



BATHING FAQS

Regularly bathing and grooming your dog is among one of your most important responsibilities as a pet parent. A dog's coat is a vital barometer of his wellbeing because it covers its entire body, including the head. It serves as his window to the world - if all is right with his coat, all is right with him. If a dog's coat and skin are not properly cared for, a dog's quality of life is hugely depleted.

Once you establish a regular regimen, we guarantee you will find that bathing and grooming your dog is a wonderfully positive bonding experience for both of you. And - don't let the selection of grooming products available overwhelm you - we are here to help!

WHERE DO I START?

The key to hassle free bathing is having the proper facilities. The best option is a raised tub with a dog friendly designed water nozzle. If you haven't already discovered one, look for a do-it-yourself dog wash in your area. Besides offering a dog and groomer friendly tub, they often provide access to professional grooming tables and dryers. If you prefer home bathing, we recommend investing in a hand held shower head with at least a 6 foot long hose. These are easy to attach and remove from a faucet in any standard bathtub or wash sink. We also recommend using a rubber mat on the bottom of the tub to help make your dog feel more secure and less likely to slide. Be sure to assemble all of your products along with several towels before you place your pet in the tub and never leave your pet in the tub without supervision.

WHAT ARE THE BASIC STEPS TO BATHING A DOG?

- 1) Wet the coat, starting at the back of the neck and working down the spine toward the tail. Keeping the nozzle close to the skin will allow the water to penetrate the coat.
- 2) Work the nozzle down one side of the dog including the legs then down the other side until the pet is thoroughly saturated.
- 3) Once the body coat is soaked, wet the head taking care to not get the water in the eyes, nose or ears. You may want to place cotton balls in some dog's ears to prevent getting water into the canal.
- 4) To ensure distribution of product, first massage the shampoo evenly onto your hands before massaging it into the dog's skin with your fingers. Again starting at the back of the neck in a similar pattern as wetting the dog.
- 5) Be sure to thoroughly rinse all traces of shampoo from the coat. Leaving even small amounts of shampoo in the coat is the number one cause of skin irritation in dogs.
- 6) Apply the appropriate conditioner, following the same procedure as for shampooing.
- 7) Squeeze out as much water as possible while the dog is still in the tub. You can then towel dry the coat - by blotting - before carefully removing your pet from the tub. Be prepared for your dog to shake excess water off himself! Depending on your breed, you may need to use a specially designed dryer to help dry the coat completely, although most dogs can also naturally air dry.

WHAT TEMPERATURE WATER SHOULD I USE?

The water temperature should be warm and comfortable to your own skin. Not as hot as you like it, but not cold either.

HOW DO I KEEP MY DOG CALM WHILE I AM BATHING HIM OR HER?

A confident and reassuring manner is key! Use a firm yet loving grip with your pet while speaking to him or her in a soothing tone of voice as you work through the bathing process. Dogs who began life afraid of baths soon grow to enjoy their bathing and grooming sessions because it means special one-on-one time with you!

IS BATHING A DOG HARMFUL TO ITS SKIN?

We are frequently asked this question and want you to know that this is a big myth – it is important to the health of all dogs to be bathed on a regular basis. Early dog shampoos were formulated from harsh soaps not appropriate for the pH levels of a dog's coat, frequently resulting in irritated, itchy skin and distressed coats, which is really what has perpetuated this myth into today. Some competitive brand dog shampoos are still formulated in this manner, but if soap or even good quality shampoo is not properly rinsed out of the coat, it can also cause skin irritation and flakiness which will lead to harmful scratching. Using products specifically designed for dogs, including any of the Isle of Dogs lines, together with proper rinsing, will prevent discomfort and indeed enhance the health and appearance of your dog's skin and coat.

HOW OFTEN SHOULD I BATHE MY DOG?

While Isle of Dogs products are formulated to be safe for everyday use, you should plan to bathe your dog regularly, whether this be on a daily, weekly or monthly basis. Do what works for you and your dog but remember that a healthy coat is crucial to your dog's overall wellbeing and long term health.

