

IV SAN BERNARD[®]

AUSTRALIA

Recipes

Superior Skin Care & Continuous
Education Using High Quality Pet
Products

Innovative Skincare

Engaging Education



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| Proudly Made In Italy |

www.isbusa.com

From the desk of Dr. Cliff Faver

"You are about to embark on a product line that is nothing like anything else you have ever seen. These products were designed by some of the top cosmetologists in the world using the highest quality ingredients available and based on the actual science of skin.

Products are made with quality ingredients in order to get the best results.

As a veterinarian, I feel this is the missing link in treating skin conditions. Veterinarians understand and teach that skin is a barrier to keep environmental toxins out, but we forget this barrier works both ways. As a profession, we continue to try to treat from the inside out.

The secret to healthy skin is we also need to be treating from the outside in.

It is well known when dealing with any living organism, there are a lot of complex interactions between cells and chemical compounds to keep the organism alive. This sounds very ominous, so that is why we get down to the basics so even the novice can have great results. As you learn and add to your skill set, your results just get better. So as I always state, I can give a recipe, just like cooking a meal, but that recipe doesn't make you a chef. In order to become a chef, you need to understand the "why" or the science of what you do. That is the reason we created the Iv San Bernard Certified Pet Aesthetician (CPAe) program - to teach you the "why" in what you do. With this knowledge you will be able to create your own recipes/treatments that are customized for the pet (from hamster to horse to beyond).

So, how do you get started? First, I always recommend Module 1 of our CPAe program so you can learn the science behind what we do. Next, I recommend getting a variety of products to start learning how they work. Three basic product types that I recommend starting with are one of our regular maintenance lines, our dry/sensitive skin line, and our therapy line.

Come join us on the wonderful journey of doing what we all got into our respective professions for, helping animals!

Let us help you achieve your goals!"

-Dr. Cliff Faver

Dr. Cliff Faver graduated in 1987 from Colorado State University, and later became the founder/owner and chief veterinarian of Animal Health Services in Cave Creek, Arizona. After years of witnessing the truly amazing results from the Iv San Bernard products, Dr. Faver became the US distributor for the company in the latter part of 2011.

Founded in Italy in 1995 by Mirco Aringhieri, Iv San Bernard is the leading European manufacturer of animal care products. Here at Iv San Bernard USA, we continue to work with our Italian colleagues, Mirco Aringhieri and Monique van de Ven, to provide the latest products and techniques for the best results. Their passion for helping animals and providing the industry with high quality cosmetics inspires us every day.

Contact us:

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Hydro Massage Ozone Therapies

Ozone Benefits:

ANTI - BACTERIAL
ANTI - FUNGAL
ANTI - VIRAL
ANTI - CANCER
ANTI- PARASITIC
ANTI - INFLAMMATORY
STIMULATES IMMUNE
SYSTEM

What is Ozone?

Ozone (O₃) is an energised form of oxygen (O₂). Ozone is a naturally occurring component of fresh air. It is produced either by the ultraviolet rays of the sun reacting with the Earth's upper atmosphere (which creates the protective ozone layer) or through an electrical discharge, such as lightning, it can also be created artificially with an Ozone Generator. We have a special Hydro-Massage Ozone Machine that has the ability to SAFELY & EFFECTIVELY generate O₃ while the pet is getting a skin therapy. Ozone is a powerful and rapid acting oxidiser, and will oxidise all bacteria, mould and yeast spores, organic material and viruses. This is coupled with its amazing anti-inflammatory properties. When used with the appropriate products and technique significantly speeds up healing!





Iv SAN BERNARD^{USA}



How to Bathe with Iv San Bernard

We know you have probably been bathing dogs for years, and getting them quite clean! The purpose of this information is to give you ideas on how to optimize a pet's bath by focusing on the areas where toxins are more likely to enter the pet's skin. A bath should be a pleasurable experience for the pet and yourself. Use this time to communicate positively while the pet is having a spa experience. Always use a gentle touch, never going against the direction of hair growth.

These instructions are recommended for use with all Iv San Bernard Shampoos and Conditioners

TO BEGIN: Have all the necessary shampoos, conditioners and frothing tools next to the tub so you don't have to walk away from the pet during the bath. Since pet's are approximately two feet off of the ground at any given time and absorb dirt & toxins from the ground up into their sebaceous areas (face/neck, belly, feet, legs and other areas with less hair) it is important that you should always focus on cleaning these areas first. These are the areas where most smells and infections occur.

FROTHING: To get the most out of your product, we recommend frothing for all steps. This involves adding the product for each pet (amount determined by the chart below) to 3 parts water in a mixing bowl and then using a milk frothing wand to whip the product into a foam consistency (for shampoo) or creamy consistency (for conditioner) and applying this to the pre-wet coat. This distributes the product more effectively and prevents wasteful run-off by allowing the product to stick to the dog rather than going down the drain.

