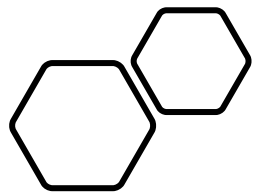


**PRO** GROOMERS



1- ¿**What** is PSH: Pet skin healthcare?

2- ¿**Why** PSH?

3- ¿**How?** New 2023 Packaging.

4- ¿**Which** are for skin & hair care?

5- ¿**When** to recommend?

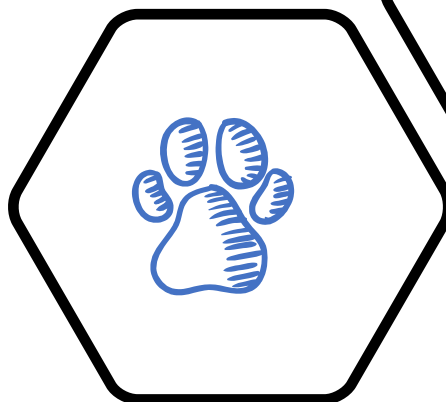
6- MKT & Sales **tools**



Founded by Miguel Ángel Soler, a chemical engineer specialized in cosmetics, at PSH we owe our know-how to **more than 60 years of experience in specialized formulation.**

We cover the entire spectrum of professional and home dermal solutions through **formulations developed by specialist pharmacists.**

**Reknowned veterinary dermatologists** in the sector support our developments.



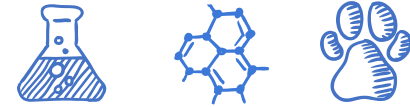
# PSH ¿What? Products formulated by professionals (veterinarians, pharmacist & groomers) to care and protect skin hare care

PSH manufactures under the Spanish ministry of health, which has the **highest quality controls**. That is the reason why we **guarantee** that not only our manufacturing process but our raw material stock **fulfill the regulations**.

Our **formulations** are develop by **pharmacist** and tested by **veterinarians** with a dermatology degree, that confirm our **products efficacy**.

As **manufacturers** we could offer a **global solution** to all your pet needs.

**01** **QUALITY CONTROL**  
Fulfill the Health ministry standards



**02** **PROFESSIONAL TESTED FORMULATIONS**  
360° treatments



**03** **PROFESSIONAL SOLUTIONS**  
Home use products



# PSH ¿Why?:



## Product characteristics:



ECO FRIENDLY  
COSMETICS

Coral free, all the shampoos are rinsed with water that ends on the ocean, so that our formulas are developed with ingredients that protect our oceans coral.



HYPOALLERGENIC  
PARFUM

All our products essences are natural. Thanks to this we avoid including chemicals that cause allergies.



KATHON  
FREE

Our formulas are Kathon free (is a preservative) that causes allergies and some severe cases of dermatitis.



PARABENS  
FREE

We are a paraben free formulation company. These are causing skin problems.



SILICON  
FREE

We avoid the silicon formulations, because it had been demonstrated to hinder the hair oxigenation, damaging cuticle and drying it out. Which causes dehydration.



COLORANT  
FREE

Free of colouring agents in our formulas, the colours come from the raw material ingredients we use.



100%  
VEGAN

Don't use animal origin ingredients. Our components are all vegetal.

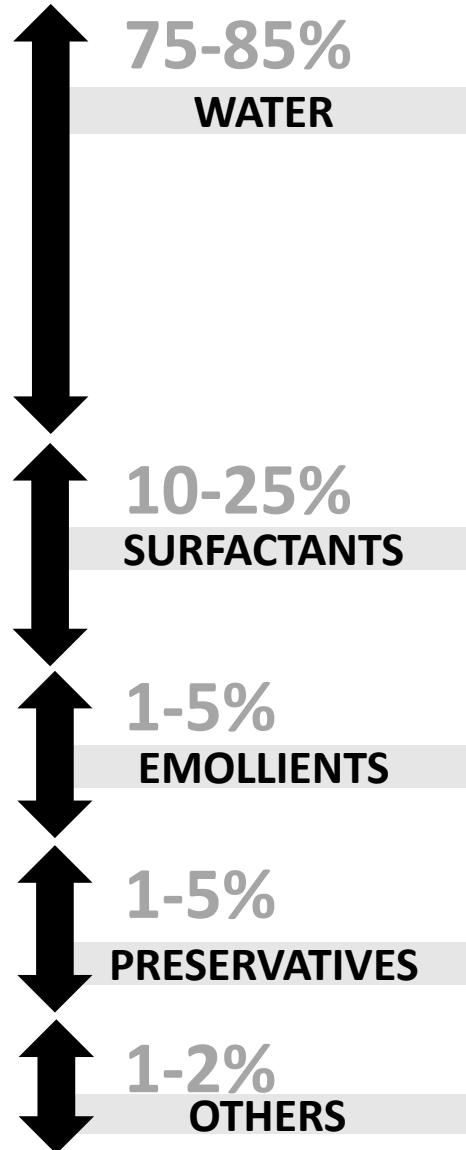


NOT TESTED  
ON ANIMALS

Of course we do not test on animals.

