND BEHIND OUR CANINE COLLECTION
BECAUSE WE BELIEVE THEY ARE THE BEST A DOG CAN GET.**

- We are committed to being transparent with every ingredient that goes into our products and state exactly what percentage of each product is of total natural origin.
- We have even gone further by providing a full ingredients glossary of each and every one of the ingredients we use across our product range.
- We will only use the finest quality plant-based ingredients and recyclable packaging available to us with equal respect for the environment.
- We will always consider the sensitivity of a dog's sense of smell. We ensure all our signature scents are certified 100 percent natural fragrance (the highest in the world), delicate and perfectly balanced, light, elegant and dog appropriate.





- We will never use nasties or potential irritants in our products.
- We never test on animals, we are cruelty free and pet friendly.
- Our products are proudly crafted and made in New Zealand with love.
- We will continuously strive to design superior, innovative blends and formulations and progressive products that are naturally effective for all dogs.

Proudly crafted and made in New Zealand, to bring a new range of luxurious, truly distinctive products that are, good for dogs and the planet.

LOVE · LUXE · LUSTRE

OUR RANGE IS CREATED AND MADE IN NEW ZEALAND WITH LOVE

New Zealand is renowned for its beautiful coastline, green rainforests, snow-capped mountains and pristine seas. It is one of the most cleanest environments in the world.

Our products are proudly made in New Zealand with love, using elite chemists, perfumers and leading industry professionals, including **New Zealand's leading and most trusted skincare, haircare and cosmetic contract manufacturer.** Maintaining the highest quality and safety standards.

Our locally made products use the **finest human quality plant-based ingredients, ethically sourced and manufactured.**

We are committed to obtaining our **ingredients locally from our New Zealand home when we are able.**

Local ingredients is also at the very heart of our product philosophy - New Zealand nature: bio-active native botanicals, flora, fauna, fruits and 'liquid gold' Manuka Honey.



UNIQUE, PROVEN & POWERFUL NEW ZEALAND NATURE, LIKE NO OTHER

smith&burton proudly celebrates the unique nature, flora, fauna and fruits of New Zealand found nowhere else in the world.

We harness the **proven power** of these superb ingredients from one of the **world's cleanest environments** to preserve their purity and activity.

New Zealand's fertile soils, clear air, high sunshine hours, clean rainfall and fresh seas help create these antioxidant-packed, nutrient-rich ingredients, **sought after for their unique bio-activity** to effectively improve a dogs' skin & coat condition.



WE USE THE BEST NATURAL INGREDIENTS EARTH HAS TO OFFER, RARELY FOUND IN DOG GROOMING PRODUCTS

**POMEGRANATE, ROSEHIP,
SWEET ALMOND, ARGAN OIL,
LICORICE, JOJOBA,
HYDROLISED SILK,
GINSENG, BALM MINT,
CALENDULA, ROSEMARY,
KAKADU, KARANJA, LINSEED,
OAT, NEEM, SHEA BUTTER,
COCONUT, ALOE VERA,
COCOA BUTTER, SUNFLOWER,
MARULA, EVENING PRIMROSE,
& MORE**

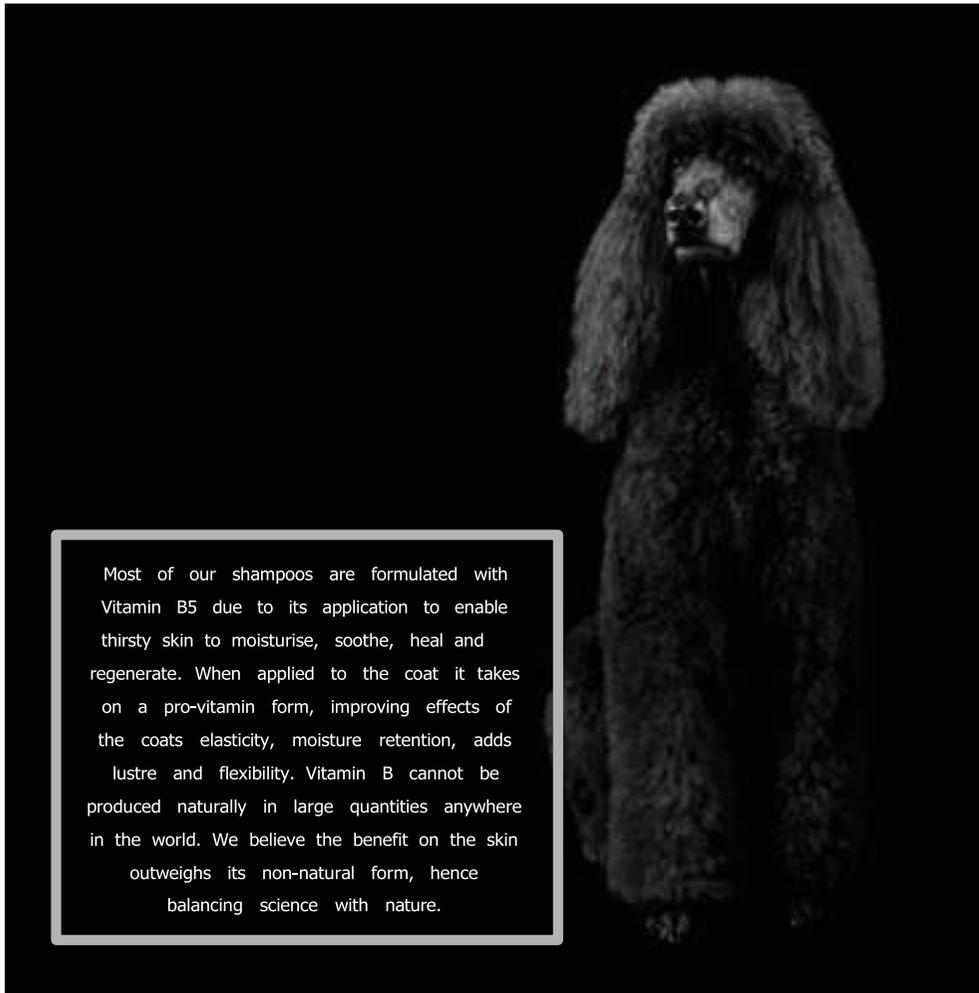
We create the **most gentle, naturally effective products** we can using only **ingredients that are good for dogs and of benefit.**

Crafted with nature's most effective natural ingredients, **rich in vitamins, nutrients and antioxidants.** We hand-select superb plant-based ingredients, proven for their effectiveness and **ability to deliver outstanding results.**

We use only the **highest quality human ingredients** available and believe **if you can't put it on your body, your dog shouldn't either.**

We have **the most extensive list of nature's power ingredients of any dog grooming range.**

WE KNOW THE SCIENCE OF A BEAUTIFUL COAT



Most of our shampoos are formulated with Vitamin B5 due to its application to enable thirsty skin to moisturise, soothe, heal and regenerate. When applied to the coat it takes on a pro-vitamin form, improving effects of the coats elasticity, moisture retention, adds lustre and flexibility. Vitamin B cannot be produced naturally in large quantities anywhere in the world. We believe the benefit on the skin outweighs its non-natural form, hence balancing science with nature.

smith&burton uses botanical science to produce gentle, naturally effective products.

We know the importance of combining nature and science, and we **utilise the highest quality** of both to create a delicate yet highly functional balance, **without compromising on performance.**

We utilise ingredients derived from nature but engineered with science, because we want to **make clean, safe and efficient products that will make a difference.**

We are **meticulous in crafting our formulations.** We believe products must be high performing, not just natural for natural sake, but be **naturally effective.**

Our natural products lather (something vary rare with naturally derived products), they rinse off easily and don't leave a sticky feeling on the coat.

We use the **science of cosmeceuticals** for the medicinal properties of benefit to a dog's skin and coat.

We reject any harsh chemicals that could irritate or be unsafe.

We don't rest until our **products are perfect - safe enough and powerful enough for noticeable results.**

WE HAVE THE MOST EXTENSIVE LIST OF NO NASTIES

It is what smith&burton products don't use that is every bit as important as what we do use, and that is what makes us special. So we have left out the nasties.

Our unique formulations are specifically designed for the wellbeing of dogs, to aid in maintaining and promoting a dog's healthy skin and coat. **So we have left out potential irritants and nasties.**

All our products are FREE OF: Parabens, Cocamide DEA, SLS/SLES, Phthalates, Phosphates, PEGs, PPGs, EDTA, DPEG, Silicone, Petro-Chemicals, Artificial Colours, Mineral Oils, Synthetic Fragrances or Dyes.

The **most extensive 'no nasties' list** of any dog grooming range.

We believe **that taking these harsh ingredients away** not only **improves the dog's skin and coat** for the better, it can also make a **positive difference to their overall health too.**

We use only the highest quality human ingredients and believe if you can't put it on your body, your dog shouldn't either.

With many groomers and people **suffering red, sore, irritated hands** even with 'so-called' natural products, to find a product that **causes no reaction is a welcomed bonus.** We had exceptional results from our allergy-prone human testing of no skin-irritation.

Good for dogs, you and the planet.



SMITH&BURTON PRODUCT PROMISE. ALL OUR PRODUCTS ARE FREE OF:

■ **Parabens**, are a common type of preservative used in dog care products. Whether your product is natural or not, they need preservatives to stop bacteria growing.

■ **Cocamide DEA**, are hormone-disrupting chemicals that can form cancer-causing nitrates and nitrosamines. These chemicals are already restricted in Europe due to known carcinogenic effects.

■ **SLS/SLES**, this surfactant (think foaming) can be found in more than 90 percent of personal and hair care products, as well as dog care products. Animals exposed to SLS can experience eye damage, depression, laboured breathing, diarrhoea, severe skin irritation and even death. A potential carcinogen.

■ **Phthalates**, are petrol-based chemical substances. See petrochemicals below.

■ **Phosphates**, like surfactant, can be found in many dog care products and as a chemical sulphate with many belonging to the petrochemical group, there is an increasing chance of cancers and other illnesses.

■ **PEGs and DPEG** are emulsifiers or thickeners. They can reduce the skin's natural moisture.

■ **PPGs**, irritation can be seen at low levels of Propylene Glycol and is a potential carcinogen.

