



ISLE OF **DOGS**[™]

2016 TRAINING MANUAL

Over thirty years ago, in the small town of Reading, England, lived a delightfully cute Westie named Lucy. As the mascot for the soccer team, Lucy was quite the local celebrity...which is why everyone noticed one day when Lucy disappeared. Soon the town learned that Lucy had been diagnosed with an incurable skin disease that caused her to lose her hair and scratch ferociously. The vets had given up hope of relieving her symptoms, since nothing scientific nor medicinal had helped. As a last resort, her parents took her to the local pharmacy and begged the chemist to formulate anything that might help her live without constant pain and itching. Miraculously, with little time left for Lucy, he brewed a rare combination of Evening Primrose Oil and Royal Jelly, that saved Lucy's life in just five weeks and gave her a dramatically better coat. When she finally returned to the soccer pitch, her white hair all grown back and glittering in the sun, Lucy was greeted with a standing ovation and cheers from everyone. By utilizing the same innovative formulating principles, Isle of Dogs continues in the tradition of this dedicated chemist.

Welcome to superior health, beauty and wellness products that set a new standard of noticeable difference for your other family member.

LUCY'S SYSTEM

First 5 Weeks:

3 x per week → **N°51 + N°12**

3 x per day → **N°62**

1 x per day → **N°92**

Maintenance Regimen:

1 x per week → **N°50 + N°20**

1 x per day → **N°62**

1 x per day → **N°92**



Who is Lucy?



COATURE

We believe the beauty and wellness of your dog are inextricably linked. That is why we created Coature, a 3-step weekly grooming ritual that keeps skin healthy and hair manageable. Wash, condition and brush once a week for a healthy, happy dog who shines!

For home and professional use. Give all three products to your groomer whenever your dog is bathed at a salon.

Coature shampoo

Available sizes:

60ml (2oz), 250ml (8.4oz),
1 liter (33.6oz), 3.8 liters (1 gallon)



No. 10 Evening Primrose Oil shampoo

A gentle shampoo containing skin-nourishing and moisture-replenishing essential fatty acids. Evening Primrose Oil absorbs quickly into the skin and coat, helping to facilitate brushing while adding shine. Can be used on all coat types and is great for puppies.

features + benefits

- non-greasy, penetrating treatment
- helps prevent and alleviate dry skin
- adds shine to the hair
- Isle of Dogs' signature Primrose Vanilla Cream scent
- suitable for all coat types

what you should know

Gives a beautiful lay to the coat and does not strip it of its natural oils. Gentle enough for everyday use to heal dry skin. Use in conjunction with No. 50, 51, or 52 conditioner; No. 62 Evening Primrose Oil Conditioning Spray; and No. 92 EFA Blend Coat Supplement as an effective treatment for dry skin, itching and scratching.

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. Condition if desired (with Formula No. 50, No. 51, or No. 52), then dry. Best if used full strength, but may be diluted 10:1. Diluting further will lessen the effectiveness of the key ingredients.

ingredients

Water, Sodium Laureth Sulfate, Cocamidopropylamine Oxide, Cocamide DIPA, Acrylates Copolymer, PEG-3 Distearate, Oenothera biennis (Evening Primrose) Oil, Magnesium Aluminum Silicate, Fragrance, Sodium Chloride, Iodopropynyl Butylcarbamate, DMDM Hydantoin, Citric acid

Coature shampoo

Available sizes:

60ml (2oz), 250ml (8.4oz),
1 liter (33.6oz), 3.8 liters (1 gallon)



No. 12 Triple Strength Evening Primrose Oil shampoo

A treatment-based product designed to help nourish your dog's itchy, flaky or dry skin, while restoring healthy, natural beauty to the coat. This is the richest, most concentrated treatment Isle of Dogs offers, infusing the coat with a substantially higher therapeutic dose of cold-pressed Evening Primrose Oil than any product on the market.

features + benefits

- helps correct dry skin by initiating fundamental structural change within the skin
- rich in Gamma Linoleic Acid
- improves skin hydration and repairs dry coats
- helps protect coat and skin against environmental assaults
- helps relieve skin inflammatory conditions

what you should know

Evening Primrose Oil is rich in Gamma Linoleic Acid, which has been identified as the most important Essential Fatty Acid in balancing prostaglandins (regulatory molecules that influence inflammation) in dogs with atopic and allergic conditions. Use in conjunction with No.51 Heavy Management Conditioner, No. 62 Evening Primrose Oil Conditioning Mist and No. 92 EFA Blend Coat Supplement as an effective treatment for dry skin, itching and scratching.