APPLICATION: Pre-wet the coat, then froth and apply the shampoo to the pet in the following order and NEVER going against the grain of the hair (this may cause the tender hair muscle to tear).

1. face & head
2. neck & chest
3. bottom & belly
4. feet
5. legs
6. back

Let soak for 5 full minutes. Letting the pet soak for 5 minutes in the shampoo stage allows for the cleanser to attach to the dirt molecules so they rinse away. You should never have to wash a pet twice with this technique. Once the pet is rinsed, froth and apply the conditioner in the same order. Let sit for a full 5 minutes. This allows the conditioner to add the precious oils and sebum back to the skin and coat to keep the pet from getting dry, itchy skin. During this stage you can add ISB oils or PEKs to the conditioner based on the pet's individual needs. Always rinse well until the water runs clear. Do one final rinse between the toes and foot pads for optimal results.



Iv San Bernard Product Amount Recommendations

For Shampoos & Conditioners froth the below with 3x more water



- 1/2 tsp use for small dogs with short coats
- 1 tsp use for small dogs with long coats
- 1 tsp use for medium dogs with short coats
- 2 tsp use for medium dogs with long coats
- 1 TBSP use for large dogs with short coats
- 2 TBSP use for large dogs with long coats

These are simple guidelines to get started.

Use the appropriate amounts based on the coat & size of pet you are working on.





Iv SAN BERNARD^{USA}

Routine Bathing: Traditional Line

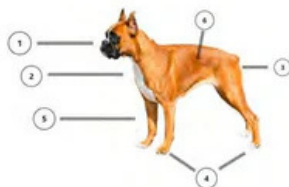


Maintenance bathing and hydrating for pets with healthy coats using the traditional line products.
Lemon- Short Coats **Banana- Medium Coats and most cats** **Green Apple- Long Coats**

STEP 1: Cleanse



In a mixing bowl, froth 1 part shampoo with 3 parts water. Amount varies by size of pet.



Apply the shampoo: 1. face & head 2. Neck & Chest 3. Bottom & belly 4. Feet 5. Legs 6. Back
Let soak for **5 full minutes**. These are the sebaceous areas where most of the toxins enter the pet's system.

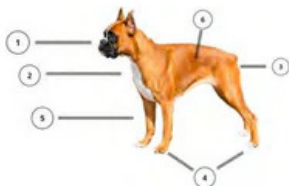


Rinse well until the water runs clear. Do one final rinse between the toes and foot pads for optimal results.

STEP 2: Hydrate



In a mixing bowl, froth 1 part conditioner with 3 parts water. Amount varies by size of pet. Skin supplements (if needed) should be added at this stage, if needed - see below. For better frothing, add our Pek conditioner to this step.



Apply the conditioner 1. face & head 2. Neck & Chest 3. Bottom & belly 4. Feet 5. Legs 6. Back
Let soak for **5 full minutes**. This will add the oils/ sebum back into the sebaceous areas to help protect areas where toxins enter the pet's system.



Rinse well until the water runs clear. Do one final rinse between the toes and foot pads for optimal results.

Supplements

During the Hydration Step you may add any or all of the below supplements based on the pet's individual needs.



PEK
Collagen based product that helps hold hydration and aids in detangling. Great for long and medium coated pets. Froth in 1-2 pumps to hydration step depending on size of pet.



ARGAN OIL
Anti-oxidant, nourishing food that feeds the skin. Absorbs quickly. Add 3-6 drops to hydration step.



GINKGO OIL
Helps regulate sebum production, is anti-bacterial and anti-inflammatory. Can add 6-8 drops to hydration step.



OZONIZED (O₃) OLIVE OIL
Anti-bacterial, anti-fungal and anti-inflammatory properties. Can add 6-8 drops to hydration step.





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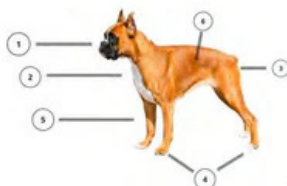
Crystal Clean Instructions

For brightening and restoring coats to their true color. Eliminates yellowing caused by oil and hairspray residues, tear stains, beard staining, and general oxidation. Whitens white, diminishes red from black coats, and highlights silver in dull, grey hair.

STEP 1: Cleanse



In a mixing bowl, put equal amounts of Crystal Clean Shampoo and Purifying Shampoo. Add 3 times the water and froth.

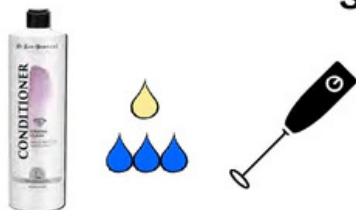


Apply the shampoo and let set for 5 full minutes.