■ **EDTA**, Tetrasodium EDTA is a penetration enhancer, meaning that breaks down the skin's protective barrier.

■ **Silicone**, are commonly used in dog care products to help improve the feel on the skin and hair, and to help lock in moisture. However, they can build up on the hair locking in dirt and bacteria too, causing skin irritation, possible dermatitis and fungal diseases.

■ **Petrochemicals**, petrochemicals are chemicals made from crude oil and natural gas. There is an increased chance of cancer and other illnesses in dogs. They are not good for dogs, you, or the environment!

■ **Artificial Colours or Dyes** a lot of shampoos and conditioners are dyed with an artificial or synthetic colour to make them more appealing. These colours come from petroleum or coal-tar sources, all of which come with harmful health effects.

■ **Mineral Oil** is a petroleum-based ingredient, which can be found in some dog care products.

■ **Synthetic Fragrances**, for dogs with sensitive skin and allergies, synthetic perfumes can be a big trigger. As well as be problematic and have the potential to cause stress due to dog's sense of smell. smith&burton uses only Certified 100% Natural fragrance.

WE LEAD THE WORLD WITH OUR NATURAL SIGNATURE SCENTS

smith&burton premium range of signature scents are unique, exquisite fragrances developed by expert perfumers providing luscious scents that linger for days. Consciously created and designed specifically for dogs.

We hold ourselves to a **higher standard using the highest recognised natural, sustainable plant source for our Fragrances.** Our signature scents are **Certified 100% Natural fragrance** at the highest recognised standard in the world, created in New Zealand from French-born perfumer (who learnt the art of olfaction and scent design from a Chanel perfumer) and then developed in Grasse, France.

Designed consciously and specifically for dogs. Gender-neutral, perfectly balanced, and carefully **formulated for the sensitivity of a dog's sense of smell.** Giving dogs, and their owners, the **safety and luxury they deserve.**

Dog's noses are around 40 times more sensitive than ours. That is why we take extra care with the fragrances in our collection to ensure the scents are light and delicate and won't cause stress.





Our fragrance is **extracted in the cleanest, purest ways** for the least chance of causing any irritation, allergies or be problematic to a dogs nose and skin. To give dogs, and their owners, the **luxury and safety they deserve.**

We are **one-of, if not the only dog grooming range in the world to use this luxurious level of fragrance.**

Our fragrance, like a perfume, allows for **absolute control and organisation of the layered scents.**

We don't believe in using essential oils for fragrance as organic compounds, and concentrated **very high for a dog's sense of smell with many being toxic to dogs.** Therefore our natural fragrances are designed at the highest safety for dogs.

CREATED IN NEW ZEALAND, DEVELOPED IN THE SOUTH OF FRANCE

 **100% NATURAL FRAGRANCE**

MADE CONSCIOUSLY FOR DOGS SENSITIVE NOSE AND SKIN

Our sophisticated fragrances are formulated with raw plant-derived materials and processes certified by Ecocert to the Cosmos standard. The fragrance components are extracted using the cleanest and purest ways of obtaining extracts and actives, for the least chance of causing any irritation, allergies or be problematic to dogs nose and skin; the extraction of non-natural solvents is not permitted. These potentially harmful solvents are often used in the manufacturing of absolute and fragrance oils.



WE ARE CRUELTY-FREE AND DOG FRIENDLY

We are cruelty-free, and all our products are tested thoroughly on humans first.

At no stage of development are they tested on animals.

Only once we are completely satisfied with the product, we **ensure the pH levels are balanced for dogs**, this means they are **ultra-safe and of high quality.**

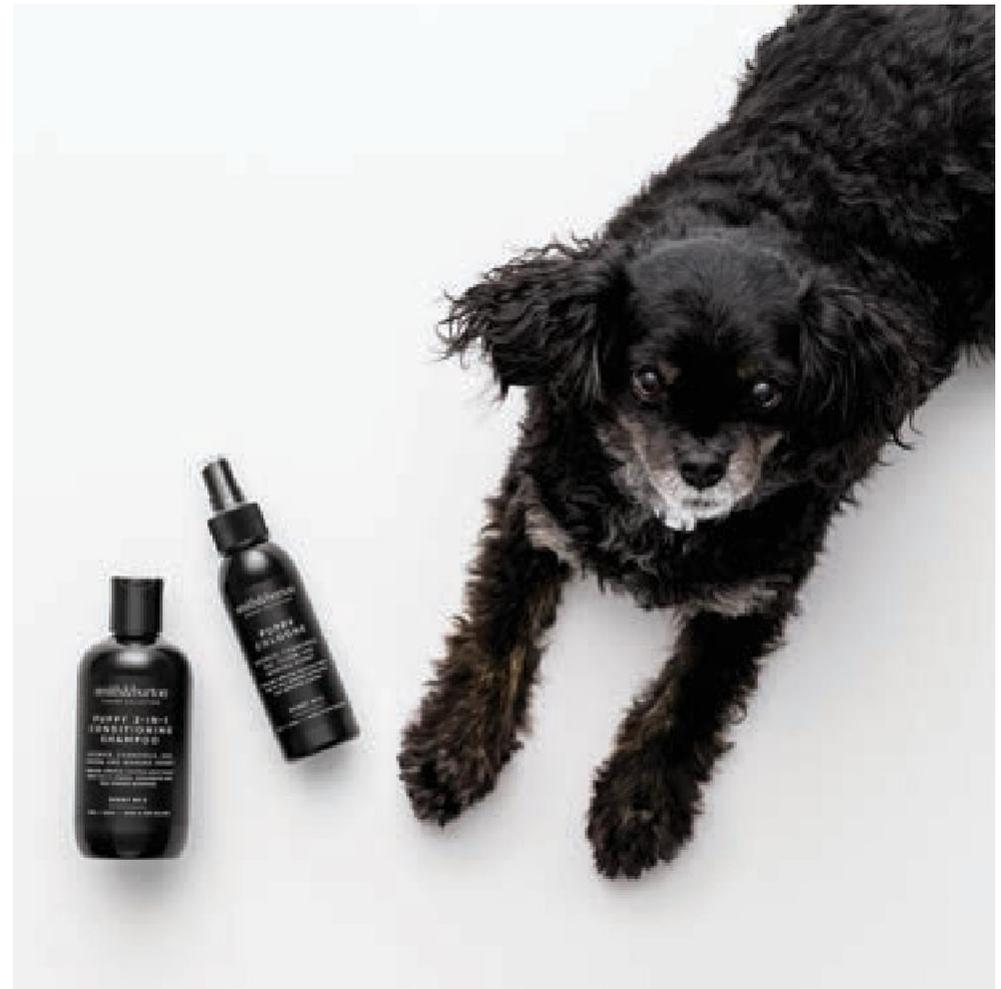
Then, and only then, are they approved by, Smith and Burton, along with their dog (and human) friends.

We use **only the highest quality human ingredients and believe if you can't put it on your body, your dog shouldn't either.**

All our products are Human-Friendly too, so they can be used on yourself as well, which many of our customers do! We are the **first dog grooming range to claim this.**

∞ PH BALANCED

** With most of our products being CAT FRIENDLY – see Cat Friendly section for more details*



WE ARE DRIVEN BY INNOVATION AND CONTINUOUS IMPROVEMENT, WITHOUT COMPROMISE

We will continuously strive to design superior, innovative blends and formulations and progressive skin and coat beauty, health and wellness tools for all dogs.

In doing so we have created **the most luxurious** (super-premium) **range in the market.**

We are dedicated to continuous improvement, refinement and perfection, **we don't settle until our products are the best they can be.**

It is this dedication that **drives our demand** for **quality, safe, honest products for dogs everywhere.**

FOR THE BEST A DOG CAN GET



OUR RANGE

smith&burton Canine Collection

SHAMPOO



500ml

Hydrating, Nourishing, Soothing



250ml

Hydrating, Nourishing, Soothing



5L

Hydrating, Nourishing, Soothing

COLOGNE



125ml

Hydrating, Nourishing,
Soothing, Puppy

CONDITIONER



500ml

Hydrating, Nourishing, Soothing



250ml

Hydrating, Nourishing, Soothing



5L

Hydrating, Nourishing, Soothing, Detangler Spray & Leave-In Conditioner

**16 UNIQUE SKU'S
AND 16 VARIANTS
TOTAL RANGE OF 32
PRODUCTS**

REPAIR & EXTRA CARE



Dermal Relief
Shampoo 500ml



Dermal Relief
Shampoo 5L



Dermal Relief
Tropical Spray



Heal & Protect
Soothe Balm



Detangler Spray
& Leave-In Conditioner
125ML & 5L



Puppy Range, 250ml & 5L 2-IN-1
Conditioning Shampoo



Purifying
Cleansing Wipes

SHAMPOOS & CONDITIONERS

Luxurious, natural, high-performance blends of superfoods and NZ native botanicals, rich in vital minerals and antioxidants, to gently cleanse and protect the skin's moisture balance and replenish the coat leaving it fresh, clean and soft whilst promoting healthy lustre and shine.

smith&burton Conditioners add moisture and protects the skin and hair cortex, smooths the hair shaft helping prevent mats and tangles and speeds up drying time leaving a beautiful soft and silky coat.



smith&burton



HYDRATING Shampoo and Conditioner

Breed & Coat types: **Smooth, Wire, Short and Combination**

HYDRATING SHAMPOO AND CONDITIONER

Great everyday range
 Cleansing and mild, moisturising to the skin & coat
 Protects the hair, prevents water loss to leave it stronger
 Will not strip natural oils
 Preserves coarse and wire coat textures
 Hand-stripping
 Natural whitener and brightener

- **Promotes healthy cell growth and immune-boosting**
- **Helps repair dry, brittle, damaged coats**
- **Antibacterial odour eliminating**
- **Gentle formula for more frequent washing**

Breed & Coat types: Smooth, Wire, Short and Combination



	STRAIGHT	DILUTION RATIO with Bottle Product to Water Ratio	DILUTION RATIO with Bottle Product to Water Ratio
		Deeper Cleaning	Can use up to (foam & cleaning works well)
HYDRATING Shampoo 5L	YES	1:10	1:20
		Thicker or longer coat	Lighter finishing & scissoring
HYDRATING Conditioner 5L	YES	1:10	1:20

Whilst all our smith&burton products are suitable for all breed and coat types from pups to seniors, the **HYDRATING RANGE** is formulated to assist these Coat & Breed types.