directions

Wet hair thoroughly, apply shampoo, lather, and rinse to remove dirt and excessive oils. For optimum results apply shampoo again, lather, and massage into both skin and hair for 2-5 minutes. Rinse thoroughly. Condition if desired (with Formula No. 50, No. 51 or No. 52), then dry. Best if used full strength, but may be diluted 10:1. Diluting further will lessen the effectiveness of the key ingredients.

ingredients

Water, Sodium Laureth Sulfate, Cocamidopropylamine Oxide, Cocamide DIPA, Acrylates Copolymer, Oenothera biennis (Evening Primrose) Oil, PEG-3 Distearate, Magnesium Aluminum Silicate, Fragrance, Sodium Chloride, Iodopropynyl Butylcarbamate, DMDM Hydantoin, Citric acid

Coature shampoo

Available sizes:

250ml (8.4oz), 1 liter (33.6oz),
3.8 liters (1 gallon)



No. 16 White Coat Evening Primrose Oil shampoo

Our whitening shampoo brightens the coat without the use of dyes or bleaching agents. It brings out the “cool white” highlights in white or cream coats by using optical enhancers. Great for maintaining white coats and aids in preventing stains. This gentle shampoo contains skin-nourishing and moisture-replenishing essential fatty acids. Evening Primrose Oil absorbs quickly into the skin and coat, helping to facilitate brushing while adding shine.

features + benefits

- non-greasy, penetrating treatment with stain preventing qualities
- maintains the skin and hair's moisture balance
- optical enhancers refract light off the hair and radiate shine
- enhances other colors on multi-colored dogs
- signature scent of Maldives Villa captures the breeze and white beaches of a sunset walk with your dog
- suitable for all coat types

what you should know

This is a great shampoo for enhancing white coats. It has been quoted as “the best whitening shampoo for maintaining that sparkling white coat.” No harsh or harmful dyes, bleaching or bluing agents that dry the coat. Won't turn your dog blue! Not intended as a stain remover.

directions

Wet hair thoroughly, apply shampoo, lather, and rinse to remove dirt and excessive oils. For optimum results apply shampoo again, lather, and massage into both skin and hair for 2-5 minutes. Rinse thoroughly. Condition if desired (with Formula No. 50, No. 51 or No. 52), then dry. Best if used full strength, but may be diluted 10:1. Diluting further will lessen the effectiveness of the key ingredients.

ingredients

Water, Sodium Laureth Sulfate, Cocamidopropylamine Oxide, Cocamide DIPA, Acrylates Copolymer, Oenothera biennis (Evening Primrose) Oil, Magnesium Aluminum Silicate, PEG-3 Distearate, Benzophenone-4, Fragrance, Sodium Chloride, Iodopropynyl Butylcarbamate, DMDM Hydantoin, Citric acid, Blue 1, Ext Violet 2

Coature shampoo

Available sizes:

250ml (8.4oz), 1 liter (33.6oz)



No. 17 Copper Coat Evening Primrose Oil shampoo

Not just for copper or chocolate colored coats, but also tan, buff, or red coats; this shampoo is dye-free and will bring out the warm tones and highlights in the coat. Contains the added benefits of skin-nourishing and moisture-replenishing essential fatty acids.

features + benefits

- non-greasy, penetrating treatment
- maintains the skin and hair's moisture balance
- optical enhancers refract light off the hair and radiate shine
- signature scent of Maldives Villa captures the breeze and white beaches of a sunset walk with your dog
- suitable for all coat types

what you should know

While named “Copper Coat,” this shampoo can be used by all blonde, brown and red haired dogs to support truly rich color. Works by placing a copper enhancer (suspended by the oil within the shampoo) into the coat. Contains no dyes or henna so it will not dry the coat. EPO gives a beautiful lay to the coat and does not strip it of its natural oils. Gentle enough for everyday use to heal dry skin. Use in conjunction with No. 50, 51, or 52 conditioner, No. 62 EPO Conditioning Spray, and No. 92 EFA Blend Coat Supplement as an effective treatment for dry skin, itching, and scratching.

directions

Wet hair thoroughly, apply shampoo, lather, and rinse to remove dirt and excessive oils. For optimum results apply shampoo again, lather, and massage into both skin and hair for 2-5 minutes. Rinse thoroughly. Condition if desired (with Formula No. 50, No. 51 or No. 52), then dry. Best if used full strength, but may be diluted 10:1. Diluting further will lessen the effectiveness of the key ingredients.

ingredients

Water, Sodium Laureth Sulfate, Cocamidopropylamine Oxide, Cocamide DIPA, Acrylates Copolymer, Oenothera biennis (Evening Primrose) Oil, Magnesium Aluminum Silicate, PEG-3 Distearate, Benzophenone-4, Fragrance, Sodium Chloride, Iodopropynyl Butyl-carbamate, DMDM Hydantoin, Citric acid, Yellow 5, Red 33, Green 5

