Pure Paws Explains Methods For Improving A White Coat

www.PurePaws.net
How do you get a champion white coat?

Keeping a white coat white on a dog can be a challenge. Care must be taken in your grooming technique because stripping a coat of its color can dry out the coat. Knowing the right technique can avoid long-term damage. To know what method and products are the best choice, you must understand what each product’s main ingredient does and the type of coat you will be grooming.

The coat gets it’s natural color from a type of pigment called melanin. The formation of melanin begins before birth and the color is determined by the distribution, type and amount of melanin in the middle layer of the hair shaft or cortex. A white coat is simply hair shafts that’s cortex is absent of melanin. These white hair shafts unfortunately are more porous and stain more easily than those with color. White hair shafts easily absorb chemicals from the environment such as smoke, urine and pollution which can give it a yellow tint. White hair shafts also are often more dehydrated because they are porous and lack melanin. It is important to condition because of the nature of the coat’s porosity and lack of melanin in a white code. Since white coats it lacks pigment it is also less reflective, making it look dull and lifeless. For this reason, it is important to condition.

Texture of coat and amount of white will determine the best method and product for improving a white coat. It is impossible to make a generalized recommendation for each breed, because there are variations of coat types even within the same breed.

A dog’s white coat can take on a dingy yellow appearance from many causes. Urine, eye stains, food, environmental pollutants and even products can cause the coat to yellow. Some stains will be impossible to eliminate without damaging the coat, but with the use of Pure Paws products it will improve the coat’s appearance and continued use will allow for new growth to stay white.
How Do We See White

The color of anything depends on the type of light sent to our eyes; light is necessary if we are to have any perception of color at all. An object is “colored” because of the light it reflects - all other colors are absorbed into that specific object.

White light from the sun contains all of the possible color variations. Or in other words, all of the light spectrum. We are capable of seeing color because our eyes have light and color-sensitive receptors called rods and cones. The rods are receptive to amounts of light and the cones are sensitive to colors. Being able to see color is a sensation and not all people perceive color in exactly the same way, as each person’s rods and cones vary.

Understanding this concept of how color is created. We then can understand how we can manipulate colors to make them appear whiter.

Pure Paws has created products that can manipulate white to appear even whiter and even make colors appear richer. With the use of Enzymes, Bluing and Optical Brighteners; Pure Paws can get the whitest white possible.

We hope this brochure will help you decide what will work best for you.
Enzymes

Enzymes are the tools of nature. They can whiten and clean without harming the environment or ourselves. Using enzymes is a safe method for cleaning and a great alternative to harmful cleaning agents. Since they are a part of nature, they are fully biodegradable.

Enzymes are biological catalyst or assistants. Enzymes consist of various types of proteins that work to drive the chemical reaction required for a specific action.

Pure Paws uses enzymes to bring to you a safe deep cleaning product that work on environmental pollutants, products, urine, saliva, tears and even minerals in the water.

How an Enzyme Works

Enzyme \rightarrow Substrate \rightarrow Product

The Enzyme Searches for Substrates in the area. The substrate is the biological molecule that the enzyme will work on.

The Enzyme grabs the Substrate and then changes it into something New.

The Enzyme then Releases the Product To be rinsed away. The Enzyme then looks for more.
Pure Paws Factor Zero is an Enzymatic and Clarifying Shampoo. A gentle but powerful shampoo with an enzymatic cleaning agent that will deep clean and actually work to remove yellow stains from your dog’s coat. It is the enzyme in this shampoo that will actually work to remove stains caused by proteins such as those found in urine, saliva and tears. It will also remove any mineral deposits from the hair as well as the proteins.

Pure Paws Factor Zero is formulated to work to eliminate proteins, all products and environmental pollutants from the coat. It will give a fresh clean start to your grooming.

*This product should always be followed by a second bath with a shampoo and conditioner from one of our Pure Paws lines. Remember conditioning is important to avoid drying out the coat.
Bluing agents can be used to color correct an off-white or yellow coat. Since Blue and Yellow are complementary colors in the subtractive color model of color perception; adding a trace of blue color to a slightly off-white coat, will make the coat appear whiter.

Color is our perception of a surface when white light is reflected. When bluing is added it creates an optical illusion and tricks the eyes to perceive the color to be white. White is perceived when all colors of the light spectrum are present.

Pure Paws uses bluing pigment which causes an “optical illusion brightener” in the blue or purple range to remain attached to the coat’s hairs to more effectively reflect the light. The bluing also works to remove some light yellow stains from the coat.

**How We Precieve Color**

Three Basic Colors of the Light Spectrum

*Blue*  
*Red*  
*Green*

White  
Yellow

By superimposing all three basic colors in equal amounts we get a spectral profile with energy distributed more or less uniformly over the whole visible spectrum, so it is perceived as white.
Pure Paws White Magic Shampoo &
Pure Paws Sealer Magic Conditioner
Whitening Ingredient: Bluing

Pure Paws White Magic Shampoo works by using bluing agents to color correct the coat. Adding a trace of blue color to an off-white coat will usually make the coat appear whiter. It will not affect the other colors on the coat.