SMOOTH COAT

Pointer, German Short haired Pointer, Hungarian Short Haired Vizsla, Weimaraner, Boxer, Doberman Pinscher, Great Dane, Chihuahua (short haired), Italian Greyhound, English Pointer, Manchester Terrier, Miniature Pinscher, Boston Terrier, Bulldog, Dalmatian, French Bull Dog, American Staffordshire Terrier, Bull Terrier, Miniature Bull Terrier, English Staffordshire Bull Terrier, Basenji, Dachshund (Miniature & Standard smooth), Greyhound, Ibizan Hound (smooth), Pharaoh Hound, Rhodesian Ridgeback, Whippet.

WIRE COAT

Airedale Terrier, Australian Terrier, Border Terrier, Cairn Terrier, Dandie Dinmont, Fox Terrier (wire), Irish Terrier, Lakeland Terrier, Miniature Schnauzer, Norfolk Terrier, Parsons Russel, Scottish Terrier, Sealyham Terrier, Welsh Terrier, West Highland White, Affenpinscher, Brussels Griffon, German Wirehaired Pointer, Spinone Italiano, Wirehaired Pointing Griffon, Dachshund (wire haired), Ibizan (wire haired), Irish Wolfhound, Otterhound, Petit Basset Griffon Vendeen, Scottish Deerhound, Giant Schnauzer, Standard Schnauzer, Wire Haired Hungarian Vizla

SHORT COAT

Chesapeake Bay Retriever, Labrador Retriever, Bullmastiff, Greater Swiss Mountain Dog, English Mastiff, Bull Mastiff, English Mastiff, Cane Corso, Neapolitan Mastiff, Dogue De Bordeaux, Rottweiler, Australian Cattle Dog, Belgian Malinois, Canaan Dog, Fox Terrier (smooth), Basset Hound, Beagle, Black and Tan Coonhound, Bloodhound, American Foxhound, English Foxhound, Harrier, Chinese Shar-Pei, Pug, Blue Heeler, Australian Kelpie, Huntaway.

COMBINATION COAT

Brittany, Flat-Coated Retriever, Golden Retriever, American Water Spaniel, Sussex Spaniel, Belgian Shepherd, Kuvasz, Dachshund (long haired), Borzoi, Saluki, Cavalier King Charles Spaniel, Chihuahua (long haired), English Toy Spaniel, Japanese Chin, Papillion, Tibetan Spaniel.

KEY BENEFITS:

- Hydrates the skin and coat naturally
- Replenishes naturally by returning moisture to the skin and coat,
- Moisturising dry, brittle coats
- Invigorates by deeply cleansing without irritating or stripping the natural oils
- Natural properties known to be immune-boosting
- Helps combat oily or greasy coats.
- Deeply conditioning
- Natural properties known to be antibacterial and odour eliminating
- Natural whitener
- Natural ingredients rich in minerals and antioxidant-rich, pro-vitamin A, vitamin C and omega 3 and 6 fatty acids
- Added vitamin B5 and E for optimal coat health
- Softens the coat
- Promotes lustre and shine
- Gentle formula for more frequent washing
- Scent No.1 luxurious, delicate fragrance leaves a dog relaxed and truly pampered
- pH balanced
- Cruelty-free
- No Nasties
- Cat friendly



NATURE'S POWER INGREDIENTS

Kiwi Fruit Extract, Aloe Vera Extract, Coconut Oil, Ginseng Root Extract, New Zealand Manuka Honey, Pohutukawa Extract, New Zealand Flax Extract, Linseed Oil, Oat Kernel Extract, Jojoba Seed Oil, Argan Oil, Coconut Water, Oat Kernel Oil, Sweet Almond Oil.



NOURISHING SHAMPOO AND CONDITIONER

Deeply cleansing, moisturising and conditioning
 Volumising (but allows for a soft texture)
 Hand Scissoring
 De-shedding
 Adds lift to double coats and dense coats i.e Pomeranian
 For drop and silky coats, it deeply moisturises & maintains beautiful soft, silky, flowy coat
 Natural whitener and brightener

Note: Argan is extra strengthening

- Natural properties that help add volume & plumpness to the coat
- Antioxidant-rich
- Promote cell regeneration for a healthy, shiny coat
- Antibacterial odour eliminating
- Provides manageability and strength without stripping the coat or drying the coat

Breed & Coat types: Silky, Long/Drop, Fluffy/Curly/Wavy/Fleece and Double

NOURISHING RANGE ARGAN, KELP, ROSEHIP, POMEGRANATE AND MANUKA HONEY SCENT №2



LOVE · LUXE · LUSTRE

	STRAIGHT	DILUTION RATIO with Bottle Product to Water Ratio	DILUTION RATIO with Bottle Product to Water Ratio
		Deeper Cleaning	Can use up to (foam & cleaning works well)
SOOTHING Shampoo 5L	YES	1:10	1:20
		Thicker or longer coat	Lighter finishing & scissoring
SOOTHING Conditioner 5L	YES	1:10	1:20

Whilst all our smith&burton products are suitable for all breed and coat types from pups to seniors, the **NOURISHING RANGE** is formulated to assist these Coat & Breed types:

SILKY COAT

English Setter, Gordon Setter, Cocker Spaniel, American Cocker Spaniel, Irish Setter, Clumber Spaniel, Field Spaniel, English Cocker Spaniel, English Springer Spaniel, Welsh Springer Spaniel.

LONG OR DROP COAT

Afghan Hound, Bearded Collie, Briard, Skye Terrier, Lhasa Apso, Lowchen, Tibetan Terrier, Chinese Crested (powderpuff), Havanese, Maltese, Shin Tzu, Silky Terrier, Yorkshire Terrier.

CURLY/WAVY/ FLUFFY/FLEECE COAT

Kerry Blue Terrier, Soft-Coated Wheaten Terrier, Bedlington Terrier, Portuguese Water Dog, Bichon Frise, Poodle (toy, miniature and standard), Curly Coated Retriever, Irish Water Spaniel, Coton De Tulear, along with Oodle breeds such as Retradoodle, Labradoodle, Cavoodle, Spoodle.

DOUBLE COAT

Akita, Alaskan Malamute, Anatolian Shepherd, Siberian Husky, Norwegian Elkhound, Collie (Border, Rough, Smooth,), German Shepherd Dog, Cardigan Welsh Corgi, Pembroke Welsh Corgi, Finnish Spitz, Schipperke, Shiba Inu, Japanese Spitz, Pomeranian, Tibetan Mastiff, Australian Shepherd, Belgian Tervuren, Belgian Groenendael, Keeshond Bouvier des Flandres, Old English Sheepdog, Bernese Mountain Dog, Great Pyrenees, Newfoundland, Saint Bernard, Samoyed, Shetland Sheepdog, American Eskimo, Chow Chow, Keeshond, Pekingese, Spanish Mastiff, Pyrenean Mastiff.

KEY BENEFITS:

- Deeply nourishes and purifies the skin and coat naturally
- Revitalises naturally by returning moisture to the skin and coat
- Moisturising dry, brittle coat
- Deeply cleansing without irritating or stripping the natural oils
- Natural properties to help add volume and plumpness to the coat
- Natural properties known to be antibacterial and odour eliminating
- Natural ingredients rich in minerals and antioxidant-rich, pro-vitamin A, vitamin C and omega 3 and 6 fatty acids
- Added vitamin B5 and E for optimal coat health
- Natural whitener
- Deeply conditioning
- Softens the coat
- Promotes lustre and shine
- Gentle formula for more frequent washing
- Scent No.2 an indulgent, sophisticated, delicate-sweet scent leaves a dog with a nourishing and sumptuous feeling
- pH balanced
- Cruelty-free
- No Nasties



NATURE'S POWER INGREDIENTS

Argan Oil, New Zealand Kelp Extract, Rosehip Oil, Pomegranate Extract, New Zealand Manuka Honey, Pohutukawa Extracts, Kiwi Fruit Extract, New Zealand Flax Extract, Aloe Vera Extract, Coconut Oil, Linseed Oil, Jojoba Seed Oil, Oat Kernel Extract, Sweet Almond Oil, Coconut Water, Jojoba Seed Oil, Argan Oil, Coconut Water, Oat Kernel Oil, Sweet Almond Oil.



SOOTHING **Shampoo and Conditioner**

Formulated to **assist Sensitive Skin, Dry & Flaky skin, Mature/Senior Skin, Smooth Coat, Hairless coat breeds**

SOOTHING SHAMPOO AND CONDITIONER

Sensitive, delicate and senior/mature skin types
 Soothes, calms and restores sensitive, delicate skin
 Dirty and greasy coats (deep cleansing and cut-through)
 Removing only the unessential oil (dirt, grease, toxin, pollutants) from the coat so the skin never dries out as natural oils remain
 Hand-stripping
 Natural whitener and brightener

- **Soothing, calming properties**
- **Anti-inflammatory properties**
- **Stimulate fur follicle growth**
- **Protective nutrients**
- **Helps repair dry, brittle, flaky, damaged skin & coats**
- **Antibacterial odour eliminating**

Formulated to assist Sensitive Skin, Dry & Flaky skin, Mature/Senior Skin, Smooth Coat, Hairless coat breeds

SOOTHING RANGE BALM MINT, CHAMOMILE, OAT, ROSEMARY AND MANUKA HONEY SCENT №3



LOVE · LUXE · LUSTRE

	STRAIGHT	DILUTION RATIO with Bottle Product to Water Ratio	DILUTION RATIO with Bottle Product to Water Ratio
		Deeper Cleaning	Can use up to (foam & cleaning works well)
SOOTHING Shampoo 5L	YES	1:10	1:20
		Thicker or longer coat	Lighter finishing & scissoring
SOOTHING Conditioner 5L	YES	1:10	1:20

Whilst all our smith&burton products are suitable for all breed and coat types from pups to seniors, the **SOOTHING RANGE** is formulated to assist Sensitive Skin, Dry & Flaky skin, Mature/Senior Skin, Smooth Coat, Hairless Coat and these Breed types:.