Coature shampoo

Available sizes:

250ml (8.4oz), 1 liter (33.6oz)



No. 18 Black Coat Evening Primrose Oil shampoo

This gentle shampoo is designed for black, very dark, liver or mahogany coats, to enhance the depth of color and increase shine. Contains added benefit of skin-nourishing and moisture-replenishing essential fatty acids.

features + benefits

- non-greasy, penetrating treatment
- maintains the skin and hair's moisture balance
- optical enhancers refract light off the hair and radiate shine
- signature scent of Maldives Villa captures the breeze and white beaches of a sunset walk with your dog
- suitable for all coat types

what you should know

Works by placing a black enhancer (suspended by the oil within the shampoo) into the coat. Contains no dyes or henna so it will not dry the coat. Richens the color of tan, liver and black dogs, helps to cut down red from sunburn and helps to conceal red tinging with continued use. EPO gives a beautiful lay to the coat and does not strip it of its natural oils. Gentle enough for everyday use to heal dry skin. Use in conjunction with No. 50, 51, or 52 conditioner, No. 62 EPO Conditioning Spray, and No. 92 EFA Blend Coat Supplement as an effective treatment for dry skin, itching, and scratching.

directions

Wet hair thoroughly, apply shampoo, lather, and rinse to remove dirt and excessive oils. For optimum results apply shampoo again, lather, and massage into both skin and hair for 2-5 minutes. Rinse thoroughly. Condition if desired (with Formula No. 50, No. 51 or No. 52), then dry. Best if used full strength, but may be diluted 10:1. Diluting further will lessen the effectiveness of the key ingredients.

ingredients

Water, Sodium Laureth Sulfate, Cocamidopropylamine Oxide, Cocamide DIPA, Acrylates Copolymer, Oenothera biennis (Evening Primrose) Oil, Magnesium Aluminum Silicate, PEG-3 Distearate, Benzophenone-4, Fragrance, Sodium Chloride, Iodopropynyl Butylcarbamate, DMDM Hydantoin, Citric acid, Blue 1, Red 40, Yellow 6, Acid Blue 74

Coature shampoo

Available sizes:

60ml (2oz), 250ml (8.4oz),
1 liter (33.6oz), 3.8 liters (1 gallon)



No. 20 Royal Jelly shampoo

A highly effective tool in the fight against shedding! This protein- based shampoo rejuvenates the cells responsible for healthy hair growth and helps to increase volume. Expect increased volume, healthy new growth, and an end to dull, lifeless hair.

features + benefits

- helps stimulate new hair growth
- provides texture for easier styling and scissoring
- helps add volume and fullness
- helps reduce shedding with regular use
- scented with sweet-smelling Apple Blossom Honey

what you should know

Royal Jelly is an incomparable, protein-rich, fresh botanical cell rejuvenator that helps to promote growth and cut down on shedding with frequent usage. Use weekly in conjunction with daily doses of No. 91 Royal Jelly Coat Supplement as an effective treatment to help cut down on shedding. Great for building that extra volume without softening the coat. Provides texture to the coat that makes styling and scissoring easier.

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. Condition if desired (with Formula No. 50, No. 51, or No. 52), then dry. Best if used full strength, but may be diluted 10:1. Diluting further will lessen the effectiveness of the key ingredients.

ingredients

Water, Sodium Laureth Sulfate, Cocamidopropyl Betaine, Cocamide DIPA, Royal Jelly Extract, Oenothera biennis (Evening Primrose) Oil, PEG-3 Distearate, Fragrance, Polysorbate 20, Sodium Chloride, Iodopropynyl Butylcarbamate, DMDM Hydantoin, Citric acid, Caramel

Coature shampoo

Available sizes:

250ml (8.4oz), 1 liter (33.6oz)



No. 33 Coarse Coat shampoo

An ultra-rich, professionally formulated shampoo for retaining the texture of wire, harsh and coarse coated breeds. Infused with algae, which is well known for rejuvenating skin and clarifying the coat. Gently removes build-up and improves texture, while bringing out the natural shine. You'll get that desirable crispness while leaving the coat manageable.

features + benefits

- rejuvenates and brightens skin and coat
- non-stripping and gentle
- a powerful texturizer
- Isle of Dogs' signature Primrose Vanilla Cream scent leaves your dog smelling delicious and fresh
- adds shine and volume
- provides nutrients to strengthen coats
- hydrates without softening

what you should know

Algae extract is taken from seaweeds, which are rich in vitamins and minerals. These "sea vegetables" contain nutrients known to reduce inflammation and heal damaged skin, thus providing the building blocks for growth of new hair. The new hair will be stronger and maintain the desired texture of a proper coarse coat.

