

Make Masterpieces Out of Nightmares in Record Time!

Getting the Most from Best Shot's System

By Dave Campanella



PREFACE

Shedding and matting are top reasons pet parents seek professional grooming help. Traditional coat prep requires long hours of brushing, de-matting, de-tangling, and de-shedding well before any actual trimming and styling could occur.

All the repetitive physical body motion required produces muscle and mental fatigue, increasing the likelihood of injury to both groomer and pet. Carpal tunnel syndrome, frozen shoulder, neck/back pain, and getting bit are real hazards for groomers. Pets experience muscle strains, aggravated skin issues, fear, shock, and dryer seizures to name a few. Injury in the grooming profession is not a matter of "if"; but when, how often, and how severe. There's got to be a better way, right?

One must acknowledge that de-tangling is not magic or sorcery captured in a bottled for us to use. It's based on scientific method, research, and fact. Surprisingly Best Shot's 3-Step system was never meant originally to be used for detangling or shedding, but simply as a more reliable turnkey system to save time and effort for every breed and scenario.

We realize there's a barrage of claims out there, along with many tools and gimmicks. This clutter stems from many marketers being challenged with how to differentiate their brand. They often start out with a simple product/concept and make it appear magical, as if life can't exist without it. One brand may offer a single item that claims to do everything, while another brand touts everything under the sun for convenience sake. Sometimes their messages are misleading, or blatant malignant misinformation. That ends here!

Let's explain how to get the most from Best Shot's grooming system by understanding the Science behind it.

To effectively improve one's overall grooming process, it is important to recognize how each of its fundamental elements interacts with the other. Understanding **Basic Coat & Skin Physiology** and **How Shampoo Works** are critical for today's professionals.



Misunderstanding these elements makes for an up-hill struggle of trial and error, unnecessary physical or mental anguish, often ending with burn out. Mastering these two elements leads to fully balancing one's overall grooming environment including *Tools & Equipment*, *Methods & Techniques* and *Health & Safety*.

SPOILER ALERT

Closing lifted cuticle scales along each hair's shaft is the secret to safely mastering de-matting, de-tangling, and de-shedding while minimizing further hair damage

Manipulating these hair cuticles are also essential to proper coat maintenance, achieving coat manageability, and producing one's desired coat finish

To best explain, let's first consider what every groomer should know about pet skin and coat types.

The skin's sebaceous glands produce **sebum**, a naturally oily substance which protects the hair by coating cuticle scales to seal in moisture. For many breeds this is essential for waterproofing the coat, regulating body temperature, and protecting the skin. However, sebum acts as a virtual dirt magnet, attracting unwanted debris and oils.

Shampoo works by removing the sebum together with any debris it has accumulated. Regardless of how mild or harsh its detergency is, all the cuticles on the hair's shaft are exposed. Washing strips away the hairs protective sebum, along with any other added deposits. This is why one must remember to replace the sebum washed away during the bathing process with a spray-in leave-in conditioner.

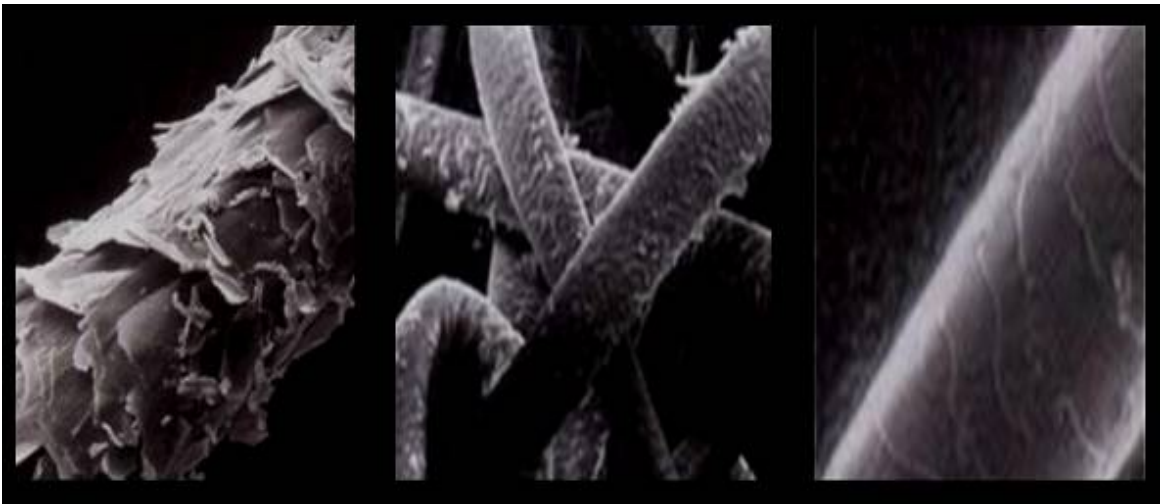
Hair and skin are **anionic**. That means they are negatively (-) charged by nature. As dry rough adjacent hairs rub against each other, there is a transfer of electrons produced by the negative hair charges repelling from each other. This explains how "fly-away" hair and static occur. Conversely, the cationic (+) surfactants in the conditioners one uses will bond to the anionic hair and skin.