SMOOTH COAT

Pointer, German Shorthaired Pointer, Vizsla, Weimaraner, Boxer, Doberman Pinscher, Great Dane, Chihuahua (short haired), Italian Greyhound, Manchester Terrier, Miniature Pinscher, Boston Terrier, Bulldog, Dalmatian, French Bull Dog, American Staffordshire Terrier, Bull Terrier, Miniature Bull Terrier, Staffordshire Bull Terrier, Basenji, Dachshund (smooth), Greyhound, Ibizan Hound (smooth), Pharaoh Hound, Rhodesian Ridgeback, Whippet.

HAIRLESS COAT

Chinese Crested Dog (hairless), Mexican Hairless Dog (Xoloitzcuintli), Peruvian Hairless Dog, Ecuadorian Hairless Dog (Perro Calvo Dorado Ecuatoriano), American Hairless Terrier.

KEY BENEFITS:

- Natural calming properties for sensitive skin
- Returns moisture to the skin and coat naturally
- Gently cleansing without irritating or stripping the natural oils.
- Protective nutrients to promote a healthy skin and coat Natural properties to help restore skin and coat Natural properties known to be antibacterial and odour eliminating
- Natural ingredients rich in minerals and antioxidant-rich, pro-vitamin A, vitamin C and omega 3 and 6 fatty acids Added vitamin B5 and E for optimal coat health Natural whitener
- Adds coat volume
- Deeply conditioning
- Promotes lustre and shine
- Gentle formula for more frequent washing
- Scent No.3 is an enchanting, soft fragrance leaves the dog with a calming, comforting and lavish feeling pH balanced
- Cruelty-free
- No Nasties
- Cat friendly



NATURE'S POWER INGREDIENTS

Chamomile Extract, Balm Mint Extract, Rosemary Leaf Extract, Oat Kernel Extract, New Zealand Manuka Honey, Pohutukawa Extracts, Kiwi Fruit Extract, New Zealand Flax Extract, Aloe Vera Extract, Coconut Oil, Linseed Oil, Jojoba Seed Oil, Argon Oil, Sunflower Seed Oil, Sweet Almond Oil, Coconut Water.



DERMAL RELIEF 2-IN-1 CONDITIONING SHAMPOO

Ultra sensitive, allergy-prone, problematic skin
 100% Natural and carefully formulated specifically to help assist replenish, repair, protect and calm dull, dry, itchy, skin
 Restores healthy, natural lustre to the coat
 Explicitly designed with restorative repairing powers from New Zealand nature
 A pure, clean, mild and gentle blend, yet powerfully effective.
 Helps speed up healing
 Fragrance-free, hypoallergenic
 Deep cleansing
 Hand-stripping
 Our number 1 recommendation for Cats!

- **Repairing powers from New Zealand nature**
- **Cools, soothes and calms the dermis**
- **Antibacterial, antiseptic and anti-fungal natural properties**
- **Helps repair dry, brittle, damaged coats, flaky skin and dandruff**
- **Antibacterial odour eliminating**
- **Natural ingredients known to help repel fleas, ticks and insects**
- **With added vitamin C for antihistamine benefits**
- **Deeply cleansing**
- **Promote cell regeneration for a healthy, shiny coat**

A powerful restorative blend crafted and explicitly-designed to help assist in the **relief of dermis irritations to help deeply-cleanse, nourish, calm, repair and protect the coat leaving it fresh, clean with lustre and shine**



NATURE'S POWER INGREDIENTS

Evening Primrose Oil, Karanja Oil, Marula Oil, Neem Oil, New Zealand Manuka Honey, Harakeke Extract, Kiwi Fruit Extract, Kawakawa Extract, Pohutukawa Extracts, Hydrolyzed Silk, Poroporo Extract, Chamomile Extract, Balm Mint Extract, Rosehip Oil, Kakadu Oil, Calendula Extract, Aloe Vera Extract, Soybean Oil, Manuka Water, Sunflower Seed Oil.

	STRAIGHT
	DO NOT DILUTE
DERMAL RELIEF 2-IN-1 CONDITIONING SHAMPOO 5L	DUE TO INGREDIENTS AND FUNCTION



PUPPY 2-IN-1 CONDITIONING SHAMPOO

NUTURE. NOURISH. SOFTEN.

GENTLE, EFFECTIVE CLEANSING

	STRAIGHT
PUPPY 2-IN-1 CONDITIONING SHAMPOO 5L	YES (& can dilute at own ratios i.e. 1:10)

Formulated for puppies of **breed and coat types from 12 weeks of age**

KEY BENEFITS:

- Gently moisturises the skin and coat naturally
- Smooths and nourishes the coat and epidermis
- Skin conditioning
- Gently cleanses without irritating or stripping the natural oils
- As a two-in-one it cuts bathing time in half, making it quick, easy & enjoyable
- The built-in conditioner to improve the coat's overall health and condition
- Gentle formula for more frequent washing
- Natural properties known for their anti-inflammatory, antibacterial qualities
- Odour eliminating
- Mineral and Antioxidant-rich, Pro-vitamin A, Vitamin C and Omega 3 and 6 fatty acids
- Natural whitener
- Added vitamin B5 and E for optimal coat health
- Gentle for pup's young skin to nourish, soothe & nurture
- Softens the coat
- Promotes coat lustre and shine
- Scent No.2 an indulgent, sophisticated, delicate-sweet scent leaves pup with a nourishing and sumptuous feeling
- pH balanced
- Cruelty-free
- No Nasties

PUPPY 2-IN-1 CONDITIONING SHAMPOO

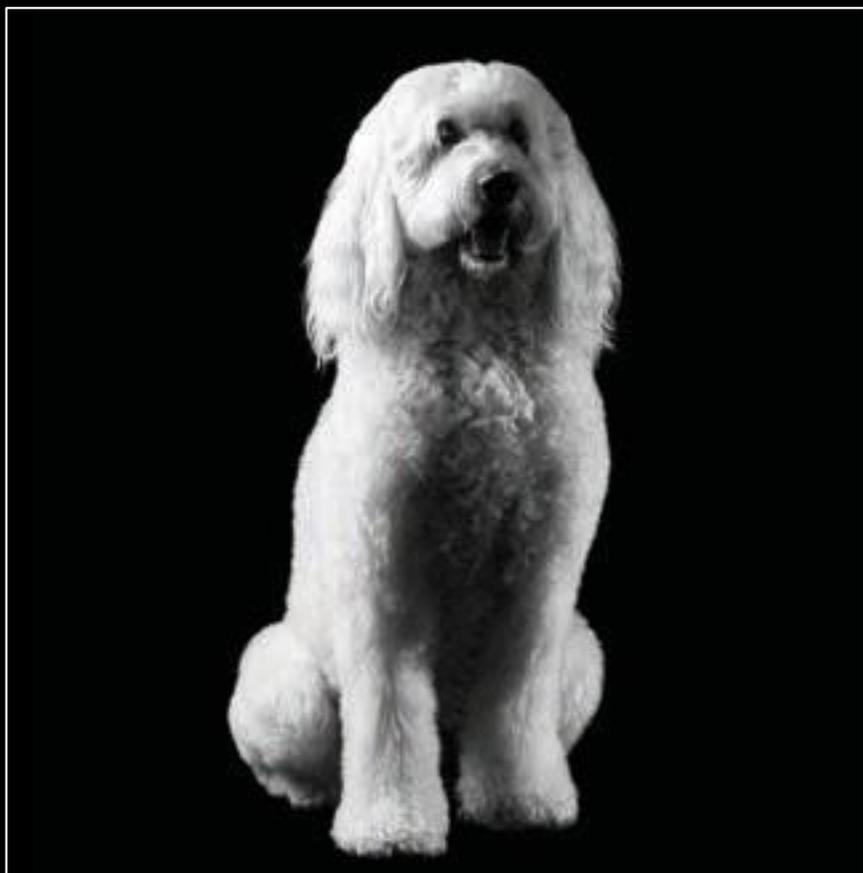
Experience why our Puppy Range is so popular

This luxurious and indulgent blend from nature is nutrient-packed and vitamin-rich to gently nurture and cleanse while conditioning the skin and coat. Leaving it soft with lustre and shine.



NATURE'S POWER INGREDIENTS

Licorice Root Extract, Chamomile Extract, Oat Kernel Extract, Jojoba Seed Oil, Hydrolyzed Silk, New Zealand Manuka Honey, Pohutukawa Extracts, Kowhai Flower Extract, Kiwi Fruit Extract, Argan Oil, Coconut Oil, Linseed Oil, Coconut Water, Aloe Vera Extract.



HAND-STRIPPING

DEEP CLEANSING

HAND-STRIPPING

1. First wash use SOOTHING SHAMPOO – clean then rinse
2. Second wash use DERMAL RELIEF 2-IN-1 CONDITIONING SHAMPOO - clean then rinse
3. Then use SOOTHING CONDITIONER – allow to sit, then rinse
4. Dry coat in the direction of the coat growth

SOOTHING SHAMPOO - cuts-through oil build-up and greasy coats such as with Terrier breeds, for a crisper clean coat for hand-stripping.

Hand strip on a dirty coat (do not wash prior)

This will leave a hole where the dead-hair has been removed, therefore making it more prone to sensitivity so use **SOOTHING RANGE** (Shampoo and Conditioner) and:

1. Wash
2. Rinse with warm water (rinse, rinse, rinse) in direction of coat growth to inhibit bacteria
3. Condition
4. Rinse with warm water (rinse well)
5. If possible finish the last rinse with cool water i.e. quick shot of cool water as this will close the hair follicle quicker than just conditioner, and it is needed due to the hole left from hand stripping

For **SILKY COAT BREEDS** like a Cocker Spaniel, use **HYDRATING RANGE** and follow the above.

Keep skin happy – just before drying, lift coat with fingers and spray **DERMAL RELIEF TOPICAL SPRAY** straight onto the skin and dry normally. (See this products user guide for groomers in the next section).