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. Condition if desired (with Formula No. 50, No. 51, or No. 52), then dry. Best if used full strength, but may be diluted 10:1. Diluting further will lessen the effectiveness of the key ingredients.

ingredients

Water, Sodium Laureth Sulfate, Cocamidopropyl Betaine, Cocamide DIPA, Acrylates Copolymer, PEG-3 Distearate, Polysorbate 20, Algae Extract, Fragrance, Iodopropynyl Butylcarbamate, DMDM Hydantoin, Sodium Chloride, Citric Acid, Blue 1, Yellow 5

Coature shampoo

Available sizes:

250ml (8.4oz), 1 liter (33.6oz),
3.8 liters (1 gallon)



No. 34 Clarifying shampoo

This shampoo removes build-up from accumulated conditioners and styling products. Not meant for everyday use, but to detoxify the hair as necessary. Overworked hair is deeply cleaned for a new beginning. Also works as a fantastic de-greaser for dogs with a persistent oily coat.

features + benefits

- removes build up from conditioners and styling products
- provides a deep cleaning performance
- de-greases the dog with persistent oily coat
- scented with the natural fragrance of mandarin oranges

what you should know

Citrus Nobilis Oil is the natural product of mandarin orange peels. As a shampoo ingredient it has two jobs; to purify the coat and skin and to provide natural fragrance. Use this product once a month, or between shows, and follow up with a fresh application of the Isle of Dogs conditioner best suited for your dog's coat type. For the dog with persistent oily coat or skin, use as often as needed.

directions

Wet hair thoroughly, apply shampoo, lather and rinse to remove dirt, product build up or excessive oils. For optimum results it may be necessary to repeat. Best if used full strength, but may be diluted 10:1. Diluting further will lessen the effectiveness of the key ingredients.

ingredients

Water, Sodium Laureth Sulfate, Cocamide DIPA, Cocamidopropyl Betaine, PEG-3 Distearate/Sodium Laureth Sulfate, Citrus Nobilis Peel Oil, Methylchloroisothiazolinone/Methylisothiazolinone, Citric Acid, Sodium Chloride

Coature shampoo

Available sizes:

250ml (8.4oz), 1 liter (33.6oz),
3.8 liters (1 gallon)



No. 35 Stain Fighting shampoo

A concentrated shampoo specifically formulated to address stains or to be used as a pre-wash for very dirty dogs. Helps maintain bright colors, while fading stains on the coat such as those caused by mud, clay or urine. Expect added shine and reduced tangles as well.

features + benefits

- concentrated for powerful cleaning performance to fade stubborn stains
- maintains bright colors
- contains safflower oil, rich in Vitamin E, which easily penetrates to nourish and hydrate hair
- no added fragrance
- adds shine and reduces tangles

what you should know

Safflower oil is comprised of high amounts of essential fatty acids which are light in texture and easily penetrable to help moisturize and protect the coat from the elements, grooming tools and future staining. Safflower oil also prevents the loss of proteins that keep hair strong and prevent breakage. Incorporating such an ingredient allows us to add a more concentrated cleanser to help fade stubborn stains.

directions

For maximum stain fighting, use full strength on the affected area. For light stains or regular use, dilute up to 15:1. Always use in conjunction with the Isle of Dogs conditioner best suited for your dog's coat.

ingredients

Water, Sodium Laureth Sulfate, Sodium Coco Sulfate, Cocamidopropyl Betaine, Cocamide DIPA, PEG-60 Castor Oil Less than 1%: Panthenol, Carthamus Tinctorius (Safflower) Seed Oil, Polyquaternium 7, Butylene Glycol, Tetrasodium EDTA, Citric Acid, Methyl Chloroisothiazolinone, Methyl Isothiazolinone

Coature conditioner

Available sizes:

60ml (2oz), 250ml (8.4oz),
1 liter (33.6oz), 3.8 liters (1 gallon)



No. 50 Light Management conditioner

A light conditioner, featuring moisture-enhancing Evening Primrose Oil, that leaves a luxurious finish on the coat. Hair is shiny and healthy, skin is protected, and brushing is easier. Generally used on coats where fullness is wanted. Will not weigh the hair down.

features + benefits

- nourishes, protects, and repairs coat
- light enough to maintain body and volume
- moisturizes and strengthens without weighing the hair down
- ideal for normal, oily, or troubled skin
- minimizes dry skin

what you should know

When you shampoo the coat you activate and open the cuticle layer on the hair shaft. By using a conditioner, you close the cuticle layer and protect the hair shaft from damage. Without conditioning, the cuticle acts like little barbs down the outside of the hair shaft catching on each other, thus making it much harder for the dead hair to fall out quickly. Using a conditioner helps speed up the shedding process and protects new hair from damage caused by styling aids, tools, and the elements. Use in combination with the Isle of Dogs shampoo best suited for your dog for incomparable silkiness and shine.

