

# EVERYDAYELEMENTS™



Noticeable. Modern. Fresh.

## PRODUCT GUIDE

# Everyday Elements shampoo

## Available sizes:

500 ml (16.9oz)



## clean coating shampoo

A gentle, yet thorough, cleansing shampoo that removes dirt, grime and odor and helps to extend time between baths. It is also gentle enough so that it is not harsh on the dog's skin or your hands.

## features + benefits

- can be used on any coat type: short, long, curly, flat, or in between
- a gentle, deep cleaning shampoo often used first and then followed with lush coating shampoo for that fluffy coat finish, or with silky coating shampoo for that smooth silky look

## what you should know

This shampoo works really well to cut through dirt and for best results should be used with either the lush coating conditioner for fuller, fluffier coats or the silky coating conditioner for flat laying or long coats. Using a conditioner will help to cut down on shedding by removing the dead, dull coat and thus also help to increase shine.

## directions

Wet hair thoroughly, apply shampoo, lather, and rinse to remove dirt and excessive oils. For optimum results apply shampoo again, lather, and let sit in coat for 2-5 minutes. Rinse thoroughly.

## ingredients

Water, Sodium Laureth Sulfate, Cocamide DIPA, Cocamidopropyl Betaine, Aloe Barbadensis Leaf Juice, Panthenol, Citric Acid, Propylene Glycol, Hamamelis Virginiana (Witch Hazel) Leaf Extract, Camellia Sinensis Leaf Extract, Fragrance, Iodopropynyl Butylcarbamate, DMDM Hydantoin, Sodium Chloride

# Everyday Elements shampoo

## Available sizes:

500 ml (16.9oz)



## lush coating shampoo

A gentle shampoo that will create a full, lush and plush feel to the coat. It not only removes dirt, grime and odor and helps to extend time between baths, but it will make the coat stand up and look thicker and fuller.

## features + benefits

- thoroughly cleans the coat
- gives a lighter, lusher, and fuller feel
- fluffs up soft and limp coats

## what you should know

Creating that full, fluffy, lush look and feel is easier when using the complete lush coating set consisting of the lush coating shampoo, lush coating conditioner, and lush coating brush spray.

## directions

Wet hair thoroughly, apply shampoo, lather, and rinse to remove dirt and excessive oils. For optimum results apply shampoo again, lather, and let sit in coat for 2-5 minutes. Rinse thoroughly.

## ingredients

Water (Aqua), Sodium Laureth Sulfate, Cocamide Dea, Cocamidopropyl Betaine, Polyquaternium-10, Propylene Glycol, Peg3 Distearate, Calendula Officinalis Flower Extract, Rosmarinus Offinalis (Rosemary) Leaf Juice, Eucalyptus Globulus Leaf Oil, DMDM Hydantoin, Iodopropynyl, Butylcarbamate, Sodium Chloride, Citric Acid, Fragrance (Perfume), Red 33, Blue 1

# Everyday Elements shampoo

## Available sizes:

500 ml (16.9oz)



## silky coating shampoo

A gentle shampoo that will create a soft and silky feel to the coat. It not only removes dirt, grime and odor and helps to extend time between baths, but it will make the coat feel like silk through your fingers.

## features + benefits

- designed for long, silky coated breeds or breeds with coats that should lay flat
- adds moisturizing properties to strengthen the hair
- great for dry or damaged coats of any type

## what you should know

Creating that soft, flat, silky look and feel is easier when using the complete silky coating set consisting of the silky coating shampoo, silky coating conditioner, and silky coating brush spray during the week.

## directions

Wet hair thoroughly, apply shampoo, lather, and rinse to remove dirt and excessive oils. For optimum results apply shampoo again, lather, and let sit in coat for 2-5 minutes. Rinse thoroughly.

## ingredients

Water (Aqua), Sodium Laureth Sulfate, Cocamidopropyl Betaine, Cocoglucoside, Glyceryl Oleate, Peg-3 Distearate, Aloe Barbadensis Leaf Juice, Glycerin, Panthenol, Propylene Glycol, DMDM Hydantoin, Iodopropynyl Butylcarbamate, Polysorbate 20, Sodium Chloride, Citric Acid, Caramel Coloring, Fragrance (Perfume)

# Everyday Elements conditioner

## Available sizes:

500 ml (16.9oz)



## lush coating conditioner

A rejuvenating protein-based conditioner that helps prevent damage and condition while still giving a fullness and textured feel to the coat.