DEEP-CLEANSING

Depending on skin, if it is in bad condition then use **DERMAL RELIEF 2-IN-1 CONDITIONING SHAMPOO** and wash twice (can wash up to three times if needed, and if the coat is extremely dirty).

If skin is okay then use **SOOTHING SHAMPOO** for first wash (like a toner it cuts through dirt and grease).

Finish with **DERMAL RELIEF TOPICAL SPRAY** see this product user guide for groomers in the next section.



**REPAIR & EXTRA CARE PRODUCTS
used by Professional Groomers:**

DERMAL RELIEF TOPICAL SPRAY

COLOGNES & FINISHING SPRAYS

DETANGLER SPRAY & LEAVE-IN CONDITIONER

HEAL & PROTECT SOOTHE BALM

PURIFYING CLEANSING WIPES

DERMAL RELIEF TOPICAL SPRAY

For Groomers it is used as a hygiene, antibacterial & sanity area spray for the prevention of rashes, clipper burn, etc

Used on the sensitive areas of the dog before and after close blade work (avoiding clipper rash and similar):

1. Spray Dermal Relief Topical Spray on belly, sanity areas, etc, whilst drying off
2. After blade cutting/clipping hygiene areas and inside paws
 - a. Spray areas that get a close blade clip
 - b. Blow off any excess hair and dry off
 - c. Good also for inside paws

100% natural with natural properties to assist in the relief of itchy, flaky, sore, red, irritated or inflamed skin.

Infused with Neem and Karanja Oils as a natural flea and insect control, keeping insects off your dog safely and naturally.

It prevents further itching and licking to help heal the dermis. With added vitamin C for antihistamine benefits. Can be used for every groom .

Fragrance-free (hypoallergenic), so it will not interfere with the other products' fragrance scent when used in combination (i.e. Hydrating, Nourishing or Soothing Shampoo and Conditioner).



COLOGNES – Deodorisers, Coat Conditioners and Finishing Spray



Not only are our Colognes, eau du toilettes, they also have the key hero ingredients from the partners in their range (i.e Nourishing = Argan, Kelp, Rosemary, Pomegranate and Manuka Honey) as well as other ingredients making this formulation multi-functional as a Coat Conditioner, and Finishing Spray.

For Scissor finishing work, lightly mist to remove static. It puts a fine film over the coat so you can scissor off without the coat moving:

- Comb the coat
- Lightly mist the coat
- Then scissor

Also used by Groomers at the end of a groom - a final mist/spray over the coat, to enhance the smell of any groom and adds a great final shine to the coat.

100% Natural and Certified 100% Natural fragrance

- **Helps remove mats, knots and tangles with ease**
- **Hydrates, softens, protects and conditions the coat**
- **Luxurious, high-performance blend**
- **Promotes lustre and high-shine**



DETANGLER SPRAY & LEAVE-IN CONDITIONER

Used during drying off the coat, especially on long, silky coat and breed types i.e. Maltese (as well as other breeds that can tangle and knot):

- Spray over clean coat
- Brush the coat during drying (HV dryer or stand-dryer)
- Helps stop breakage as well

Used for pre-wash de-matting and knots, and for pre-wash brushing through the entire coat to help with tangles providing slick to get through the coat. Can also spray over the entire coat once the groom is completed:

- Gives a restorative boost of moisture and nutrients, protecting against dryness and breakages
- With calming properties to condition the coat leaving a smooth, silky finish
- Especially good to use as a final coat spray for those that don't use a conditioner

Used for show dog wrapping/banding i.e ears, top-knots, etc

Only the natural aroma of the formulation can be smelled, making it an excellent tool to use on any coat, as it will not interfere with the shampoo & conditioner range fragrance.

KEY BENEFITS:

- Improves coat elasticity and resilience
- Helps remove mats, knots and tangles with ease Hydrates and conditions the coat
- Soften and protects the coat
- Restores moisture and nutrients
- Alleviates dry and dull coat
- Protects against dryness and breakages
- Leaves the coat smooth, silky and glossy.
- No sticky build-up
- Natural properties known for their antibacterial, anti-fungal and anti-inflammatory qualities Antioxidant-rich
- Added vitamin E for optimal coat health Promotes lustre and high-shine
- Only the raw ingredients of this product make up the naturally occurring aroma
- pH balanced
- Cruelty-free
- No Nasties
- Cat Friendly



NATURE'S POWER INGREDIENTS

Hydrolyzed Silk, Jojoba Seed Oil, New Zealand Manuka Honey, Manuka Oil, Coconut Oil, Linseed Oil, Lavender Oil, Shea Butter, Cocoa Butter, Pohutakawa Extract, New Zealand Flax Extract.



HEAL & PROTECT SOOTHE BALM – for the finishing touch!

Used by groomers for VIP finishing, by rubbing balm into the dog's nose & paws for an ultimate moisturise and pamper! An amazing multi-tasking wonder balm for paws, nose, elbows, dry hot spots, abrasions and more.

This 100% Natural balm contains powerful natural ingredients with properties which may assist in the repair and maintenance of cuts, cracks, dry, rough elbows, calluses and areas of dry skin irritation on the body like early, dry hot spots and rashes, dry or cracked paws, crusty or cracked nose, or skin-fold irritations. With moisturising properties to help smooth dry skin from everyday wear and tear.

KEY BENEFITS:

- Natural properties known to aid in the repair of cracked and dry skin, calluses and skin irritations
- Helps smooth skin from everyday wear and tear
- Protects paws, noses and elbows
- Deeply hydrates and moisturises dry skin
- Smooths, nourishes and conditions the skin
- Natural properties with known anti-inflammatory, anti-fungal, anti-histaminic and antibacterial qualities
- Natural immune boosting properties which may help fight off infection and help heal scars
- Vitamin A and E to smooth the epidermis
- 100% natural
- Lick Safe
- Only the raw ingredients of this product make up the naturally occurring aroma
- pH balanced
- Cruelty-free
- No Nasties
- Cat Friendly



NATURE'S POWER INGREDIENTS

New Zealand Manuka Honey, Sweet Almond Oil, Shea Butter, Coconut Oil, Linseed Oil, Jojoba Seed Oil, Cocoa Seed Butter, Lavender Oil, Manuka Oil.



PURIFYING CLEANSING WIPES

– for a multitude of uses in salon!

Our Purifying Cleansing Wipes are multi-tasking to quickly and easily clean-up and freshen the canine skin and coat between regular baths for body, paws, muzzle, skin folds or under-tails. They help lift away dirt, flaky skin, pollen, drool, excess fur and more.

Our sustainably sourced 100% bamboo fibre wipes are 100% biodegradable and soft yet strong.

For all life stages. Cat friendly.
Vet formulated and approved.

99.8% of total ingredients are of natural origin. Proudly made and manufactured in New Zealand.

PURIFYING CLEANSING WIPES



KEY BENEFITS:

- 100% Bamboo fibre
- 100% Biodegradable
- Vet formulated and approved
- Natural properties with known antibacterial, anti-fungal qualities
- Natural moisturising, hydrating, soothing and calming properties
- For body, paws, muzzle, skin folds or under-tails
- To help lift away dirt, flaky skin, pollen, drool, excess fur and more
- Cleanses, freshens and purifies the coat while promoting natural lustre and shine.
- Handy sized 20 pack, make it easy and convenient to carry with you on a walk
- Fragrance-free, for a gentle, pure botanical scent.
- 99.8% of total ingredients are of natural origin
- Plant based
- Added Vitamin E for optimal coat health
- Ideal for sensitive, delicate skin too
- No Nasties
- Cruelty free
- For all life stages
- Cat friendly
- Contains 20 moist wipes
- Wine size 20cm x 20cm

NATURE'S POWER INGREDIENTS

New Zealand Manuka Honey, Japanese Soybean Amino Acid, Aloe Vera, Coconut Oil, Cucumber Extract.

A WORD ABOUT SHAMPOOS & CONDITIONERS AT A PROFESSIONAL LEVEL

Shampoo – some professional groomers use smith&burton shampoos (without conditioner) due to their finest quality, premium formulations, with a rich, creamy lather that will leave the coat tangle-free, with lustre and shine. All our shampoos gently loosen knots and tangles and helps prevent them from forming, and we only use naturally derived surfactants.

Yes using just a shampoo is quicker, however most groomers use the partner conditioner and this is WHY.

At smith&burton we believe there is NO shampoo on the market that should be used alone no matter how much they claim to leave the coat easy to manage without the use of a conditioner because by not using a conditioner you leave the cortex layer of the hair vulnerable.

WHY THE CUTICLE IS IMPORTANT

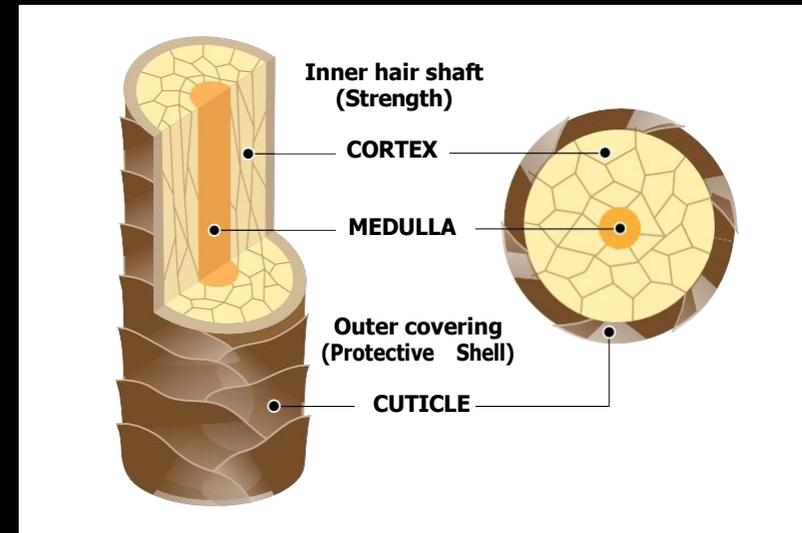
The cuticle is what makes or breaks the hair – literally.

As the outer layer of the hair strand, it protects the cortex from damage. It's made of flattened translucent cells that overlap. It protects the inside of the hair shaft (cortex) from damage.