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. May be diluted 5:1 to maintain extra volume.

ingredients

Water, Cetearyl Alcohol, PEG-40 Castor Oil, Stearalkonium Chloride, Cetyl Alcohol, Behentrimonium Methosulfate, Oenothera Biennis (Evening Primrose) Oil, DMDM Hydantoin, Iodopropynyl Butylcarbamate, Fragrance, Red #33.

Coature conditioner

Available sizes:

60ml (2oz), 250ml (8.4oz),
1 liter (33.6oz), 3.8 liters (1 gallon)



No. 51 Heavy Management conditioner

By combining EFA-rich Evening Primrose Oil with botanical extracts of Aloe, Rosemary and Lavender, Isle of Dogs has created a rich, saturating conditioner that strengthens hair, soothes skin and improves elasticity.

features + benefits

- nourishes dry and dehydrated skin
- improves elasticity of the hair
- recommended for short haired breeds, fine hair, and any breed whose hair needs to lay flat or drape

what you should know

Ideal for dry skin and long hair that needs detangling and added moisturizing. Use in combination with any Evening Primrose Oil shampoo for incomparable silkiness and shine. A unique formula that is heavy enough to drape the coat without causing separation or oily look for finer coats.

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. May be diluted 5:1.

ingredients

Water, Cetearyl Alcohol, PEG-40 Castor Oil, Stearalkonium Chloride, Behentrimonium Methosulfate, Panthenol, Aloe Barbadensis Leaf Juice, Rosmarinus Officinalis (Rosemary) Leaf Extract, Lavandula Angustifolia (Lavender) Extract, Oenothera Biennis (Evening Primrose) Oil, DMDM Hydantoin, Iodopropynyl Butylcarbamate, Fragrance, Blue #1, Yellow #5

Coature conditioner

Available sizes:

250ml (8.4oz), 1 liter (33.6oz)



No. 52 100% Natural Nutrient Masque

This 100% natural, highly concentrated, exceptional deep conditioning treatment restores body and strength to all types of hair, reducing breakage and shedding. Also helps to detangle.

features + benefits

- 100% natural conditioner
- restores body and strength to all types of hair
- helps reduce breakage and shedding
- eliminates tangles

what you should know

Wheat proteins and vitamin-rich botanicals combine to impart natural beauty, promote all-around coat health. Essential nourishment which should be applied as a finishing treatment at each bathing, even if your dog's coat is in good condition.

directions

After shampooing, apply a generous amount of nutrient masque to the entire coat. Work deeply through the hair, and leave in for 3-5 minutes. Rinse completely. May be diluted 5:1.

ingredients

Aqua, behentrimonium methosulfate (Colza oil) and cetearyl alcohol (non-GMO plant sources), hydrolyzed wheat protein and wheat oligosaccharides, panthenol (Vitamin B5) and hydrolyzed wheat protein and linoleic acid and linolenic acid and hyaluronic acid (plant source) and sorbitol (organic humectant) and Triticum vulgare (wheat germ) oil, Simmondsia chinensis (jojoba) oil and tocopherol (Vitamin E), dehydroacetic acid and benzyl alcohol, proprietary blend of pure essential oils

Coature sprays

Available sizes:

60ml (2oz), 250ml (8.4oz), 1 liter (33.6oz)



No. 62 Evening Primrose Oil Conditioning Spray

Designed for everyday use on dry skin, this Evening Primrose Oil-rich spray soothes dry skin by hydrating the cells responsible for oil balance. Also freshens the coat, covers odor, and extends time between baths.

features + benefits

- helps soothe skin
- helps alleviate flakes
- adds shine to dull, itchy skin
- regular use will bring beautiful luster to any coat

what you should know

For prevention and/or control of dry and flaky skin, use daily. Subtly fragranced to eliminate any odor associated with irritable skin conditions.

directions

Spray lightly into the coat and brush. Great for use in between baths and/or for odor control.

ingredients

Water, SD Alcohol 40-B, PEG-12 Dimethicone, Panthenol, Polysobate 20, Oenothera Biennis (Evening Primrose) Oil, Rosmarinus Officinalis (Rosemary) Leaf Extract, Chamomilla Recutita (Matricaria) Flower Extract, Thymus Vulgaris (Thyme) Extract, Fragrance

Coature sprays

Available sizes:

60ml (2oz), 250ml (8.4oz), 1 liter (33.6oz)



No. 63 Detangling Conditioning Spray

Called the “Magic Potion” in the professional dog show world, this revolutionary leave-in spray detangles and helps prevent additional matting for pain-free brushing.

features + benefits

- lubricates the hair so tangles and mats can be separated and removed painlessly
- stays in coat to prevent additional matting and tangles
- will not produce a sticky buildup
- delicious Primrose Vanilla Cream scent lingers for days

what you should know

For easy removal of tough tangles, spray directly on problem area and wait 5-10 seconds, then brush through. For large mats or tangles, saturate mat and let sit for 30-60 seconds then brush through. Not greasy or oily, and need not be washed out after use.

directions

Shake well before use. Spray into knotted or tangled hair and then brush. For areas that have larger tangles, let sit on coat for at least two minutes before brushing to help ease grooming. Does not leave buildup on coat. Use as often as required. Keep away from dog's eyes.

ingredients

Water, SD Alcohol 40-B, Dicocoethyl Hydroxyethylmonium Methosulfate, Propylene Glycol, Coco-Glucoside, Glyceryl Oleate, PEG-12 Dimethicone, Tetrasodium EDTA, Fragrance.

Coature supplements

Available sizes:

1 liter (33.6oz), 3.8 liters (1 gallon)



No. 91 Royal Jelly coat supplement

This daily food supplement is the secret weapon of professional dog show exhibitors to control shedding, promote new hair growth, and strengthen hair. Isle of Dogs Top Seller.

features + benefits

- helps reduce shedding by promoting rapid hair growth
- helps hair grow faster, pushing dead hair out quicker
- contains remarkable amounts of proteins, lipids and vitamins that promote regeneration processes

what you should know

Recommended for breeds that shed or for dogs with wispy, lifeless hair. Use in conjunction with No. 20 Royal Jelly shampoo as an effective treatment in fight against shedding. Bee products may cause allergic reaction in some dogs. Safe use in pregnant animals or animals intended for breeding has not been proven.

directions

Shake well before use. Add to dog's food daily, per recommended dose on bottle.

ingredients

Canola oil, royal jelly, ethylparaben, methylparaben, propylparaben

Coature supplements

Available sizes:

1 liter (33.6oz)



No. 92 EFA Blend coat supplement

This daily food supplement is packed with essential fatty acids, necessary in maintaining healthy skin and hair. It works on an internal metabolic level to reduce dry skin and alleviate itchiness, while adding luster and shine to dull hair

features + benefits

- rich in Omega 3 and 6
- helps relieve skin inflammatory conditions
- daily use helps improve skin hydration
- helps protect skin against environmental assaults

what you should know

Essential fatty acids, specifically Omega 3 and 6, have been shown in clinical studies to correct dry skin, not by covering over (occlusivity) but by actually initiating fundamental structural change within the skin. Recommended for all dogs with skin allergies, dry skin, sensitive skin, hot spots, scratching, or dandruff. Safe use in pregnant animals or animals intended for breeding has not been proven.

directions

Shake well before use. Add to dog's food daily, per recommended dose on bottle.

ingredients

Canola oil, linoleic acid, ethylparaben, methylparaben, propylparaben

Coature key ingredients

Evening Primrose Oil

Isle of Dogs products feature a revolutionary formula, allowing the suspension of oil in a water-based solution. This distributes the molecules of oil throughout the product, thus ensuring that every drop of shampoo contains the benefits of Evening Primrose Oil.

Normally when you shampoo a dog, you strip out the natural oils from the coat. This often causes dryness, itching and flaking. Our Evening Primrose range of products help by replacing those oils, without making the coat feel heavy, greasy or oily. This is why dogs do not itch or scratch after being bathed in our Evening Primrose Oil shampoos.

Isle of Dogs formulations contain only pure cold-pressed Evening Primrose Oil, a substance rich in essential fatty acids including Gamma Linoleic Acid. Gamma Linoleic Acid has been identified in clinical research as the most important Essential Fatty Acid in balancing prostaglandins (regulatory molecules that influence inflammation) in dogs with atopic and allergic conditions. The result of Evening Primrose Oil topical application, such as bathing in No. 12 Veterinary Grade Evening Primrose Oil shampoo, is improved skin hydration, protection of skin against environmental assaults and relief for skin inflammatory conditions.

For dogs with sensitive skin or damaged coats Evening Primrose Oil helps to heal, soothe and moisturize. Evening Primrose oil is renowned for its healing and calming effects.

Pure cold-pressed EPO comes from the Evening Primrose Plant (*Oenothera biennis*). It takes two years for one flower to produce 5,000 tiny red-brown seeds, which is just enough to make 500 mg of oil.