## features + benefits

- specifically designed to help moisturize and condition without flattening or softening like a regular conditioner
- helps add volume and fullness
- helps to release the dead coat, and thus cut down on the shedding after a bath

## what you should know

Creating that full, fluffy, lush look and feel is easier when combining the lush coating shampoo, lush coating conditioner and lush coating brush spray during the week.

## directions

For optimum results, work a good amount into the coat and skin and let it remain for up to five minutes. Rinse thoroughly, then dry.

## ingredients

Water (Aqua), Cetearyl Alcohol, PEG-40 Castor Oil, Stearalkonium Chloride, Behentrimonium Chloride, Panthenol, PEG-12 Dimethicone, Aloe Barbadensis Leaf Juice, Tocopheryl Acetate, Retinyl Palmitate, DMDM Hydantoin, Iodopropynyl Butylcarbamate, Ethylhexyl Methoxycinnamate, Fragrance (Perfume)

# Everyday Elements conditioner

## Available sizes:

500 ml (16.9oz)



## silky coating conditioner

A deeply penetrating conditioner specifically formulated to moisturize, protect, prevent breakage and add shine. This conditioner will help to lay the coat down flat on short and long coated breeds.

## features + benefits

- creates a softer, smoother, and more manageable coat
- continued use will result in a more luxurious coat
- helps to release the dead coat, and thus cuts down on shedding after a bath

## what you should know

Creating that soft, flat, silky look and feel is easier when using the complete silky coating set consisting of the silky coating shampoo, silky coating conditioner, and silky coating brush spray during the week.

## directions

For optimum results, work a good amount into the coat and skin and let it remain for up to five minutes. Rinse thoroughly, then dry.

## ingredients

Water (Aqua), Cetearyl Alcohol, PEG-40 Castor Oil, Stearalkonium Chloride, Behentrimonium Chloride, Panthenol, PEG-12 Dimethicone, Aloe Barbadensis Leaf Juice, Tocopheryl Acetate, Retinyl Palmitate, DMDM Hydantoin, Iodopropynyl Butylcarbamate, Ethylhexyl Methoxycinnamate, Fragrance (Perfume)

# Everyday Elements brush spray

## Available sizes:

250 ml (8.4oz)



## lush coating brush spray

This spray has been developed to be used to freshen and fluff up the coat and help give some fullness to a flatter coat.

## features + benefits

- aids styling, adds volume and fullness
- use on head furnishings to have them stand up or just spritz into the coat and brush through to freshen up and revitalize
- use during the week to re-fluff, volumize, or simply style the coat

## what you should know

Creating that full, fluffy, lush look and feel is easier when combining the lush coating shampoo, lush coating conditioner and lush coating brush spray during the week. This product is used by champion show dogs to style and create the fullness they need. Spray in lightly and then blow dry or style as required.

## directions

Spray lightly into the coat and brush.

## ingredients

Water (Aqua), Dicocholethyl Hydroxyethylmonium Methosulfate, Propylene Glycol, Panthenol, Polysorbate 20, Coco-Glucoside, Glyceryl Oleate, Avena Sativa (Oat) Kernel Protein, Chamomilla Recutita (Matricaria) Flower Extract, Rosmarinus Officinalis (Rosemary) Leaf Extract, Silk Amino Acids, Hydrolized Wheat Protein PG-Propyl Silanetriol, Tocopherol Acetate, Retinyl Palmitate, Tetrasodium EDTA, DMDM Hydantoin, Iodopropynyl Butylcarbamate

# Everyday Elements brush spray

## Available sizes:

250 ml (8.4oz)



## silky coating brush spray

Designed to be used as a brush spray to help eliminate static, reduce tangling and matting, and also freshen the coat.

## features + benefits

- use in between baths to freshen the coat
- will loosen dust and dirt
- helps to make brushing easier and prevent breakage

## what you should know

Creating that soft, flat, silky look and feel is easier when using the complete silky coating set consisting of the silky coating shampoo, silky coating conditioner, and silky coating brush spray during the week. It also helps the clippers to slide through the coat when clipping, in addition to a daily brushing spray.

## directions

Spray lightly into the coat and brush.

## ingredients

Water (Aqua), Cocodimonium Hydroxypropyl Hydrolyzed Collagen, Panthenol, Polysorbate 20, Cocoglucoside, Glyceryl Oleate, Peg-12 Dimethicone, Chamomilla Recutita (Matricaria) Flower Extract, Rosmarinus Officinalis (Rosemary) Leaf Extract, Hydrolyzed Wheat Protein Pg-propyl Silanetriol, Tocopheryl Acetate, Retinyl Palmitate, Tetrasodium EDTA, Propylene Glycol, DMDM Hydantoin, Iodopropynyl Butylcarbamate, Fragrance/perfume





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