When the cuticle gets damaged, it opens-up, and allows the cortex to get damaged. In turn causing loss of pigment, or proteins, making the hair fragile and it breaks.

The cuticle protects the cortex from:

- Sun damage (loss of pigment)
- Friction (brushing & combing)
- Chemical damage (bleaching)
- Heat damage (drying & straightening)



SO TO PROTECT THE CUTICLE ...***Always use a CONDITIONER after bathing***

Shampooing raises the cuticle layers, allowing water and soap inside to clean.

Conditioner flattens the layers back down, restoring the protective layer.

Every coat type needs conditioner!

HOW CONDITIONER WORKS

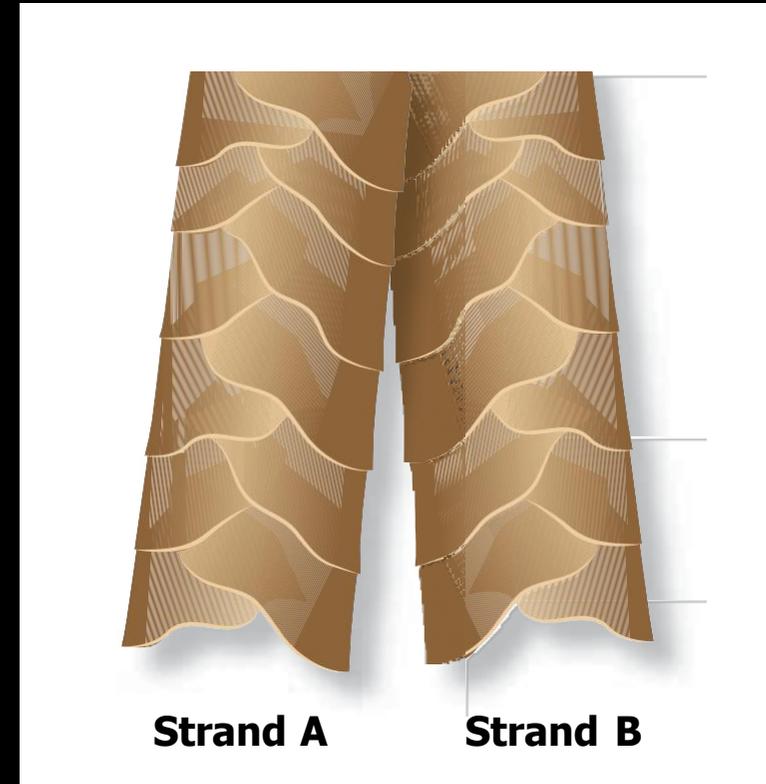
Conditioner plays a huge role in keeping the cuticle healthy.

When you apply shampoo to your dog, you are raising the cuticle layer. If you don't apply conditioner to flatten those 'shingles' back out, then you're leaving the coat vulnerable to tangles and split ends.

Tangles are created when one strand's raised cuticle layers get caught on another strand's cuticle layers.

Shampoo tightens the cuticle layer, raising it so it can get inside and clean.

Conditioner adds moisture back into the cuticle layer, flattening it back over the cortex, restoring the protective layer.



Every coat type and coat length needs conditioner!

By not closing the cuticle layer, you make the cortex vulnerable

- Cause breakage
- Reducing hair growth
- Dry out the skin
- Fade coat colour

THE IMPORTANT ROLE OF CONDITIONERS

Conditioner's role is not only to reseal the cuticle scales, so that the inner cortex layer of hair is protected, but it also creates a skin barrier avoiding long term damage to precious coats and skin.

Conditioner not only makes your grooming job easier, but it also **replenishes moisture and adds nourishment to the skin and coat.** This in turn **safeguards the dog against the environment and any damage that can be caused by harsh products, brushing, de-matting and heat.**

It reduces static electricity and drying time, prevents odours and repels dirt, making the dog styles last much longer.

It also **prevents dog's skin from drying out** which can result in itching and skin irritation.





CONDITIONER:

- Speeds up drying time
- Closes the cuticle
- Helps prevent breakage
- Prevents matting
- Locks in moisture
- Reduces shedding!!!

Every coat type and coat length needs conditioner!

By not closing the cuticle layer,
you make the cortex vulnerable.

- Causes breakage
- Reducing hair growth
- Dries out the skin
- Fade the coat colour

And all skin needs moisturising!

CHOOSING THE RIGHT CONDITIONER

Just as important as using conditioner, is choosing the right one.

Each coat type, and coat texture, requires an appropriate type of conditioner for their needs.

All smith&burton conditioners will close the cuticle layer.

“Conditioner is important to replace the oils, or sebum, that we remove during bathing. Take note everyone.”

Frederick, KCT Grand Champion Elite Groomer, Pet Skin Conditioning Therapist, Co-founder of The Fox Butler Pet Lifestyle Store, Co-founder of Carenis Pet Skin and Coat Wellness Centre (fine grooming) and Pet Grooming Distributor Malaysia



- **Protects the hair cortex**
- **Smooths the hair shaft**
- **Prevents mats & tangles**
- **Protects the skin**
- **Moisturises the skin**
- **Lower maintenance overall**
- **Faster coat drying time**

HYDRATING, NOURISHING AND SOOTHING
Conditioner Collection

DROP/LONG & SILKY COATS

For drop, or long coats, that are silky (soft) textured, you will need a conditioner that deeply moisturises the hair, and leaves it feeling soft. This type of coat needs conditioner more than any other.

The best conditioners for long, drop, silky coats:

NOURISHING CONDITIONER - Closes the cuticle & deeply conditioning-moisturiser & repair & detangles the coat & skin, adds healthy lustre and shine

DETANGLER SPRAY & LEAVE-IN CONDITIONER - Closes the cuticle & remove tangles & conditions



FLUFFY/CURLY/WAVY/FLEECE COATS

For fluffy/curly/wavy or fleece coats, that are you will need a conditioner that deeply moisturizes the hair to keep their hair healthy, and leave it with less tangles, making it more manageable, as well needing to add volume for scissor and clipper work.

The best conditioners for fluffy/Curly/Wavy/Fleece coats:

NOURISHING CONDITIONER - Closes the cuticle & deeply conditioning-moisturiser & Volume & detangles the coat & skin, adds healthy lustre and shine

DETANGLER SPRAY & LEAVE-IN CONDITIONER - Closes the cuticle & remove tangles & conditions



DOUBLE COATS

For double coats, with a harsh outer guard coat and soft undercoat that is thick and dense, you will need a conditioner that can help with seasonal de-shedding, deeply moisturises the hair, and leaves it feeling soft, with less tangles and mats, making it more manageable.

The best conditioners double coats:

NOURISHING CONDITIONER - Closes the cuticle & deeply conditioning-moisturiser & repair & volume & detangles the coat & skin and helps with de-shedding, adds healthy lustre and shine

DETANGLER SPRAY & LEAVE-IN CONDITIONER - Closes the cuticle & remove tangles & conditions

SOOTHING CONDITIONER - Closes the cuticle & gently moisturises coat & skin & repairs & detangles the coat & skin designed for sensitive skin, & mature skin & greasy or dirty skin & coats, , adds healthy lustre and shine



SMOOTH COATS

Smooth coats don't need a lot of moisture for their coat, but for their skin. And since hair health starts from within, keeping the skin moisturised is just as important for smooth coats.

The best conditioners for smooth coats:

HYDRATING CONDITIONER - Closes the cuticle & gently moisturise the skin & coat adding protection and healthy lustre & shine

SOOTHING CONDITIONER - Closes the cuticle and gently moisturises coat & skin, and repairs and detangles coat & skin designed for sensitive skin, mature skin and dry, flaky, and greasy and dirty skin and coat, adds healthy lustre and shine

DETANGLER SPRAY & LEAVE-IN CONDITIONER - Closes the cuticle & remove tangles & conditions



SHORT COATS

For short coats, you will need a conditioner that is light enough to keep the coat's texture intact while still flattening the cuticle layer and providing that much needed protection.

The best conditioners for short coats:

HYDRATING CONDITIONER - Closes the cuticle & gently moisturise the skin & coat adding protection and healthy lustre & shine



COMBINATION COATS

This coat type is a combination of long, silky coat and short, smooth coat, needs a conditioner that is light enough to cover the various of the coat types whilst providing tangle management while still fattening the cuticle layer and providing protection.

The best conditioners for combination coats:

HYDRATING CONDITIONER - Closes the cuticle & gently moisturise the skin & coat adding protection and healthy lustre & shine

DETANGLER SPRAY & LEAVE-IN CONDITIONER - Closes the cuticle & remove tangles & conditions



WIRE COATS

Wire coats require (with the exception of the curly coated wire coats), they also need moisture that won't change their texture while still flattening the cuticle layer and providing that much needed protection.

The best conditioners for wire coats:

HYDRATING CONDITIONER - Closes the cuticle & gently moisturise the skin & coat adding protection and healthy lustre & shine

DETANGLER SPRAY & LEAVE-IN CONDITIONER - Closes the cuticle & remove tangles & conditions



HAIRLESS COATS

Hairless coats don't need a lot of moisture for their coat, but for their skin. And since hair health starts from within, keeping the skin moisturised is just as important for smooth coats.

The best conditioners for smooth coats:

SOOTHING CONDITIONER - Closes the cuticle & gently moisturises coat & skin & repairs & detangles the coat & skin designed for sensitive skin, & mature skin & greasy or dirty skin & coats, , adds healthy lustre and shine



smith&burton Conditioners are creamy, lush formulations – and can be applied in following ways:

1. Straight – glove, sponge, rubber brush or hand
2. Dilution bottle – formula then water and shake very well
3. Whisk method
4. Foam method – e.g. 2 pumps (8ml) and 1/3 cup of water in milk-frother, turning it creamy
5. And many more!