Best Shot's comprehensive knowledge of this bond and experience with advanced conditioning technologies is what distinguishes it from other companies. It's what led to developing what is now the industry's preeminent grooming system. It also drives our on-going research for more desirable hair effects and future innovations.



Try taking into account each breeds **Porosity** type, as well as the **pH levels** for each product being used before ever lifting a brush to an animal. Breed hair types can be characterized as low, medium, or high porosity based on the degree to which their hair's cuticle scales lift over time and how well they retain moisture. Dry damaged hair has more open ragged cuticles, while healthy hair appearance has more closed cuticles.

Dry or damaged coats can trap shedding undercoat by trapping loose hairs leading to tangles and mats. The black and white imagery on the following page provides a sense of how open cuticles snag and hook like Velcro, fighting the groomer while brushing.



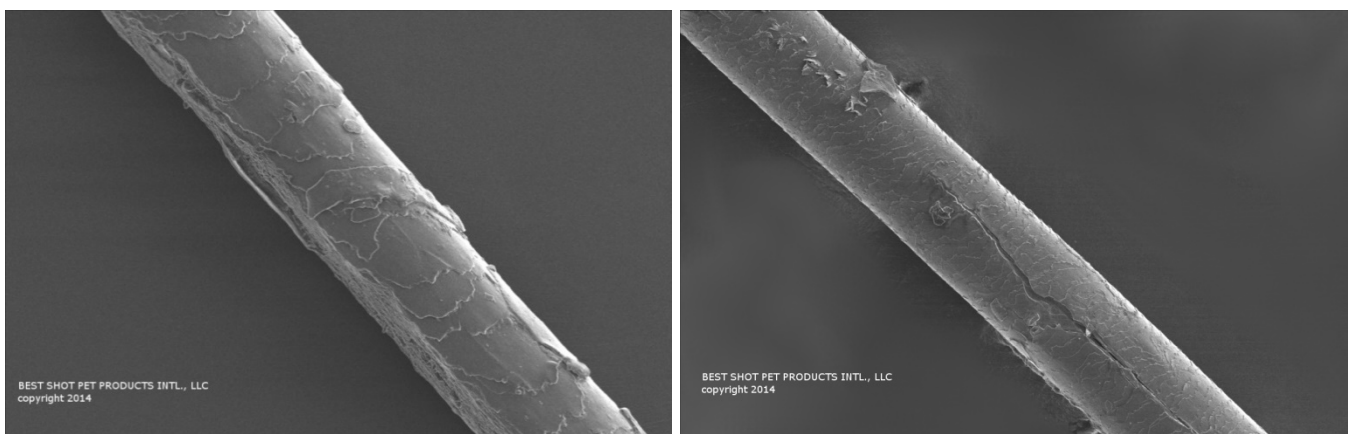
Shampoo and conditioner cannot literally feed or resuscitate pet hair, because HAIR IS NOT ALIVE! It's nothing more than dead protein, mainly keratin. However, products can be formulated to revive its current state, enhance its appearance, repair and postpone any damage. Shampoo and conditioners with acidic pH levels ranging from 4.0 to 6.5 notably close lifted cuticles, while those with alkaline pH of 8.0, 9.0, or more will notably lift cuticles.

Simply washing and rinsing with hot or warm water temporarily lifts cuticles, while rinsing with cold or cooler water temporarily closes cuticles. Please understand that the hair's cuticle scales don't exactly open and shut like a hinged door, but they can be treated effectively during the bathing process to a notable degree.