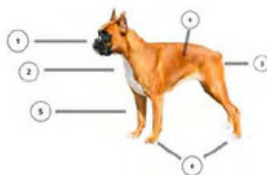


Rinse well until the water runs clear in the order you bathed. Do one final rinse between the toes and foot pads for optimal results.

STEP 2: Hydrate



In a mixing bowl froth 1 part Crystal Clean conditioner with 3 parts water.



Apply the conditioner and let rest for 5 minutes.



Rinse well until the water runs clear in the order you bathed. Do one final rinse between the toes and foot pads for optimal results.

Supplements

Cristal Clean Whitening Mousse

ANTI-YELLOWING Creamy mousse designed to remove yellowish stains from white coats and reddish stains from black coats.



Instructions:

Apply on the wet coat after the conditioning step, massage, comb and let it rest for 5 minutes. Then rinse and dry.





Hydration and Wonder Butter

Wonder Butter Recipe



This versatile mixture of emollients can be used for dry noses, cracked pads and elbows, cream for nursing mothers and as a general cream for dry skin. It is safe for the pet to lick it and is 96% biodegradable.

- 8 tsp. **PEK Conditioner** (*any of the PEKs below can be used*)
- 8 tsp. **K101 Conditioner**
- 8 tsp. **Ginkgo Oil**
- 4 tsp. **Ozonized Olive Oil**
- 2 tsp. **Argan Oil**

Mix together until well mixed in a large Ziploc baggie, cut small corner and squirt into clean container or jar.

PEK Detangling & Hydration Solutions

PEK comes in several types. Original PEK and Fruit of the Groomer PEKs. Black Cherry, Pink Grapefruit, Orange, Mint, Ginger/Elderberry and Passion Fruit. PEK conditioners are the most amazing de-tangling conditioners. Created with pure vegetable collagen it is safe and effective in several applications. While you may use PEK straight on the hair and mixed into the conditioning step of the bathing process, you can also dilute, heat and mix PEK to get serious de-tangling powers!!

Create a Hydration Spray! Hydration spray, de-tangler, additive for extra hydration in the conditioner stage of the bath process.

Directions: Mix 1/2 cup Pek and enough hot water to equal 32oz is a good solution that can be used as a spray to preserve hair while brushing, hydrating finish spray and a spray used on a damp coat before fluffing. It is best to measure PEK and water into a large plastic bowl and froth together before putting it into the sprayer container. This will discourage separation of product and water.

USE PURE! PEK can be used pure by pushing the product with a small amount of water directly into the mats or tangles. Let sit for 10 to 30 minutes. This allows the PEK to "fill" the open places in the hair shaft and let the tangles be combed out more easily. You may also dilute PEK with water to make a hydration spray. This spray can be used before, during and after... all stages of grooming.





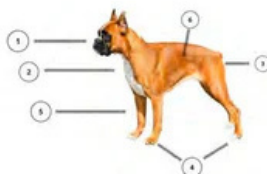
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Hair Regrowth & Improvement Instructions



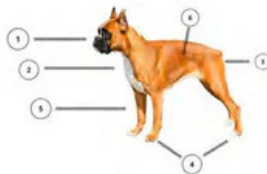
This therapy is to stimulate hair regrowth or to improve coat length and thickness where there is no skin infection present. Scar tissue or dead hair follicles will not grow hair. Treat once per week until hair has grown back or for regular maintenance on show or competition coats.

STEP 1: Cleanse



In a mixing bowl froth 1 part **Mineral H shampoo** with 3 parts water. Leave on for 5 min. Rinse until water runs clear.

STEP 2: Hydrate



In a mixing bowl froth equal parts **ph Balance Conditioner** and **Orange PEK** with 3 parts water. Leave on for 5 minutes or longer. Rinse until water runs clear.

Mineral Mist Spray



Use daily to nourish the skin and hair and help promote hair growth.

Mix equal parts Vitamin H lotion, Reinforce Lotion, Soothing Lotion & Oligo Elements to create Mineral Mist in a spray bottle. Apply 2x daily to affected areas.





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Basic Therapy Instructions

This therapy is for pets that suffer from the following issues: crusts, sores, hair loss, redness, irritation, infections (bacterial and/or fungal), itching, lumps or bumps, hot spots and/or odor.

PHASE 1

To treat the skin where infection is present. Treat once or twice per week until skin has recovered and all signs are gone for at least 2 weeks. Typically a minimum of 6-8 weeks is required.

