

Smart Choice is an all natural, water based, vitamin and mineral enriched product to help you clean, de-odorize, and de-matt your pets. It is non-toxic and can be safely used on any animal including cats, kittens and puppies.

Tools needed: Steel comb, towel, slicker brush or rake and Smart Choice.

Smart Choice dissolves the dirt on the hair shaft and when rubbed with a bath towel, it will remove that dirt.

**1. De-matting:** Saturate mats at the base of the mat next to the good hair. Leave in for several minutes then come back and spread mats apart with your fingers. Start combing and watch the mats comb out!! You can also saturate the mats (next to the good hair) and turn on the high velocity dryer and BLOW the mats out!! You no longer have to cut the mats out, thus saving the hair coat in the process. For mats caused by burrs, spray the burrs well and comb them out. They will slide right off the hair shaft and won't need to be cut out. You will again, be saving the hair coat.

2. Send your customer home with a bottle of Smart Choice to clean up pets between baths by misting Smart Choice into the coat and towel dry. The towel picks up the dirt dust and dander in the coat and removes it from your pet. Keep a bottle and towel by the back door and catch them as they come in the door to clean them up before they hit the furniture. Brush the pet out when they are dry. They will return to the groom shop in much better shape and be tangle free!!

3. After de-matting and bathing, mist Smart Choice into the hair coat and blow dry. The hair dries much quicker and the hair will brush out without tangling.

4. Use Smart Choice as a finishing spray to help control "fly away" static hair. Smart Choice will help protect the hair from dirt dust and dander which causes the hair to mat. The vitamins in Smart Choice help condition dry flakey skin and leave the coat clean and shiny. The massaging with the towel removes the dirt and dry flakey skin, but it also stimulates the blood flow to the skin releasing the natural oils back into the hair coat. When animals are bathed too often you remove their natural oils leaving them open for hot spots and skin infections.

The pet will be so much happier because Smart Choice has removed the tangle and mats and left the coat clean, shiny and healthy.

**Pam Anderson** - I have groomed dogs for 37 years. I live in a rural area where farm dogs and active pets are my clientele.

**Smart Choice** has helped me keep these active animals in top coat condition with less stress to the animal because comb out and de-matting is so much easier with **Smart Choice**. I also raise miniature Show Poodles and use the **Smart Choice** at shows to remove the hair spray and condition the coat in preparation for the show ring. **Smart Choice** just makes my job easier!