Did you know your tap water's pH can effect, even hinder your bathing results? Why not call your water utility to establish what its range is, or test the pH level you. Testing strips for pH are available online or at a pool supply store. As a professional, this is critical information to know.

Combing and brushing are the leading cause for coat damage

It begs the question as to why anyone would risk further damaging a pet's coat by pre-brushing, without pre-treating the hair first with products designed to repair and smooth lifted cuticles.



Best Shot mindfully engineers its products with state-of-the-art silicone and protein technology, producing advanced conditioning that...

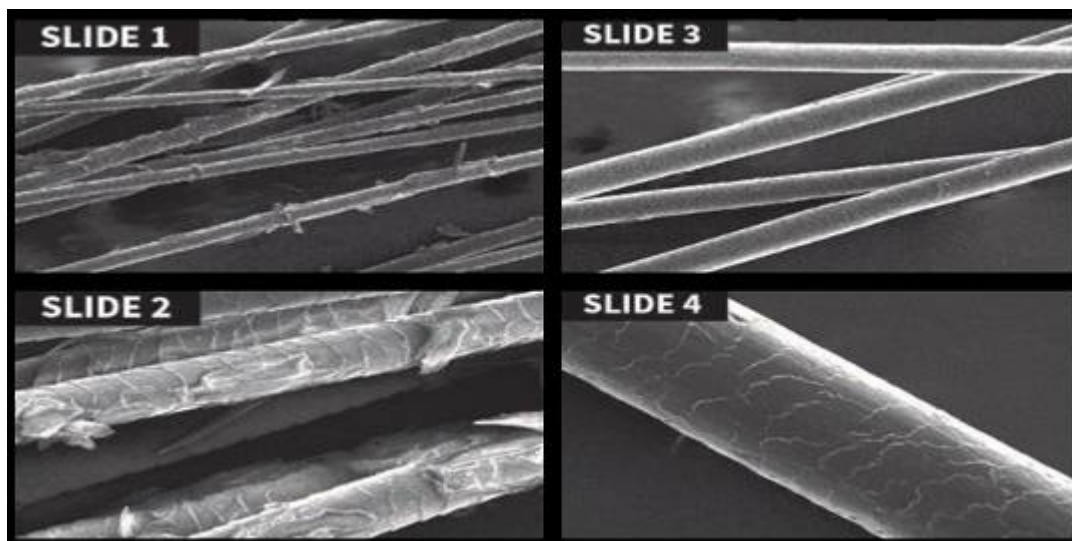
- Replace sebum washed away with a superior silicone that repels dirt and oil
- Rehydrate and bolster tensile strength, reducing further brush or tool damage
- Close (smooth) cuticle scales, which extends coat manageability
- Safely release tangles, minor mats, and trapped shedding
- Decrease drying time and reduce static
- Enable one's Force Dryer to be the brush, reducing coat damage and effort
- Lessen likelihood of irritation from detergents or other potential harsh ingredients
- Soothe, moisturize, and protect the skin

Bathe Before You Brush

3 Simple Steps

Now animals can go straight into the washtub. This method incorporates separate shampoo, conditioner, and finishing spray steps. Each phase of this bathing process bolsters tensile strength, repairs, further closing lifted cuticle scales, until finally sealing each hair strand with our Ultra Vitalizing Mist finishing spray. Groomers marvel at how coats safely release shedding undercoat in the tub, especially the high porosity hair of most double coated breeds. This means less stress for all, which is great news for groomers and pets!

The electron-microscopy images pictured illustrate how effective this practice is once the hair is treated and dried. We used Best Shot's Ultra Wash®, Ultra Plenish® and Ultra Vitalizing Mist® for this case study.



