

The invisible straitjacket

only YOU can help your best friend never to wear



Tangles

can be painlessly removed with conditioner & careful combing.



Matts form because of coat neglect (or mismanagement). There is NO other reason.

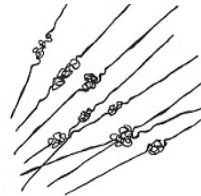
The ONLY way to prevent tangles, knots & matts from forming is to brush your pet's coat. Properly. Regularly. A comb is the most effective tool.

Particular attention should be paid to legs, feet, undercarriage, armpits, ears, collar & chest areas, tail, cheeks & genital areas. Any part of your pet's coat that repeatedly gets wet & dries naturally is very likely to matt up if not combed out daily.

Knots

can be painlessly removed with conditioner & very careful unpicking with a comb.

A groomer can painlessly dematt a moderately knotted coat with specialist techniques & products.



Debris can lodge in knots, making your pet's coat unhygienic.

Spiky or jaggy plant matter, food, small objects, urine & faecal matter adhere to the coat. If not removed they are locked in the knots.

Incorrect bathing, drying & superficial brushing will tighten the coat. A matted coat cannot function effectively to thermoregulate your pet.

Matting

Matting release is a specialised task best left to a skilled groomer, who can safely & painlessly remove the neglected coat.



The loose & dead hair in your pet's coat is no longer able to moult naturally.

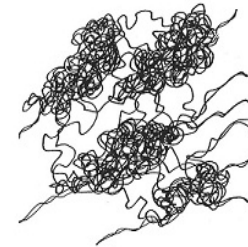
The matting packs progressively closer to your pet's skin. It pulls tighter together, making it uncomfortable for your pet to move about normally.

Bacteria thrives in this moist, warm environment, increasing the risk of infection. The matts can harbour parasites. Organic debris trapped in the matting may smell unpleasant.

Severe matting

Clipper blades can only pass underneath matting.

It is **NOT** possible to clip through matting.



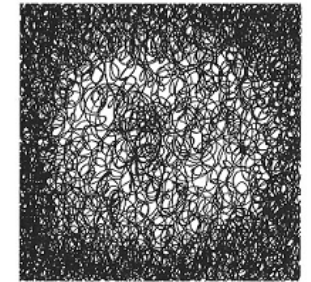
Even after weeks of neglect, your pet's coat may simply look "untidy".

The pelted fleece is forming close to the skin, hidden beneath the surface of the coat.

The coat is no longer be to dry out completely, increasing the risk of hair & skin rotting. Matting can impede blood supply to the skin. The discomfort may cause your pet to chew or scratch itself.



Pelted fleece



How would you feel if your best friend ALLOWED this to happen to you?

Matting is a welfare issue.

Please be responsible about managing your pet's coat.

Grooming is for EVERY dog.