STEP 1: Close



For Dry, Crusty Sores

Apply **Purifying Mask** to thickened skin or sore areas. Wrap pet in towel for 10-15 mins, then rinse



For Wet, Oozing Sores

Apply **Atami Red Clay** to goeey skin or sores. Allow to dry for 15-20 mins, then rinse

STEP 2: Open



In a mixing bowl froth together **Zolfo Plus Shampoo** and **Mineral Plus Crème Shampoo** and dilute with 3 parts water. Leave on for 5 mins. Rinse until water runs clear.

STEP 3: Close



In a mixing bowl froth together **pH Balance Conditioner** and **Ginger Elderberry Pek** and dilute with 3 parts water. Leave on for 5 mins. Rinse until water runs clear. Supplements can be added at this stage.

DAILY TREATMENT

Aids the healing process by fighting the infection and providing nourishment to the skin and hair.



DURING PHASE 1:

Mix equal parts **Ozonated Olive Oil**, **Ginkgo Oil** & **Oligo Elements** to create **Triple Oil** in a spray bottle. Apply 2x daily to affected areas.

PHASE 2

To quiet the skin and regrow the hair after finishing your therapy protocol and the skin is healthy and no infection is present.

Follow our **Hair Growth Instructions** weekly until hair has grown back.





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Deshed Instructions

The key to a great deshedding bath is getting as much coat out in the bath as possible. This will drastically decrease your drying and brushing time after the bath, as well as preventing you from having large amounts of hair all over yourself and your salon, which can quickly lead to lung problems. The dead undercoat on an animal is held in by the excess dirt and sebum that has built up on the skin and coat. In order to remove that excess dirt and sebum and release the impacted coat, we are going to use a combination of products and techniques as outlined below. Using this combination of techniques and products has shown to drop 80-90% of dead undercoat in the tub and to drastically decrease the overall groom time by decreasing drying and brushing time.

STEP 1: Close



Pre-wet the pet to the skin then dilute 3:1 with water and froth **Orange Pek Mask**. Apply all over the pet and let sit for 5-10 mins. During this time, you can start to work the undercoat out using a zoom groom, soft slicker or rake, then rinse until water runs clear.

For short/medium coats: **Zoom Groom**
For medium/dense (impacted) coats:
Soft Slicker and/or Rake

STEP 2: Open



In a mixing bowl froth together **Mineral H Shampoo** and a few drops of **Sil Plus** and dilute with 3 parts water. Leave on for at least 5 mins. Rinse until water runs clear.

For longer coated/impacted coats:
Add some **Passion Fruit Pek Mask** mixed with the **Orange Pek Mask** to the third step for longer coated pets or heavily impacted coats.

STEP 3: Close



In a mixing bowl froth together **pH Balance Conditioner** and **Orange Pek Mask** and dilute with 3 parts water. Leave on for at least 5 mins. During this step, you can continue to work the undercoat out using a Zoom Groom, soft slicker or rake. Rinse until water runs clear.



Bonus Tip

The Sav Ur Fur Undercoat Nozzle will drastically improve the amount of coat you can release in the tub.



When rinsing with the **Sav Ur Fur Undercoat Nozzle** use a Z pattern with the nozzle starting at the top of the pet and working your way down.

Undercoat Rakes

Check out the Aaronco undercoat rake. There is a style for every type of coat.



These rakes will help you remove the most coat out of the pet as possible in the tub! help drastically cut down drying and brushing time after the bath!



IV SAN BERNARD^{USA}

Caring for your Hairless Pet



1

SHAMPOO 01: Froth 1 part shampoo to 3 parts water in a clean container. Wet the coat then apply shampoo. Soak for 5 full minutes. Rinse.

2

MASK 02: Froth 1 part mask "conditioner" to 3 parts water in a clean container. Apply mask to coat. Soak for 5 full minutes. Rinse.

3

OIL 03: Put 2-4 drops of Argan Oil in the palm or your hands and rub together. Gently apply all over the pet. Use daily or every other day.



Iv San Bernard's Black Passion Line is perfect for the hairless pet.

Hairless breeds have no hair for protection from the elements and rely on their natural oils (sebum) to protect and maintain the good health of their skin. If you cleanse with harsh detergents or drying agents (vinegar), you significantly deplete the moisture, and remove too much sebum, from their sensitive skin.

Black Passion Shampoo is a gentle cleanser. After shampooing, it is paramount that you replace the sebum (natural oil) that was removed, with a quality hydrating conditioner like Black Passion Mask.

It is recommended that a hairless pet be bathed every 15 days and oiled daily or every other day. This oil needs to hydrate as well as lock in moisture therefore Argan Oil is the best choice.