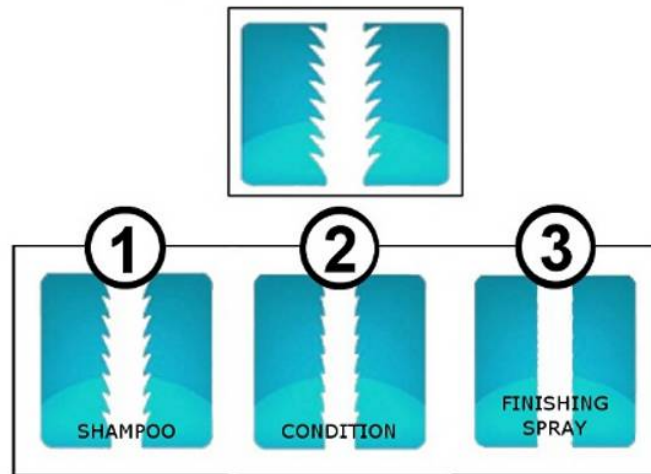
Slides 1 and **2** illustrate filthy damaged Newfoundland hair neglected for many months. Notice the open cuticles and heavy grime build-up. **Slide 3** shows how shampooing (*Step 1*) and conditioning (*Step 2*) repairs much of the damage, leaving the hair smooth and shiny. **Slide 4** shows what a difference (*Step 3*) treating with an amino silicone spray like Ultra Vitalizing Mist

now has, fully closing the cuticles, sealing and protecting the coat as the sebum was intended to do. Groomers who practice this comment on how coats appear full-bodied, comb easily, and stay more manageable for weeks.

However, some groomers continue to rely solely upon a conditioner or cream rinse for tangles, mats, and shedding. Still others rely totally on their de-tangling spray while vigorously pre-brushing. The main objection to pre-brushing is when the hair's cuticle scales are severely lifted; they risk being severed by one's grooming tools; further exposing the hair's inner cortex or fraying its ends. One must also acknowledge how water saturated hair becomes spongy and more prone to breakage when wet combing is being applied.

Therefore the secret behind adhering to Best Shot's 3-Step approach rests in how it mindfully and efficiently conditions the coat repeatedly; once each phase (*1 - shampoo, 2 - condition, and 3 - finishing spray*). This ensures the majority of the coat's hair strands are hydrated, bolstered in strength, smoothed over, and in effect sealed before drying. Think of this **progressive logic** as a **Close / Further Close / Totally Close** method.

3-Step Bathing Method



The HV Dryer Becomes Your Brush

After treating the coat with Best Shot following its progressive grooming logic, groomers now realize how it enables their HV Dryer to release more shedding undercoat than ever before. One can preferably use the dryer in place of a brush, leaving many coats virtually tangle and mat free. Shedding undercoat releases easily in the tub and as one dries now that lifted cuticles are closed.

Once completely dried, any lingering mats and tangles work out with significantly less effort and minimal damage to the coat. Think about that. You can effectively brush with "air" avoiding further tool damage. More cuticles are closed, so more shedding undercoat and matting is freely released with the force of the dryer rather than all that pulling or tearing with a brush or comb beforehand.

NOTE: Severely pelted coats are the result of serious neglect over time and have typically reached such a point where they can't be effectively treated or saved. Festering sores and skin conditions are commonly found lingering underneath the accumulation of felted matting which may require shearing down much of the coat.

However, many groomers find they can now save more of the coat adhering to Best Shot's 3-Step System and the method discussed above. Take for example a thick abundant coat Cocker Spaniel whose underbelly is severely pelted. The groomer now has the option of only removing the matted underbelly, while saving the skirt and legs using these methods. The client is now thrilled and the dog keeps its dignity. A win/win for sure!

CONCLUSION

As you further explore all that can be accomplished with Best Shot's grooming system, witness its effect on various coat types and grow in confidence. It's just a matter of time until you're ready to take on greater challenges never imagined doing. Remember it's important to progress at your own pace, and to be mindful of each pet's unique circumstances.

Best Shot's 3-Step Grooming System and methodology will forever change how you groom!

I leave you with some final thoughts...

Why reserve the best product only for the toughest challenges?
Why use a lesser product for routine ones?
Why work harder?

Try grooming smarter with Best Shot's **Coat Release Technology** on every pet you bathe. Witness firsthand how much time and effort is saved, not to mention the notable increase in productivity each day!

Apply your knowledge of pet hair physiology along with Best Shot's trusted chemistry and mastery of tough grooming challenges.

Soon you'll be Making Masterpieces in Record Time!

Dave Campanella is an informative and entertaining seminar speaker, contributing trade columnist and genuine grooming enthusiast. He is Best Shot Pet Products sales and marketing director and has over 30 years of pet industry knowledge and experience. He and his wife Tracy co-owned a full-service pet salon and self-wash in Ohio prior to relocating with Best Shot to Kentucky. Together they enjoy exhibiting at grooming shows, being industry ambassadors and showing their Kerry Blues, Lowland Polish Sheepdog, and Sammy.

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