Leave conditioner on for a longer period for a full hair conditioning treatment mask

10 KEY POINTS TO BE MINDFUL OF AS A PROFESSIONAL GROOMER

1. ENVIRONMENT AND WATER PLAYS A BIG FACTOR ON SKIN & COATS DIFFERS FOR DOGS AROUND THE WORLD

- Dogs that spend a lot of time in air-conditioning and apartments should use conditioner as they will tend to have a dryer coat.
- Dogs spending a lot of time in humidity can lead to skin issues and itchy skin, we recommend using our Dermal Relief 2-in-1 Conditioning Shampoo and wash weekly (or daily depending on the issue). Once the skin issues have disappeared, continue with Dermal Relief 2-in-1 Conditioning Shampoo for several weeks after to thoroughly ensure the skin has healed and repaired before moving to a core range shampoo. Then continue with the range that works best for the coat and breed type (Hydrating, Nourishing or Soothing)

2. QUICK DRY CLAIMS ON PRODUCTS

- Really there is no such thing as quick drying in products, it is about technique

3. EVERYTHING IN THE WORLD IS A CHEMICAL

- Including water as well as natural ingredients and botanicals
- The difference is smith&burton does NOT use nasties, toxic or harmful chemical ingredients – see our What We Don't Use List

4. WHAT IS HYPO-ALLERGENIC AND WHY WE DON'T USE THIS TERM

- We don't use the term 'hypo-allergenic' as such because in fact, there is no legal definition for the phrase
- Medical dictionaries define hypoallergenic as "having diminished potential for causing an allergic reaction." but everything – including water! – can cause allergic reactions
- However our Dermal Relief Range of products are 100 percent natural, and our Wipes are 99.8% natural, free of nasties, and made specifically for allergy-prone, ultra-sensitive skins, so we could use the term Hypoallergenic, but due to the above we label it as Fragrance-Free
- For low allergen, look for fragrance-free as most allergens will be the fragrance of a natural shampoo product

5. **WHAT FRAGRANCE-FREE AND UNSCENTED MEANS**

- Fragrance-free means that fragrance materials or masking scents are not used in the product, so no added fragrance or essential oils. They can still have a pleasant scent derived from the natural raw ingredients.
- smith&burton Dermal Relief Range and our Wipes products are fragrance-free.
- Fragrance-free is the safest choice possible for ultra-sensitive, allergy-prone skins.
- Unscented generally means the product may contain chemicals that neutralise or mask the odours of other ingredients. No smith&burton products are unscented.
- Our smith&burton Balm and Detangler Spray we consider to be neither, fragrance-free or unscented. They have a minimal amount of essential oils used for their specific purpose to directly benefit the skin and are NOT used as a fragrance due to the sensitivity of dogs smell. Only the raw ingredients of these products, used for their specific function, make up their naturally occurring aroma.

5. **SMITH&BURTON PRODUCT SAFETY FOR HANDS WITH ECZEMA AND SKIN ALLERGIES WHEN WASHING DOGS**

- We know that some products are harsh on your skin and can dry it out, especially if you have allergies or sensitive skin. smith&burton products use natural, plant-based ingredients and contain no harsh chemicals making it a safe, gentle option. Hand allergies in the main will come from harsh chemicals, essential oils or fragrance.
- We had exceptional results from our allergy-prone human testing of no skin-irritation. However, we are careful to say that results may differ from person to person. Say goodbye to sore, painful hands and relish the long-lasting benefits for your dog.

6. **FULL INGREDIENTS DISCLOSURE**

- smith&burton has full ingredient disclosure, including a full ingredients glossary so you know exactly what you are using and what effect it has on the skin and coat for dogs
- We even go as far as to state the exact % of total ingredients of natural origin on every product

8. WHY NATURAL SHAMPOOS DON'T FOAM AS MUCH

- One thing you will notice with high-quality natural shampoos is they won't lather as much due to using natural surfactants, that clean just as well, rather than synthetic ones (SLS).
- These synthetic surfactants (SLS) are added to make products foam and are on our 'What we don't use list' due to animals exposed to SLS can experience eye damage, depression, laboured breathing, diarrhoea, severe skin irritation and even death
- smith&burton products will still lather and we recommend you use lots of water ensuring you get a thoroughly wet coat and work the products through for a safe, natural lather.
- Our shampoo's have superior natural cleansing power without the use of harmful chemicals by using trusted plant-derived cleansing agents of the highest and safest quality

9. WHAT WE MEAN BY 'CLEAN' BEAUTY

- We wanted to create a beauty, health and wellness grooming range to give every dog the best coat possible, and that means using the highest quality ingredients we can.
- For a healthy coat, you need to care for the skin and nourish the hair follicles, which is why we've left out the nasties that potentially irritate your dog's skin and damages the coat.
- We've kept all the good quality, clean ingredients that will care for your dog and promote good skin and coat health
- Our fragrance is recognised as the highest natural standard in the world, Certified 100% Natural fragrance (at COSMOS standards)

10. SMITH&BURTON GIVES EXCEPTIONAL PERFORMANCE, WE CALL IT 'NATURALLY EFFECTIVE'

- Our shampoos and conditioners will not strip the natural oils from the skin and coat
- Smith&burton products are used around the world by leading professional groomers and award winning show dogs, with exceptional results

"I tested the nourishing line. The smell is just amazing. I love it! I'm tested the hydrating range on another doggy I am very happy"

Distributor France, (pet import/export entity owner), owner of Spitz, Vice-champion of Europe and Vice-Champion France, breeder and show-dogs of over 80 Spitz.

"I think the Hydrating is the best products I've ever used"

NZ Certified Master Groomer, an Examiner for the NDGANZ and regularly judges in both N.Z and Australia. Also licensed judge Working Dogs, Non Sporting, Utility and Toys at Championship show level. Life member of the NDGANZ and Patron and honorary life member of North Otago Kennel Assn.

"Today I gave the detangling spray a good work out. A really matted coat. Long haired Maltese. Sprayed it in the bath after Hydrating Shampoo. Then rinsed off. Chamois and pat with towel. Resprayed liberally with Detangler Spray. Amazing .. I've shown and bred Shih Tzu and Lhasa Apsos for many years. You name it I have tried it. The spray certainly does its job and today it had a big task lol Love this spray."

NZ Certified Master Groomer, an Examiner for the NDGANZ and regularly judges in both N.Z. and Australia. Also licensed judge Working Dogs, Non Sporting, Utility and Toys at Championship show level. Life member of the NDGANZ and Patron and honorary life member of North.

With smith&burton as a groomer, you will have peace of mind when you know the products you use is kind to the skin whilst leaving the coat well prepared for a scissoring session. A perfect combination of both skin care and coat care products."

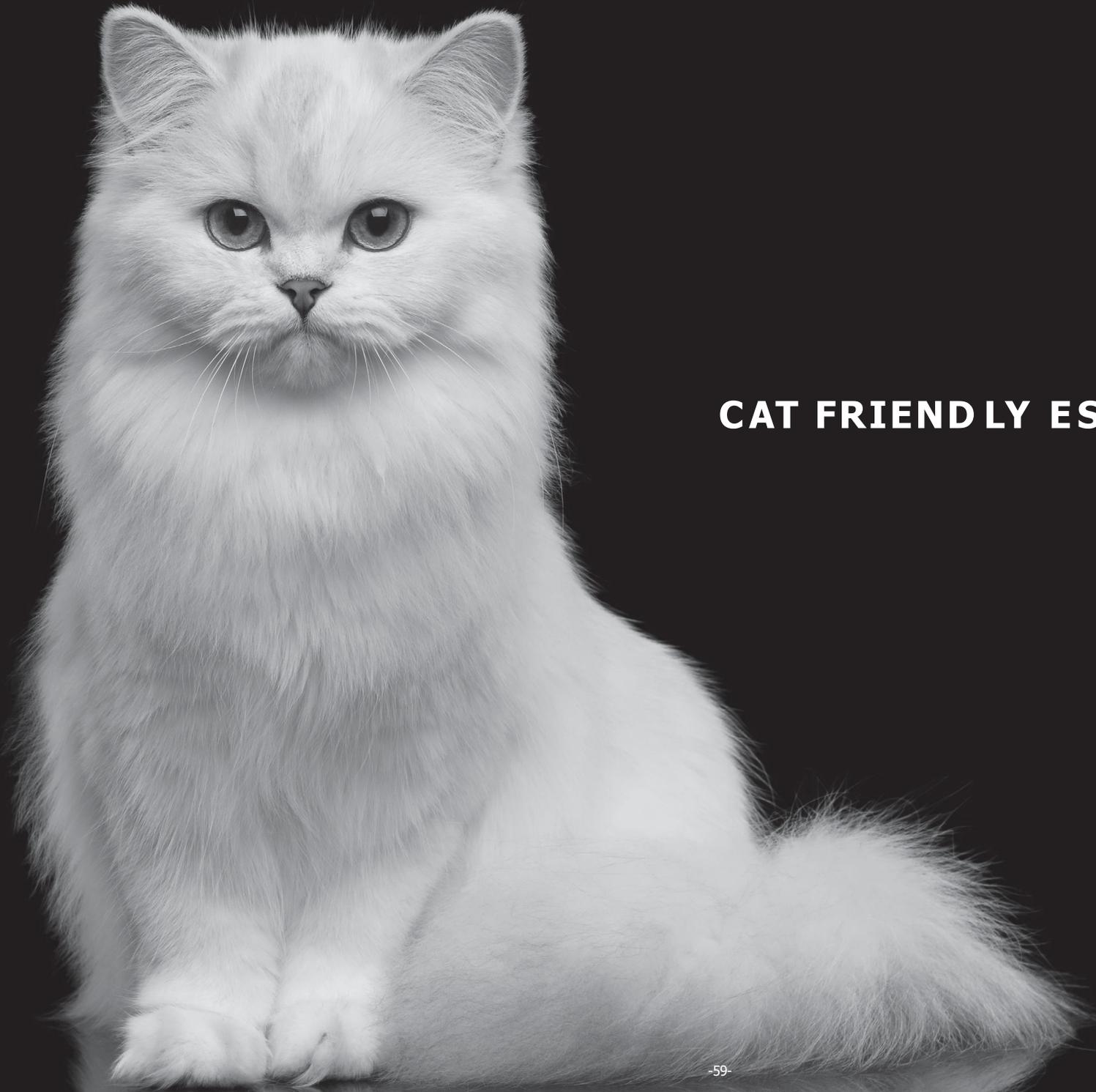
Frederick, KCT Grand Champion Elite Groomer, Pet Skin Conditioning Therapist, Co-founder of The Fox Butler Pet Lifestyle Store, Co-founder of Carenis Pet Skin and Coat Wellness Centre and Pet Grooming Distributor Malaysia.