Black Passion Shampoo and Conditioner contains Argan oil and extracts of seaweed. The shampoo cleans gently while the Argan oil nourishes and strengthens, protecting the skin against free radicals and aging. It leaves the skin soft as silk and smelling like natural Argan. The seaweed is a great source of many minerals and has a variety of vitamins, including A, B1, B2, C, D and E. The conditioner contains Argan oil and beta carotene and is intensely hydrating.



Seaweed



Argan Oil

Argan Oil: Antioxidant that feeds and nourishes the skin, protecting the skin and hair against free radicals and aging. It has unique properties of being a humectant and an emollient. Offers UVB protection.



BONUS TIP
Give them a spa experience
by doing a
Close / Open / Close
with our Black Passion Products
for that WOW Factor!



IV SAN BERNARD^{USA}



Caviar Green Shampoo (SLS Free), Conditioner & Supplemental Products Luxury Ring Line rich in Vitamin F



Just 2 steps to spoiling your pet's skin & coat.

1

SHAMPOO

Froth 1 part shampoo to 3 parts water in a clean container. Wet the coat then apply shampoo. Soak for 5 full minutes. Rinse.

2

CONDITIONER

Froth 1 part conditioner to 3 parts water in a clean container. Apply mask to coat. Soak for 5 full minutes. Rinse.

About the Products & Benefits of Complexe Caviar™.

"Ring Line" based on caulerpa lentillifera (known as vegetable caviar), rich in omega & 6 fatty acids, which soften and hydrate, giving vitality and strength to the coat. The coat thus acquires a healthy and radiant appearance. The Caviar line is for every coat type.

For Show/Competition: We recommend to start this treatment at least 45 days before the competition and repeat at least 3 times in combination with the other Caviar Line products for the best results in the ring.

Caviar Green Shampoo: Caviar shampoo gently cleanses, leaving each type of coat full of life. The Caulerpa Lentillifera extract helps to revitalize the animal's coat thanks to its beneficial properties. Omega 3 & 6 fatty acids contribute to hydrate, soften and make the coat more shiny. Silicone free.

Caviar Green Conditioner: Caviar conditioner is a conditioning cream rich in Caulerpa Lentillifera extract and Omega 3 & 6 fatty acids, which soften, hydrate, strengthen, and add vitality to the coat. The coat thus acquires a healthy and radiant appearance.

Caviar Nutritive: An amazing serum which combines the gentleness of an ultra-light cream rich in active ingredients, such as the Caulerpa Lentillifera Extract and Macadamia and Pomegranate Oils which nutritive offers instant protection to the coat that will be revitalized, nourished, and full of youth. Omega 3 & 6 fatty acids help to maintain the correct hydration. A thin veil of product, evenly distributed thanks to its micro-diffusion dispensing system, is quickly absorbed, leaving the coat silky and soft to the touch.

Caviar Luminance: Gives shine to the coat emphasizing the natural color and texture and eliminating the opacity from the coat that results leaving it silky and healthy. Luminance is rich in Omega 3, it gives a gloss and brightness to the coat without weighing it down. It protects the coat against the humidity and eliminates the frizz. It makes the coat smooth and allows for a painless and more effective brushing.

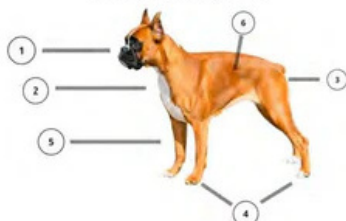
Caviar 10 in 1: Is a concentration of treatments to enhance the coat's health and wellbeing. Just one treatment can offer you: 1) Antioxidant treatment 2) UVA/UVB protection 3) Protection against the heat from dryer and straightening irons 4) Quicker drying 5) Control over frizz and static 6) Hydration and nourishment for the coat 7) Shine and brightness 8) Soft, silky coat 9) Repaired coat 10) Health, beauty and vitality coat.

APPLYING SHAMPOO & CONDITIONER

For best results apply the shampoo & conditioner in the following order:

1. face & head
2. neck & chest
3. bottom & belly
4. feet
5. legs
6. back.

Let soak for **5 full minutes**. These are the sebaceous areas where most dirt and toxins enter the pet's system.



Frequently Asked Questions:

What breeds can I use this on? This product can be used on all breeds and coat types of dogs and cats.

Why do I have to bathe per your instructions?

Since pets absorb dirt & toxins from the ground up into their sebaceous areas (tummy, feet, legs and other areas with less hair) it is important that the products are applied there first & allowed to soak for 5 min.

Why do I have to let the product soak for 5 full minutes? In order to allow the shampoo to remove the dirt, it takes 5 minutes for the shampoo molecule to attach to the dirt molecule so it will all rinse off. When bathed for the proper amount of time you shouldn't have to give a second bath. Likewise, the conditioner should soak 5 full minutes so it can be absorbed into the hair and skin for best results.

