

IV San Bernard Product Instructions
(exclusively for North American climate and conditions)

Shampoos and Balsams (conditioners)

- **Dilution for all shampoos can go from Pure to 1:5 and Balsams Pure-1:3**
- **How to Prepare:** Use a gallon jug. Fill a little more than ¾ full with warm water, then add shampoo. This should equal 5 parts water for 1 part shampoo. Shake well. For easy use, transfer pre mix into a spreader bottle.

Product	For use on	Dilution	Special Instructions
<i>Shampoos</i>			
Lemon Shampoo	Short Hair (Examples: Pugs, Bulldogs, Boxers, Chihuahuas, etc.)	Pure - 1:5	Wet, distribute product evenly. Rinse. Follow with Lemon Balsam.
Banana Shampoo	Medium, Natural coated (Ex: Labs, Cats, Goldens, Sheherds, etc.)	Pure - 1:5	Wet, distribute product evenly. Rinse. Follow up with Banana Balsam
Green Apple Shampoo	Long Hair (Ex: Shih-tzu, Havanese, Bichon, Afghan, Briard, Poodle, etc)	Pure - 1:5	Wet, distribute product evenly. Rinse. Follow up with Green Apple Balsam.
Green Tomato Shampoo	Older Dogs & Cats	Pure - 1:5	Wet, distribute product evenly. Rinse. Follow up with Green Tomato Balsam.
Talc Shampoo	Puppies & Kittens	Pure - 1:5	Wet, distribute product evenly. Rinse. Follow up with Talc Balsam.
<i>Balsams</i>			
Lemon Balsam	Short Hair	Pure - 1:3	For use after shampoo. Distribute evenly. Rinse until water runs clear.
Banana Balsam	Medium, Natural coated	Pure - 1:3	Same as above
Green Apple Balsam	Long Hair	Pure - 1:3	Same as above
Green Tomato Balsam	Older Dogs & Cats	Pure - 1:3	Same as above
Talc Balsam	Puppies & Kittens	Pure - 1:3	Same as above

- *Balsams **must always be used** after each shampoo. Otherwise, the sweat gland (sebaceous gland) goes into overproduction and the dog's skin can become greasy, dry and irritated and/or smelly.*
- ***Tip:** Make sure the animal is thoroughly cleansed, take the time to brush him through with a bath brush during the shampoo stage. This will help get out those stubborn tangles and matts.*

For Questions or comments call Iv San Bernard at:

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Specialty Shampoos and Conditioners

* Always follow all shampoos with proper balsam. See balsam Section for proper type.
See Shampoo section for premix instructions (at the top)

Product	Purpose	Dilution	Special Instructions
Peppermint Shampoo	To refresh, mild flea repellent (especially good for natural coated breeds)	1:5	Wash, leave on for 1-5 minutes (time to brush through) Rinse. Follow up with proper balsam.
KS Anti Odor Shampoo	For stinky dogs. Can eliminate odor molecules for up to 30 days.	1:5	Spread evenly, leave on for up to 5 minutes. Follow up with proper balsam. (See Balsam section) For a severely stinky dog, wash first with regular breed type ISB shampoo than use KS and Balsam .
Omar Canif Shampoo	Flea repellent without chemicals	1:5	Spread evenly, leave on for 5 minutes. Rinse. Follow with proper Balsam.
Cristal Clean Shampoo (See Tip no. 1 below)	Deoxidizing shampoo for use on white, black and silver or gray dogs. Eliminates yellow staining.	1:5	Spread evenly, leave on for 1-5 minutes. Rinse. Follow up with proper balsam.
Silver Clean Lotion	To be added to Cristal Clean Shampoo for double whitening effect.	Add 1 tsp to your Cristal Clean pre-mixed shampoo.	Use Shampoo method and follow with proper balsam.
Purifying Shampoo (Use with Purifying Mask) (See Tip no. 2 below)	Detoxifying shampoo, can be used on all breeds. Great for nervous, stressed dogs and dogs with sensitive skin.	1:4 *Can also be used pure for extra detoxifying, relaxing treatment	Wet coat. Spread Purifying shampoo. Leave on for approx 5 minutes. Massage skin and brush through. Follow up with Mask or Balsam.
Purifying mask (Use with Purifying Shampoo)	Detoxifying Conditioner	1:4 or use pure for extra conditioning	After shampooing (Purifying or other) add the Mask and let stand for a few minutes. Rinse well.