"I just wanted to let you know how much I adore your line. I am so pleased with the results. Simply amazing. I will be a life-long repeat customer for sure. The difference it's made on the dogs I've been using it on for various issues, has been dramatically wonderful. Every dog deserves this line. You are amazing. Thank you so very much for your help thus to my beloved clients."

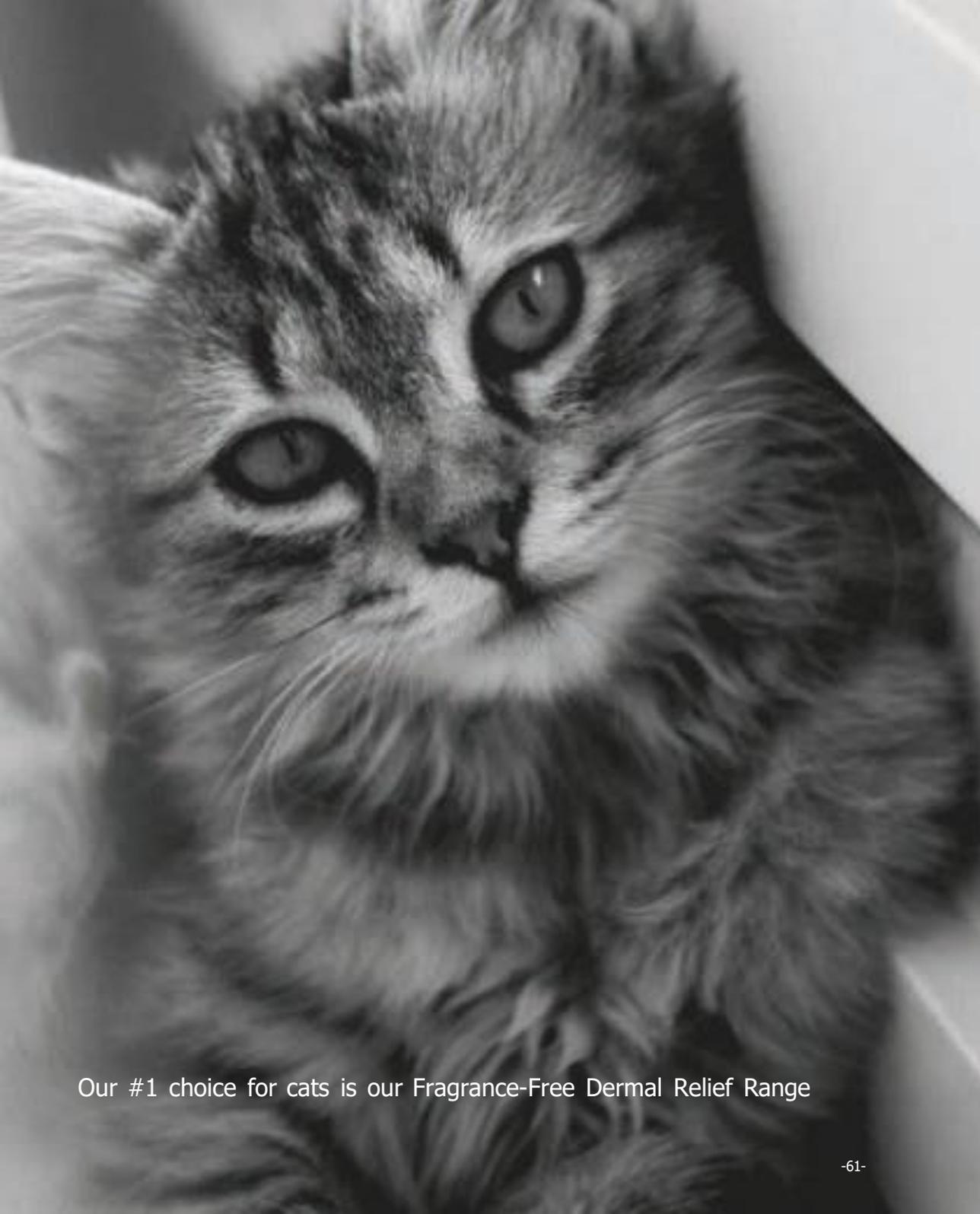
Abby (Bark of the Town Pet salon, Venice Florida USA) .

"smith&burton is the luxury look and values promoted by the brand we are looking for. The products are as good as they look and sound making them a perfect fit for our luxury grooming salons."

Distributor Romania (pet import/export entity owner) owner of international champion Chows, owner of Luxury Grooming stores, owner of Labute Fericite Luxury Grooming Salons and Grooming School.



CAT FRIENDLY ESSENTIALS



Our #1 choice for cats is our Fragrance-Free Dermal Relief Range

CAT FRIENDLY PRODUCTS

- For Cat Shampoo know what is in the bottle
- Natural & organic does not necessarily mean safe
- Fragrance-Free is best for cats (no allergens)
- There is no reason why a manufacturer should not show the full ingredients (these are not our formulations)
- Remember cats lick their coat and can ingest any harmful ingredients
- Do not use shampoos that contain any of the following ingredients: phenol, pyrethrins, pyergoids, permethrin, d-limonene, linalool

All smith&burton products whilst safer than most cat grooming brands in the market today, at the highest level we recommend our:

- Dermal Relief Range - Fragrance-Free
- Dermal Relief Topical Spray – Fragrance-Free
- Hydrating Shampoo and Conditioner
- Soothing Shampoo and Conditioner
- Detangler Spray & Leave-in Conditioner
- Heal & Protect Soothe Balm
- Purifying Cleansing Wipes

KNOW WHAT ESSENTIAL OILS ARE HARMFUL TO DOGS AND CATS

Oils that are harmful to cats include, but are not limited to:

- Wintergreen
- Sweet birch
- Citrus (d-limonene)
- Lemon
- Lime
- Orange
- Bergamont
- Grapefruit
- Pine
- Ylang ylang
- Peppermint
- Cinnamon
- Pennyroyal
- Clove
- Eucalyptus
- Tea tree
- Thyme
- Oregano
- Lavender

Oils that are harmful to dogs include, but are not limited to:

- Cinnamon
- Citrus (d-limonene)
- Pennyroyal
- Peppermint
- Pine
- Sweet birch
- Tea tree (melaleuca)
- Wintergreen
- Ylang ylang
- Anise
- Clove
- Thyme
- Juniper
- Yarrow



5 LITRE RANGE CONSUMPTION GUIDE IF USING STRAIGHT (UNDILUTED)

* Washing a small breed dog using
the glove method equates to 1 pump
= **approximately 1,250 washes per 5L**

* Medium breed dog (i.e. Schnauzer) using
the glove method equates to
**1.5 pumps = approximately 835 washes
per 5L**



smith&burton 5L dispensers pumps disperse 4ml per pump

smith&burton Quick Reference Guide for Professional Groomers

smith&burton PRODUCT	ACTION & USE for Groomers	DILUTION RATIO Product to Water (all products can be used straight)	Cat Friendly
HYDRATING SHAMPOO	Mild cleansing and moisturizing, hand-stripping, preserves coarse & wire coats, natural whitener and brightener, for smooth, short, wire, combination coat & breed types	Deeper Cleaning 1:10 Can use up to 1:20	YES
HYDRATING CONDITIONER	As above	Deeper Cleaning 1:10 Can use up to 1:20	YES
NOURISHING SHAMPOO	Volumising, scissor work, deeply-moisturising, de-shedding, adds lift to double coats, soft and silky for drop and silky coats, natural whitener and brightener, for silky, drop/long, fluffy/curly/wavy/fleece, double coat & breed types	Deeper Cleaning 1:10 Can use up to 1:20	
NOURISHING CONDITIONER	As above	Deeper Cleaning 1:10 Can use up to 1:20	
SOOTHING SHAMPOO	Sensitive, delicate skin & coat, soothes, calms and cools, hairless & smooth breeds, mature skin, dirty/greasy skin & coat, brittle, dry, flaky skin and coat, hand-stripping, deep-cleansing	Deeper Cleaning 1:10 Can use up to 1:20	YES
SOOTHING CONDITIONER	As above	Deeper Cleaning 1:10 Can use up to 1:20	YES
DERMAL RELIEF 2-IN-1 CONDITIONING SHAMPOO	Ultra-sensitive, allergy-prone, problematic skin and dermis irritations, 100% natural to replenish, repair, protect, calm, cool. Antibacterial, anti-fungal, natural healing properties. Repels fleas and insects. Deep cleansing. Hand stripping. Fragrance-Free (Hypoallergenic)	Straight only due to ingredients & function	YES
PUPPY 2-IN-1 CONDITIONING SHAMPOO	Gentle, nurturing blend for puppies of all breed & coat types from 12 weeks of age	Straight or 1:10	
COLOGNES & FINISHING SPRAY	Scissor finishing work, final spray to enhance the smell once finished, coat conditioner prior to brushing, eau du toilette. 100% natural and Certified 100% Natural fragrance	N/A	Scent No 1 and 3
DERMAL RELIEF TOPICAL SPRAY	Hygiene, antibacterial and sanity area spray for the prevention of rashes and clipper burn. For sensitive areas and paws. 100% Natural, protective and skin repairing properties. Repels fleas and insects. For dermis irritations, itchy, flaky irritated skin	N/A	YES
DETANGLER SPRAY & LEAVE-IN CONDITIONER	Used during drying off the coat (especially, long, silky coats), pre-wash dematting and knots, can be sprayed over entire coat once groom is completed coat is dry, banding & wrapping	N/A	YES
HEAL & PROTECT SOOTHE BALM	VIP finish by rubbing balm into the dog's nose & paws for an ultimate moisturise and pamper!	N/A	YES
PURIFYING CLEANSING WIPES	Multi-taking to quickly and easily clean-up paws, muzzle, skin folds or under-tails. They help lift away dirt, flaky skin, pollen, drool, excess fur and more	N/A	YES

LOVE · LUXE · LUSTRE



www.smithandburton.eu