Why do I have to use conditioner? It is important that you give back the oils, minerals and collagen that were washed away during the bathing process. For dry skin or flakes you may leave the mask on longer before rinsing for a deep intense treatment.

SLS free





Iv SAN BERNARD^{USA}

Fruit of the Groomer SPA Products to spoil your dogs and cats



Spoiling your pet is as easy as 1-2-3

1	CLOSE the cuticle	Froth 1 part coat appropriate PEK with 3 parts water in clean container. Wet the coat and apply. Let soak for full 5-10 minutes. Rinse.
2	OPEN the follicle	Froth 1 part SHAMPOO to 3 parts water in a clean container. Apply to coat. Soak for 5 full minutes. Rinse.
3	CLOSE the skin & hair	Froth 1 part coat appropriate PEK to 3 parts water in a clean container. Apply to coat. Soak for 5 full minutes. Rinse lightly.

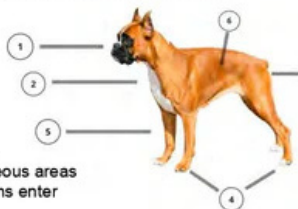
About the Products

Fruit of the Groomer products provide a light spa "close-open-close" bathing and hydrating experience while enjoying the fruity delights and silk proteins of coat specific shampoos and peks.

- **AMARENA (Black Cherry)** for short coats. Black Cherry with silk proteins, moisturizing and tonifying.
- **POMELMO ROSA (Pink Grapefruit)** for medium coats. Pink grape-fruit with vitamins. Invigorating and tonifying action. Leaves the hair shiny and regenerated.
- **MARACUJA (Passion Fruit)** for long coats. Passion Fruit with proteins. Highly reinvigorating. Gentle enough to use for frequent washing, gives nourishment to the hair and leaves it silky and pleasantly scented.
- **ARANCIA (Orange)** for SHEDDING & Anti-stress! Strengthens with natural silicones, sebum-balancing, anti-hair loss and anti-stress. The combined action of citrus fruits and protective natural silicone helps prevent hair loss. Great elasticity, shine and a pleasant, soft feel throughout the coat.
- **ZENZERO SAMBUCA (Ginger/Elderberry)** for anti-itch and anti-bacterial with ginger for a purifying/sanitizing action. Contains OCTOPIROX a natural antiseptic to fight bacteria and reduce itching. Elderberry has antiseptic properties that fight bacteria. Leaves coat looking fluffy, shiny and silky.
- **MENTA (Mint)** for repairing with vitamin B6 and for fleas and ticks. Tonifying and refreshing mint with vitamin B6. Restructures the hair while restoring vitality. Mint is a natural deodorant and parasite repellent. Leaves hair feeling soft and silky.

APPLYING FRUIT OF THE GROOMER PRODUCTS For best results apply the products in the following order:

1. face & head
2. neck & chest
3. bottom & belly
4. feet
5. legs
6. back



Let soak for **5 full minutes**.
This order covers the sebaceous areas first where most dirt and toxins enter

WHAT IS THE CLOSE-OPEN-CLOSE SPA THERAPY?

- STEP 1: "CLOSE"** This step closes the cuticle to protect it during the cleansing step and breaks down the old oils and sebum.
- STEP 2: "OPEN"** This step opens the follicle to allow for gentle cleansing.
- STEP 3: "CLOSE"** This step closes the skin & hair to retain hydration and give back the oils, minerals & collagen that were removed during the cleansing process. Never skip this step!

Frequently Asked Questions:

- How often should I do a SPA therapy on my pet?** At least every 4-6 weeks if not more. As long as you do not skip STEP 3: Close/ Hydrate you can bath 1x weekly if desired.
- What if I don't know what coat type my pet has?** Please visit our website for a complete list of AKC breeds by coat type.
- Why do I have to apply the products per your instructions?** Since pets absorb dirt & toxins from the ground up into their sebaceous areas (tummy, feet, legs and other areas with less hair) it is important that the products are applied there first & allowed to soak for 5 full minutes.
- Why do I have to let the product soak on the pet for 5 full minutes?** In order to get the best results and never have to re-bathe, the products must soak a full 5 minutes on the pet. Also, it can take up to 5 minutes for the chemical reaction to occur so rinsing too soon will result in wasted product. During STEP 2 the cleanser molecules need time to attach to the offending molecules so they will lift and rinse off.
- Can I do the steps together at the same time?** Do not mix the steps of the SPA therapy as each product must work on it's own and be rinsed off before the next product is applied to get best results.
- Why do I have to do the STEP 3 Close/Hydration?** You must give back the oils, minerals, collagen and other nutrients for a full 5 min. that were washed away during the first 2 steps otherwise dry, itchy skin might occur and if the coat isn't given back enough hydration or the hydration step is skipped completely, the natural skin defense may over produce oils that cause odor. Make sure & always do a complete hydration step using the product generously.