- **Tip no. 1: Always wash** with Purifying Shampoo prior to using Cristal Clean if dog has been in contact with **bleaching agents** such as chlorine, peroxide, pool water, floor products, etc. Otherwise bluing effect may occur. This also applies when using the Color Reinforce Blue (Azzurro).
- **Tip no. 2: The Purifying treatment** can be given in a **one step process** by adding the mask at the same time (premix in a bottle as with the Purifying shampoo and add on). Massage and brush through to allow the treatment to detoxify and relax the dog. Rinse well and dry.

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Specialty Products

Products	Purpose	Dilution	Special Instructions
K101 Detangler (Made from avocado oil)	Dematting or restructuring damaged hair	<p>For Severe matts: use pure. Massage into matts before the bath.</p> <p>Dematting: Premix in spray bottle 1:50 (with water). Shake well. Use before the bath to help loosen tangles.</p> <p>Light Dematting: 1:90 with water. This spritz can be used after the bath if you still have tangles (use as a mist)</p> <p>Damaged Hair: Add 1/2 tsp of K101 to your shampoo premix to help restore damaged hair (as well, it can help loosen matts)</p>	<p>-Use K101 before the bath. Use spray mix (1:90) to spritz all dogs when they come in (this will help loosen tangles). The product is greasy and should be washed out. -Use Pure on very bad tangles and matts. Let the product sit for 1 hour or more. In severe cases, it may be wise to put the treatment on and leave overnight. Have your clients come back the next day.</p>
KE Shampoo- Oil, no Oil	To remove oily residue.(Good for greasy Cockers!) Use in conjunction with K101	1:4	Pre-mix, spread evenly (make sure to massage well into greasy ears matts treated with K101) Rinse. Follow up with proper Balsam.
Pek Conditioner (over 60% vegetal and marine collagen)	For dematting, conditioning or to reduce static electricity	<p>For conditioning: Add ½ tsp to Balsam</p> <p>For dematting: Use pure and work into matts (before bath)</p> <p>Anti-Static and finishing spritz or for light dematting: premix with water in spray bottle (1 tsp)</p>	Use pre-bath to help remove matts, add to balsam to condition and spritz after drying to reduce static electricity.

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Specialty Products (cont.)

Diamonds Soap Bar (contains ½ liter Cristal Clean Sh. and Silver Clean Lotion)	Removes Yellow Stains from white coats.	To be applied directly to beards, under eyes and feet	Wet the area, use bar to rub into area). Leave on for a few minutes. Rinse thoroughly. For severe staining repeated treatments may be needed.
Puppy Don't Cry Soap Bar	Tearless soap bar. Great for puppies. Good for use on eye area, folds of face (sharpie) and feet. Good for spot cleaning.	To be applied directly	Wet area, rub in gently. Rinse well. For spot cleaning, take damp cloth to wipe off cleansed area.
Sil Plus (Miracle Sealer and skin protector)	Ph Balancer and skin Protector	Use pure or mix into Shampoo	For Ph Balancing: Add 2-3 squirts to shampoo For protecting skin (great for bathers to seal in moisture): Spread 2-3 squirts on hands, arms and elbows. For dogs' pads, nose, tips of ears: 1-2 squirts and rub into area
Mink Oil	For dogs with dull or dry hair (protects, imparts sheen and brings out highlights)	Add 6-8 drops into premix shampoo or balsam Add 10 drops or more to spray bottle (with water)	Use in Shampoo or Conditioner or use as finishing spritz to impart sheen
Gloss	For final groom. Provide the coat with gloss and shine. A little goes a long way.	Spritz onto brush (using directly on coat may cause greasiness)	Spray Boar's hair brush (or other finishing brush) lightly before final brush thru. Will make coat shiny.
Essentials Conditioner	Reduces fly-aways, makes brushing and dematting easier	Spray on directly	Spray on directly (10-12 inches away), brush through.

- Tip: *For a universal (and economical) finishing spray that nourishes, protects and imparts a nice sheen:* Take Spray Bottle, fill with warm water, add 6-10 drops of Mink Oil, 2-3 squirts of Sil Plus and a tiny capful of Gloss.