When using this shampoo, care must be taken in the application. The first step is to make a solution of 8 parts water to 1 part shampoo. Wet coat thoroughly and apply the solution to the coat and massage into coat. With the dilution rate listed above, the bubbles should be white. If the bubbles are blue, the solution is too strong and you could have a blue coat.

Thoroughly rinse out the shampoo. After the application of the White Magic Shampoo the coat MUST then be conditioned. We recommend using Pure Paws Sealer Magic Conditioner. Follow the directions on the bottle for application. This will seal in the White Magic and and seal out stains.

*Please Note: It is very important to condition after the use of White Magic. If the conditioner step is skipped, you may find that the coat will be dry.

Bluing Accidents: If you find that you did not dilute the shampoo as directed and your coat looks a bit blue - Do Not Panic. It is easily washed out with several shampoos. Using the Factor Zero helps to reduce the amount of shampoos, but it will still take a few shampoos to get the blue out of the coat. Be sure to condition after your shampoos to moisturize the coat.
Optical Brighteners

Optical Brighteners absorb light in the ultraviolet spectrum and re-emit light in the blue region; creating whiter whites and deeper richer colors on the coat.

The type of optical brighteners used in Pure Paws products are microscopic optical brighteners. These tiny crystals help reflect back the base color that is already present in the coat. This allows the user to use our products on multicolored coats without worry. It will enhance and deepen the colors, giving them depth and richness while making the white appear whiter.

Pure Paws Optical Brighteners is not a color or bluing agent.

Optical Brighteners are safe to use on all colors.
Pure Paws
Brightening Shampoo

Whitening Ingredient – Optical Brighteners

Pure Paws Brightening Shampoo works by shampooing in Optical Brighteners into the coat. You can use this product with all colors with confidence. This is a great option for multi-colored coats as it will enhance and deepen the colors giving them depth and richness while making the whites appear whiter.

CH TAHARI’S TO WILD TO BE SERIOUS
Owned By: Linda Cayton, DeeAnn Ying, Frank DePaulo
Bred By: Frank DePaulo, John Mohr
Photographer: Lisa Croft-Elliott
Pure Paws No Rinse Shampoo

Whitening Ingredient: Optical Brighteners

Pure Paws No Rinse Shampoo is the “must have” product for your grooming box. This product is safe to use on all coats. It has no purple color and its Odor Inhibitors active ingredient is a concentrated compound that works on “contact” to entrap malodor molecules. This ingredient surrounds odors and permanently encapsulates them, it does not just cover-up the odor.

The great thing about Pure Paws No Rinse Shampoo is that it contains Optical Brighteners. These optical brighteners will work to whiten the whites and enhance the other colors on the coat; while working to clean the coat when you are not able to shampoo.
Pure Paws Terrier Touch Self Rinse
Whitening Ingredient – Optical Brighteners

Pure Paws Terrier Touch Self Rinse whitens white and deepens color with the use of its Optical Brighteners. The Optical Brighteners when applied to the coat reflects the light and absorbs more of the light spectrum. White is optically achieved by absorbing all of the colors of the light spectrum. Colors are enhanced by making them appear to have more depth and a richer color.

Pure Paws Terrier Touch Self Rinse is safe to use on all coats. It will not soften the coat while cleansing and deodorizing the coat. Pure Paws Terrier Touch Odor Inhibitor is an active ingredient that is a concentrated compound that works on “contact” to entrap malodor molecules. This ingredient surrounds odors and permanently encapsulates them, it does not just cover-up the odor.

Hint:
• TRAVEL - Use Pure Paws Terrier Touch Self Rinse or No Rinse to clean your crates. It is really great when you are traveling and you have accidents. When you use the Terrier Touch Self Rinse or No Rinse, the foul odors will be eliminated and make the rest of your trip more pleasant!

Pure Paws uses an odor inhibitor that is an active ingredient that is a concentrated compound that works on “contact” to entrap malodor molecules and not just cover them up.
Pure Paws Inc. is dedicated in providing the most innovative products; to give optimum results for your best friend. Only the best ingredients are utilized to get the best results possible. The shampoos and conditioners are formulated to provide results that new users will see immediately and with long term use, the user will be rewarded with a healthy amazing looking coat and easier faster grooming times.

Pure Paws' goal is to help everyone, from the beginner to the professional, achieve success in getting a “Best in Show” coat. Grooming videos for “show grooming” to “pet grooming” have been developed to educate everyone about what products to use and best techniques to achieve success.

Since the founding of Pure Paws Inc in 2000, the Pure Paws line has increased with the help of many handlers and breeders. Pure Paws would like to thank everyone who has helped make Pure Paws a success all over the world. Pure Paws promises to continue researching and developing new products to help everyone achieve the most amazing results.

Remember: Best Ingredients = Best Results

Pure Paws Inc.
106 Village Circle
San Antonio, TX USA
210-979-9600
info@purepaws.net

www.facebook.com/PurePaws
www.YouTube.com/PurePawInc
www.twitter.com/PurePawsInc
www.Pinterest.com/PurePaws

Arlene Muzquiz
CEO & Developer