IV SAN BERNARD^{USA}

Mineral Red SLS Free Soothing Products for dogs and cats with dry and/or sensitive skin



APPLYING MINERAL RED PRODUCTS

For best results apply the products in the following order:

1. face & head
2. neck & chest
3. bottom & belly
4. feet
5. legs
6. back



Let soak for **5 full minutes**.

This order covers the sebaceous areas first where most dirt and toxins enter

Helping Sensitive Skin is as simple as 1-2-3

- 1 CLOSE**
w/ Extreme Peel
The Peel is only needed when there is dry, flaky or thickened skin present.
Froth 1 part Mineral Red Extreme Peel with 3 parts water in a clean container. Wet the coat and then apply. Let sit for full 5 minutes. Rinse.
- 2 OPEN**
w/ Derma Complex
Froth 1 part Mineral Red Derma Complex to 3 parts water in a clean container. Apply to coat. Soak for 5 full minutes. Rinse.
- 3 CLOSE**
w/ Derma Plus
Froth 1 part Mineral Red Derma Plus to 3 parts water in a clean container. Apply to coat. Soak for 5 full minutes. Rinse lightly.

ABOUT THE PRODUCTS

EXTREME PEELING A delicate exfoliating gel created as a pre-treatment and a pre-wash with the goal of guaranteeing longer lasting, more efficient results. The peeling action of the vitamin micro-particles efficiently remove impurities which then activates the production of new skin cells allowing the keratin to carry out it's regenerating and strengthening properties. Nettle adds back softness and silkiness, leaving a sensation of relief. The peel is only needed when there is dry, flakey or thickened skin present.

DERMA COMPLEX CLEANSING SOLUTION Cleansing solution that is SLS free. Keratin deeply nourishes the coat and rebuilds the protective layer of the skin bringing out the beauty and shine of the pet's hair but also protects the skin from environmental toxins and aggressive atmospheric agents. The soothing properties of nettle help battle eczema, hives, excessive grease and helps prevent hair-loss while leaving the coat soft and shiny.

DERMA PLUS NOURISHING HYDRATION SOLUTION A hydrating conditioner created to complete the cleansing action of DERMA COMPLEX. It is highly concentrated and when applied regularly will deeply nourish the derma and hair ensuring their well-being. With the benefits of keratin the skin can regain strength and vitality while maintaining elasticity. The soothing properties of the nettle help maintain softness and prevents hair loss.

DISCLAIMER: These products are not meant to replace the medical care or diagnostics of a licensed veterinarian. In all abnormal pet dermatological situations it is highly recommended to have an examination and diagnosis by a veterinarian prior to any treatment. Some skin and hair problems can be a result of an internal or deep dermis condition that should be diagnosed. Iv San Bernard USA accepts no responsibility or liabilities resulting in the improper or inappropriate use of their products.

WHY A 3 STEP PROCESS?

Close: This first close will remove and lift toxins from the skin and coat prior to the cleansing process.

Open: The open step removes the dirt & toxins that have been lifted from the skin and coat and washes them away.

Close: The final close step must be performed to give the skin and coat back the oils, minerals, collagen and other nutrients that were removed during the cleansing process. This step must NEVER be skipped!

Frequently Asked Questions:

How often should I do a therapy on my pet? Most successful therapies take 2 skin cycles (42 days). Do the therapy once a week for 6 weeks then re-evaluate; repeat as needed.

Why do I have to bathe the pet per your instructions? Since pets absorb dirt & toxins from the ground up into their sebaceous areas (face/neck, belly, feet, legs and other areas with less hair) it is important that the products are applied there first & allowed to soak for 5 full minutes.

Why do I have to let the product soak on the pet for 5 full minutes? In order to allow the extreme peel and derma complex to do their jobs, they must soak on the pet. It can take up to 5 minutes for the detox and cleanser molecules to attach to the offending molecules so they will lift and rinse off. Also, when soaking for the proper amount of time you should never have to give a second bath.

Can I do the steps together at the same time? Do not mix the steps of the therapy as each product must work on it's own and be rinsed off before the next product is applied to get best results.

Why do I have to do the hydration step? You must give back the oils, minerals, collagen and other nutrients for a full 5 min. that were washed away during the detox and cleansing process. In fact, oftentimes dry skin can be mistaken as an allergy because pets aren't re-hydrated after bathing and they get dry and itchy. Also, if the coat isn't given back enough hydration or the hydration step is skipped completely, the natural skin defense may over produce oils that cause odor. Make sure & always do a complete hydration step using the product generously.