Royal Jelly

Royal Jelly is a milk-like secretion made by worker bees in the beehive, so named because it serves as the sole food for the queen bee. It supplies all the B vitamins, vitamins A, C, D, E, and K, more than a dozen key minerals, eighteen amino acids, and other important constituents, including nucleic acids (DNA and RNA). It is one of the purest forms of protein available in nature. Research has shown that feeding the hair follicle this protein will encourage hair regeneration.

Royal Jelly is a cell rejuvenator. Some commonly associated benefits of Royal Jelly include increased energy, healthier skin and hair, and a more youthful appearance.

Isle of Dogs products contain fresh Royal Jelly, its most natural and powerful form.

Information **bathing basics**

Bathing

Sometimes seen as a chore, bathing your dog can actually be a fun, bonding, positive experience for both dog and owner. And the end result should be rewarding to both as well. Dogs that began scared of baths often grow to adore their bathing sessions and even look forward to them. Your confident and reassuring manner is key.

The secret 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 friendly tub, they often provide access to grooming tables and dryers. If such an option is not available to you, we recommend investing in a hand held shower head with a 6 ft. hose. These are easy to attach to any standard tub/shower combo unit. 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. Some dogs may require that you secure their head in a specially made bath leash. Several different models are available in pet supply catalogs. They can be permanently attached to the wall or secured with a temporary suction cup. The water temperature should be warm and comfortable to your own skin.

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, and hopefully keep the water from spraying you. Work the nozzle down one side of the dog including the legs then down the other side until the dog is thoroughly saturated. 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. To ensure proper 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. For heavily coated dogs it may be necessary to continue wetting the area you are working on to work the shampoo in. If it is easier, you may dilute the shampoo 10 parts water to 1 part product. For a particularly dirty dog, more than one shampooing may be needed to get him or her really clean. It is during the second application that we recommend letting the product sit on the coat for 2-5 minutes. This will allow the active ingredients such as Evening Primrose Oil and Royal Jelly the opportunity to absorb into the hair and skin.

Once the 2-5 minutes are up, 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. Apply the appropriate conditioner, following the same procedure as for shampooing. Conditioners are typically used to protect the hair from damage caused by styling tools and products as well as environmental factors and to help loosen tangles. Many harsh coated breeds still need some type of conditioner applied to beards or leg furnishings. Squeeze out as much water as possible while the dog is still in the tub. You can then towel dry the coat before carefully removing your pet from the tub. For particularly long and/or cord-coated breeds, you may need to use a specifically designed dryer to help dry the coat completely.

Drying

There are probably as many different drying techniques as there are breeds of dogs. The easiest and most popular is towel drying followed by air drying. Simply use your hands to gently squeeze out as much water as your dog will let you. Once that is done you can blot him/her gently with a towel. For most dogs it is not recommended to scrub the coat with the towel. This will cause tangles and damage or breakage to the hair itself. If this is all the effort it takes to dry your particular dog it is at this time that we recommend spraying the coat lightly with an Isle of Dogs Coat Conditioning Spray. For long or dense coated dogs you will need to brush or comb out the dog during the drying process. Using the No 63 will aid in removing tangles. Once your dog is freshly cleaned and dry, he/she will feel on top of the world. The gentle, natural ingredients in Isle of Dogs products will leave his/her skin comfortable and the coat in top condition.

Information product choice

Shedding

No. 20 Royal Jelly Shampoo, No. 91 Royal Jelly Coat Supplement, Isle Strengthen, No. 50 Light Management Conditioner, No. 51 Heavy Management Conditioner, 2 Build Conditioner

Itchy, flaky skin

No. 12 Triple Strength Evening Primrose Oil Shampoo, No. 92 EFA Blend Coat Supplement, No. 62 Evening Primrose Oil Conditioning Mist, Dry Skin Itch Relief Therapy Spray

Mats and tangles

No. 63 Detangle Conditioning Mist, No. 52 Intensely Nourishing Nutrient Masque, No. 50 Light Management Conditioner, No. 51 Heavy Management Conditioner, Isle Straighten, 2 Build Conditioner, 2 Heal Conditioner, 4 Control Grooming Spray, Silky Coating Shampoo, Silky Coating Conditioner

Undesirable odor

No. 62 Evening Primrose Oil Conditioning Mist, No. 63 Detangle Conditioning Mist, Stay (Clean) Shampoo, 4 Control Grooming Spray, 4 Style Grooming Spray, Replascents

Allergies

No. 92 EFA Blend Coat Supplement, No. 12 Triple Strength Evening Primrose Oil Shampoo, No. 32 Intensely Nourishing Gloss Shampoo, No. 52 Intensely Nourishing Nutrient Masque