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Therapeutic Mineral Line

Product	Purpose	Dilution	Special Instructions
Mineral Plus Crème Shampoo	Reduces Inflammation, kills bacteria, cleans open sores. Use on dogs with allergies. (Follow up with Lotions)	1:4 Can also use pure (1/2 tbsp) directly on open sores, on irritated skin and inflammation	Spread well. Let stand for 5-10 minutes. Rinse, follow up with proper Balsam or use Purifying Mask for severely sensitive skin.
Mineral H Shampoo	Healing shampoo. Good for hot spots, to stimulate hair growth and cell rejuvenation. (Follow Up with Vit. H Lotion)	1:4 Use pure on hair loss areas and hot spots	Massage into coat. Let stand for 5-10 minutes. Rinse, follow up with proper Balsam or use Purifying Mask for extra sensitive skin.
Lotions			
Oligo Elements	Stimulates skin's natural defense system to help inflammation and irritation. Will also reinforce hair structure.	Use Pure Pour a few drops on cotton ball (Use when coat is dry)	Rub on affected area to stimulate defense system or over coat to reinforce hair structure. Use after Mineral Plus Crème Shampoo
Mineral plus Anti-itch	Eliminates bacteria, reduces redness and inflammation. Eases itching. Excellent for hotspots and insect bites	Use Pure Pour a few drops on cotton ball (Use when coat is dry)	Rub on affected area to reduce itching and redness. For use after Mineral Plus Crème Shampoo Recommended: 1-2 times a week, for 5-6 weeks.
Vitamin H Lotion	Protects Skin and Hair, stimulates hair growth and shedding, clears clogged pores	Use Pure Pour a few drops on cotton ball (Use when coat is dry)	Rub onto skin, after coat is dried. For use after Mineral H Shampoo. Recommended treatment: 1-2 times a week for 5-6 weeks.
Mineral H Reinforce Lotion	To strengthen skin and coat	Use Pure A few drops on cotton ball	Use after coat is dry in conjunction with Mineral H Shampoo to rebuild coat. Recommended: 1-2 times a week for 5-6 weeks.

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Mineral Complexes (6 Vials) For sale to clients for home treatments	Mineral Treatments in vial form.	Use Pure Pour onto cotton ball	Use in conjunction with proper Shampoo and Balsam. Use when coat is dried. Sell to your clients for home treatments..
Vitamin H Vials	Hair regrowth	“	“
Oligo Elements Vials	Strengthening coat	“	“
Anti-Itch Lotion Vials	Inflammation and itching	“	“

Color Reinforce Pigments

- Color Pigments are natural pigments (they are not dyes) that revitalize color of an animal's coat.
- Pigmentation is in the inner layer of the hair (cortex). Pigmentation fades due to factors such as sun, age, shaving-down a coat, etc.
- You can mix the colors together (ex. 6 drops of golden with 6 drops of copper for a Golden with red highlights)

Product	Purpose	Dilution (instructions)	Special Instructions
Color reinforce	To revitalize color.	Small Dogs: 6 drops into shampoo or balsam Medium dogs: 12 drops into shampoo or balsam Large dogs: 18 drops into shampoo or balsam	Pre-mix into shampoo or balsam. Never use pure. Add # of drops (according to size of dog)
Copper	Ex. Irish setters, Apricot Poodles, Airedales, German Shepherds, Yorkshire terriers, etc.	According to size	Pre-mix into Shampoo or balsam. Spread evenly. Leave on 3-5 min. Rinse well.
Golden	Ex. Golden Retrievers, Cockers spaniels, Pugs, etc.	According to size	Follow above Instructions
Straw Blond	Ex. Soft coated wheaten, golden retrievers	According to size	Follow above Instructions
Blue (Azzurro) (See Tip no. 3 below)	Kerry Blue terrier, Black Poodle, Schnauzer, Bichon, Maltese, etc.	According to size	Follow above Instructions.

- **Tip no. 3: Always wash** with Purifying Shampoo prior to using Color Reinforce Blue (Azzurro) if dog has been in contact with **bleaching agents** such as chlorine, peroxide, pool water, floor products, etc. Otherwise bluing effect may occur. This also applies when using the Cristal Clean Shampoo.

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