Why does my pet's skin have flakes after therapy? With success may come flakes; but just for awhile. Since you are getting the pet's skin "back to normal" the natural keratinization process will push out the old skin cells so the healthy skin cells can follow. The process can take up to 21 days - just continue 1x a week.



Iv SAN BERNARD^{USA}



Black Passion Shampoo 01 (SLS Free) & Mask 02 Italian Luxury Dog and Cat Bathing Products with Argan Oil

Just 2 steps to spoiling your pet's skin & coat.

1

SHAMPOO 01

Froth 1 part shampoo to 3 parts water in a clean container. Wet the coat then apply shampoo. Soak for 5 full minutes. Rinse.

2

MASK 02

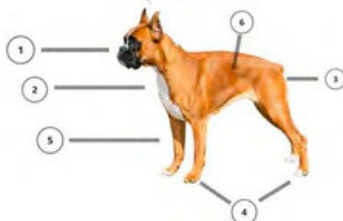
Froth 1 part mask "conditioner" to 3 parts water in a clean container. Apply mask to coat. Soak for 5 full minutes. Rinse.

APPLYING SHAMPOO 01 & MASK 02

For best results apply the shampoo & conditioner in the following order:

1. face & head
2. neck & chest
3. bottom & belly
4. feet
5. legs
6. back.

Let soak for **5 full minutes**. These are the sebaceous areas where most dirt and toxins enter the pet's system.



Frequently Asked Questions:

What breeds can I use this on? This product can be used on all breeds and coat types of dogs and cats. It is especially good for hairless dogs and cats too since it provides the much needed oils to keep their skin from drying out. Also great for Spaniels.

Why do I have to bathe per your instructions? Since pets absorb dirt & toxins from the ground up into their sebaceous areas (face/neck, belly, feet, legs and other areas with less hair) it is important that the products are applied there first & allowed to soak for 5 min.

Why do I have to let the product soak for 5 full minutes? In order to allow the shampoo to remove the dirt, it takes 5 minutes for the shampoo molecule to attach to the dirt molecule so it will all rinse off. When bathed for the proper amount of time you shouldn't have to give a second bath. Likewise, the conditioner should soak 5 full minutes so it can be absorbed into the hair and skin for best results.

Why do I have to use conditioner? It is important that you give back the oils, minerals and collagen that were washed away during the bathing process. For dry skin or flakes you may leave the mask on longer before rinsing for a deep intense treatment.

About the Products & Benefits of Argan Oil.

The Black Passion Line is based on the oil from the Argan tree. As pets are precious to us all, Argan oil is precious in the world. Why? The Argan tree produces the most prized plant oil in the world that is an antioxidant, nourishing food that feeds the skin. The tree only grows in two places in the world, Morocco and Mexico-but only bears fruit in Morocco. The Argan nut has received international recognition for the unique properties of its oil. The inhabitants of the area where Argan trees bear fruit have been using its products for centuries to produce cosmetics and medicine. Pamper and rejuvenate your pet's coat and skin with these exotic luxurious grooming products.

Black Passion Shampoo (01): The first step in the bathing process which is suitable for any type of coat. Contains argan oil and extracts of seaweed. The shampoo cleans gently while the argan oil nourishes and strengthens, protecting the skin and hair against free radicals and aging. It leaves the coat soft as silk and smelling like natural argan. The seaweed is a great source of many minerals and has a variety of vitamins, including A, B1, B2, C, D and E. Seaweed also contains laminaria angustata, which is believed to thicken hair.

Black Passion Mask/conditioner (02): The second step in the bathing process following the Black Passion Shampoo (01). Use as directed and get quick results or for a more intense conditioning treatment, leave it on longer to work then rinse thoroughly. There is no comparison to the luxurious smell and creaminess of the Black Passion Mask because it contains the essential additive of Argan oil.



Argan Oil



Seaweed

www.groomernation.com.au/classroom

Pet Hair & Skin - Module 1

Dr Cliff Faver Veterinarian

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Certified Pet Aesthetician Module 1 Program



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ENROL NOW

Education and Certification

Module 2 - Mentored Case Studies

includes one-on-one training and support from one of our team members to assist you with your own case studies. These case studies will include 3 maintenance baths, one for each coat type, and 2 skin therapy case studies where we will help you through the full process of asking the right questions, choosing the best therapy for that individual, reviewing medical records and making adjustments throughout the process as needed. This module will help you start to build your portfolio and document your progress.

Module 3 - Hands on Workshop

includes on-site training with two full days of educational seminars, hands-on learning and team building with like minded individuals. Once you complete your final exam to receive your Certified Pet Aesthetician certification and join a great group of people who have decided to make a difference in how they care for the health and well-being of the pets in their life.

For more information visit: www.groomernation.com.au