Dull coat

No. 10 Evening Primrose Oil Shampoo, No. 12 Triple Strength Evening Primrose Oil Shampoo, Isle Straighten, Isle Revive, Isle Repair, No. 32 Intensely Nourishing Gloss Shampoo, No. 52 Intensely Nourishing Nutrient Masque

Thin, lifeless hair

No. 20 Royal Jelly Shampoo, No. 91 Royal Jelly Coat Supplement, Isle Thicken, Isle Hold, Stand (Up) Shampoo, 2 Build Conditioner, 4 Style Grooming Spray, Isle Lift, Isle Style, Lush Coating Shampoo, Lush Coating Conditioner, Keratin Volume Shampoo, Keratin Volume Conditioner

Grooming anxiety

No. 92 EFA Blend Coat Supplement, No. 32 Intensely Nourishing Gloss Shampoo, No. 52 Intensely Nourishing Nutrient Masque

Static and flyaways

No. 12 Triple Strength Evening Primrose Oil Shampoo, No. 52 Intensely Nourishing Nutrient Masque, Isle Repair, Isle Smooth, 4 Control Grooming Spray, Sit (Still) Shampoo, 2 Heal Conditioner

Information coat types

Combination

- Combination of long, silky coat and short smooth coat.
- Very short tight coat about face and front sides of legs, shorter coat on body and longer furnishings on undercarriage, rear sides of legs and tail.
- Longer coat has tendency to form mats and tangles if not brushed often enough.
- A wide range of temperatures can be tolerated.
- Seasonal shedding pattern depends on climate.
- During shedding, loose coat collects everywhere and clings to everything.

Double

- Coat is a combination of straight and short to moderate length. Outer guard coat is harsh to touch, while abundant soft down undercoat is thick and dense to protect dog in extreme weather conditions.
- Tendency to produce natural body oil that creates “doggie odor” in some dogs.
- A wide range of temperatures can be tolerated.
- A film can be felt if dog is dirty.
- Harsh coat sheds during typical shedding periods in cooler climates. Shedding can be profuse in areas that have seasonal climate changes.

Heavy

- A combination of long, thick, silky coat and limited amount of short, smooth coat.
- Longer coat has tendency to form severe mats and tangles if not brushed regularly.
- If not cared for, skin may become inflamed and/or infected due to lack of air circulation.
- Seasonal shedding patterns depends on climate.
- During shedding, loose coat collects everywhere and clings to everything

Silky

- These animals have a combination of long, silky coat as well as short, smooth coat on some parts of their bodies.
- Very short, tight coat about the face and on areas of the front sides of the legs, a shorter coat on the body and longer furnishings on the undercarriage and rear sides of the legs and tail.
- The longer coat has a tendency to form mats and tangles depending on how often the dog is brushed.
- This coat type will have a seasonal shedding pattern depending on the climate in which the dog lives.

Information coat types

Short

- Coat short, close to body and harsh. More dense than smooth coated.
- Tendency to produce natural body oil that creates “doggie odor” in some dogs.
- A wide range of weather conditions are tolerated.
- A film can be felt if dog is dirty.
- Harsh coat sheds during typical shedding periods in cooler climates.
- Guard coat clings and weaves into fabric.

Long

- Long coat over entire body, drop-coat type, considered non-shedding.
- Groomed to breed standard, long coats are left in natural state, with very little trimming. Pet owners often choose shorter, lower maintenance trims.
- Coat has tendency to form mats and tangles if not brushed regularly. If not properly cared for, mats and tangles may make shaving coat and starting over the only humane alternative.
- If left unattended, skin can become inflamed and/or infected due to poor air circulation.

Curly

- Soft, curly or wavy coat, considered non-shedding coat type.
- Coat has tendency to form mats and tangles if not brushed regularly – at least three times weekly, or unless the dog is kept in low maintenance trim style.
- Regular bathing and trimming required for coat to remain healthy and manageable.

Smooth

- Coat short, close to body. Hair over skin.
- Generally clean with few odor problems.
- Not well suited for extended exposure to weather without coats or jackets.
- Skin soft.
- Sensitive to harsh products, tools and/or equipment.
- Fine coat sheds.

Wire Coated

- Wiry guard hairs over entire body, with a soft sense undercoat. Combination.
- Longer guard coat can form mats and tangles if not bathed, brushed, or hand-stripped regularly.
- A wide range of temperatures can be tolerated.
- Minimal shedding when kept up.



ISLE OF **DOGS**[™]



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All Isle of Dogs products are proudly made in the **USA**,
with **USA** sourced ingredients.

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