

Examples of the medium coated breeds  
(Not a complete list)

Brussels Griffon  
Cairn Terrier  
Cavalier King Charles Spaniel  
Chesapeake Bay Retriever  
Cocker Spaniel  
German shepherd  
Bernese Mountain Dog  
Irish Wolfhound  
Old English Sheepdog  
Saint Bernard  
Scottish Terrier  
West Highland White Terrier  
Newfoundland  
Labrador Retriever  
Golden Retriever

Examples of Primitive Breeds  
(Not a complete list)

Siberian Husky  
Chow Chow  
Schipperke  
Malamute  
Samoyed  
Keeshond

## The Medium Coat

Most pets fall into the medium or natural coated category. These types of animals have one primary hair and up to 12 secondary hairs in each follicle. Primitive breeds also have a tertiary hair which causes a thick barrier near the skin to protect against extreme environments. These are the types of coats that shed heavily due to the changes in the length of the days. June 21 and December 21 are the peak shedding days of the year. Shedding starts at the back of the animal and continues to the front until the coat is ready for the new season. This type of coat needs vitamins and hydration through all the layers. The natural coat is wondrous in it's ability to keep the animal cool and warm according to the environment. Each hair is attached to a muscle that will expand and contract giving the skin more or less ventilation as needed. These types of coats should never be shaved as shaving will disrupt the pet's ability to regulate body temperature, leave the skin unprotected against UVA/B rays, remove the hairs essential to the maintenance of natural oils and leave the skin without a barrier against pollution, toxins and allergens. It is always best to keep this type of coat free of excess undercoat and mats so that the pet receives maximum protection therefore, maximum skin health. These products form a complete skin care regimen for the medium coated pet with no issues.

Banana Shampoo  
Banana Conditioner  
PEK Conditioner  
Puppy Don't Cry Bar  
Gloss  
Eye Cleaner

## Ear Cleaner

The best brushes for your medium coated pet are a slicker brush and a metal comb. Do you ever wonder why your pet starts to smell bad 1 or 2 days after a bath? This usually means that the natural oils that were shampooed away were not replaced by a conditioner and the sebaceous glands are overproducing to try and protect the delicate skin. This is the reason it is always best to use a conditioner after shampooing. This will keep the glands in the skin from overreacting and the dog will smell nice for an extended period of time.

### **How to bathe the Medium coated pet**

Mammal skin renews itself every 21 to 28 days. This is the proper interval in which to bathe your pet.

Using warm water, wet your pet friend thoroughly and apply enough shampoo to lather.

Iv San Bernard Banana Shampoo can be diluted with clean water 1:3 in a clean squeeze bottle if it is more convenient. Massage the shampoo into the coat being careful not to go against the grain of the hair. This will stimulate the glands in the skin and cause them to overproduce oil that can make the pet even more smelly. Always be sure to wash the belly, armpits and feet very well, these are places that have a greater number of oil producing glands. If your pet has wrinkles or folds around the face, use the Puppy Don't Cry bar to wash the face and folds. After the entire pet is lathered, let rest a minute or two then rinse well.

Apply Iv San Bernard Banana Conditioner to the entire coat. Be sure to apply conditioner to the face, belly and feet. If the skin and/or hair is very dry, you may mix a small amount of PEK (Tablespoon to 1/2 cup depending on how large your pet is)

directly into the conditioner before you put it on your pet. Let the conditioner rest on the pet for a minute or two, using the slicker brush the conditioner through the coat to loosen the shedding hair then rinse well.

Towel dry your pet friend making sure you do not go against the grain of the hair. When the pet is damp to dry, this is the perfect time to use the slicker brush and comb to remove tangles and loose undercoat.

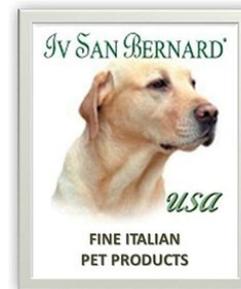
After the pet is dry spray with a light coat of Gloss.

Use a cotton ball damp with eye cleaner to wipe your pets eyes. Use a cotton ball damp with ear cleaner to wipe the folds inside the pets ears.

Every few days the slicker brush can be used to brush dirt and dust from the coat and keep the oils spread throughout.

Nails should be clipped once every 3 to 4 weeks.

Iv San Bernard products improve the health of your pet's skin and coat and can be used daily or weekly without stripping the natural oil away and are 90% biodegradable.



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