MY DOG'S COAT IS DULL – CAN I REALLY MAKE IT LOOK HEALTHY AGAIN WITH SHAMPOO?

It's true, you cannot permanently change anything about your dog's existing coat. You can, however, encourage coat regrowth and healthy skin. Our shampoos, conditioners, and conditioning sprays will not work overnight; however, using these products over time will encourage new healthy skin and growth. These products will work to improve the look of the old, damaged coat, while the skin prepares itself to produce a healthier new coat after shedding.

HOW DO I KNOW WHAT TYPE OF SHAMPOO OR CONDITIONER TO USE ON MY DOG?

We suggest you click on our [Coat Check™](#) to learn about what bathing and grooming products are most suitable for your dog.

WHAT IS ROYAL JELLY AND WHY IS IT BENEFICIAL TO MY DOG'S COAT?

Royal Jelly is the food of the Queen Bee, is one of the purest forms of protein available in nature, and is found in our [Coature™ No.20 Royal Jelly](#) shampoo. Research has shown that feeding the hair follicle this protein will encourage hair regeneration. While genetics and environment play a bigger role in hair growth than anything else, we can encourage growth that will occur anyway with regular use of this formula. Additionally, our [Coature™ No. 20 Royal Jelly](#) shampoo aids in volumizing the existing coat, giving the appearance of a fuller, healthier coat.

WHAT IS EVENING PRIMROSE OIL AND WHY IS IT BENEFICIAL TO MY DOG'S COAT?

Evening Primrose Oil is an essential oil found to contain a natural source of fatty acids. Fatty acids are lubricants that are often less oily or greasy than vegetable oils, lanolin, or mineral oil, and therefore, give the hair a soft feel without making it feel heavy or thick.

WHAT IS A CLARIFYING SHAMPOO – WHY WOULD I USE THAT ON MY DOG?

Over time, similar to human hair, shampoos with conditioning agents can cause build up on your dog's coat. Occasionally using a clarifying shampoo (such as [Coature™ No. 34 Clarifying Shampoo](#), [Everyday Elements™ Clean Coating](#), [Everyday NaturaLuxury™ Deep Cleaning](#), or [CocoClean™ Xtra Clean Shampoo](#)) is recommended to remove this build up. Our clarifying products will clean the hair and skin of debris and leftover styling products that can build up over time which cause the coat to look dull or heavy.

HELP - MY DOG HAS THE FRIZZIES! WHAT CAN I DO?

Lack of humidity in the air is frequently the culprit. For a dog with flyaway hair or static, we recommend either *Coature™ No. 62 Evening Primrose Oil Conditioning Mist* which works as a hydrator, or *Coature™ No. 63 Detangle Conditioning Mist*, which contains a cosmetic-grade, safe silicone and is a perfect finish to banish the frizzies on bad hair days.

I DON'T HAVE TIME TO BATHE MY DOG EVERY WEEK!

We completely understand how hectic and full a pet parent's life can be! That is why we offer several alternative solutions when a bath is not an option. *Everyday NaturaLuxury™ Refreshing Waterless* is perfect for spot cleaning the coat, while our *Replascents™* line knocks out foul odors and replaces them with a fresh scent. *CocoClean™* offers a similar option with the added benefit of coconut oil in a convenient brushing spray.

DO YOU HAVE ANY OTHER BATHING ADVICE FOR ME?

DO bathe your dog often – Isle of Dogs™ products are safe for use every day!

DO massage your dog while bathing – notice any unusual lumps or bumps or tender spots.

DO remove any mats in the coat before bathing – they will pull tighter when wet.

DO thoroughly rinse shampoo and conditioner from your pet's coat and skin.

DO always use a conditioner after bathing – it will add shine, reduce shedding, and help protect the coat against stains and the elements.

DON'T allow water to get into the ear canal during bath time.

DON'T leave dogs unattended in the bath tub, on grooming tables or in heated drying cages.

DON'T be afraid to ask the professionals for advice before grooming your own dog.

DON'T forget to trim your dog's toenails, brush his teeth and check his ears frequently.

DON'T ever brush a dry coat – always dampen or wet the coat beforehand to avoid damage.