## BEFORE WE BEGIN...

## WHAT REALLY IS A SHAMPOO



**NOT ALL WATER IS THE SAME:** In our case, it is treated and highly controlled water, practically distilled water. This is not mandatory by regulations in the animal health sector. PSH products have nearly filtered water, with which we avoid high conductivities, excess salts, and therefore their hardness, significant causes of irritation and skin conditions.

- We use UV lamps to prevent the proliferation of bacteria and fungi.
- We pass daily chemical physical and weekly microbiological controls

**WATER DOESN'T CLEAN, SHAMPOO CLEANS.** Water is hydrophilic, and dirt is lipophilic. Healthy hair has a lipophilic surface, to which lipids adhere but which repels water. The surfactants surround the dirt in such a way that it is encapsulated, and it is easy to wash it away with the rinse; in this way, the sebum is eliminated.

**SOFTEN AND MOISTURIZE DRY HAIR OR IRRITATED SKIN.** These are mainly oils and other fats that improve the hair's ability to retain water. PSH uses USP vegetable oils and glycerin with high moisturizing power, which hold healthy hair moisture and provide dry hair hydration.

**THEY ARE USEFUL TO PROTECT THE PRODUCT FROM DIFFERENT CONTAMINATIONS BY BACTERIA, FUNGI, OR YEASTS.** We use safe and effective preservatives; the products are microbiologically analyzed to ensure that everything on the market is free of contamination.

In this %, we can find substances such as pH controllers, thickeners, active ingredients, perfumes, and colorants. **DID YOU KNOW THAT NOT ALL SHAMPOOS MUST HAVE Actives?** This is not our case, and all our products have powerful active ingredients that favour the dermis and hair care.

# PSH: ¿How?



BRAND LINES





# PSH ¿Solution 360?



Dermocosmetic Brand that offers a **global solution to pet care.**

We have products for **professional use only, skin treatments and beauty.** That benefits the global usage of our products helps to **prevent and repair the skin barrier.**

*We care for skin and mantle of our pets.*



**PROFESSIONAL**



**WASHING PROTOCOLS**  
**PROFESSIONAL USE ONLY**



**DERMATOLOGICAL**  
**TREATMENTS**

**RETAIL**



Beauty Product Line  
for the **Beauty**  
of your pet



A range of treatments  
for the **health and care**  
of your pet



# PSH ¿Solution 360?



## Concentrated Professional Products

This is the line of products for professional use only, **concentrated 1+4** to ensure a great performance of the product. For this line we have the help of a great team of professionals and stylists who always test the products.



**PREPARATION: Detangle with a deep brushing**

### PASO 1: General bath

### PASO 2: Specific bath

- Specific hygiene:  
hydration – estimulant- volume – sensitive skin  
reestructurant - antiseborrheic
- Repellents
  
- Hygiene color:  
Colour enhancing- whites – blacks - browns

### PASO 3: Treatments

- Masks
- Conditioners

### PASO 4: Finishing

- Serums
- Finishing
- Volume
- Eau de toilette



# PSH ¿Solution 360?



## Step 1.

### GENERAL BATHROOM:

#### First bath

The first bath is to prepare the pet's mantle for the subsequent products to penetrate the fibre correctly. Generally we will always start with a detangling and drag shampoo to remove the first layer of dirt.

## Step 2.

### SPECIFIC BATHROOM:

#### Second Bath

This second bath will be carried out to achieve an optimum result depending on the breed, the type of mantle and the specific needs of each pet. The purpose is to enhance the colour and shine of the mantle, moisturise, add volume or treat a skin or mantle problem.

## Step 3.

### TREATMENT BATH:

#### Third Bath

The treatment bath is used to incorporate specific masks or conditioners that will improve the finish and health of the pet's mantle. Adding the third bath is key to improving the animal's skin and mantle condition. This will ensure that the mantle is ready for future visits.

## Step 4.

### FINISHING:

#### Finishing

With this last step we will achieve an unbeatable finish, providing shine, aromas, hold or volume. We will adapt the finishing depending on the breed, the type of mantle and the finish we want to achieve.

# PSH ¿Solution 360?

Professional esthetician and canine/feline groomers



## 1. General mantle hygiene:



TREATMENT PROTOCOL  
**STEP 1**

**ALOE LOVER:** Professional hygiene hydration.

- ✓ **CONCENTRATED PRODUCT**
- ✓ **GENERAL HYGIENE**
- ✓ **HYDRATION**

CONCENTRATION CONCENTRACIÓN <b>1+4</b>	
COATS / MANTOS	PROTOCOL
ALL TODOS	STEP PASO
	<b>1/4</b>

**Indication:** Moisturizing general hygiene shampoo, specially indicated for dry or damaged hair, allows it to recover its texture, softness, and natural shine, relaxing and healing properties, specially indicated for long-haired breeds, it facilitates brushing, reducing the appearance of knots.

**How to use:** Concentrated product, dilute it in water in a ratio of 1 + 4. Once the dilution is complete, lather evenly, rinse with plenty of water, and repeat the wash if necessary.

# PSH ¿Solution 360?

Professional esthetician and canine/feline groomers





## 1. General mantle hygiene :



TREATMENT PROTOCOL  
**STEP 1**

**KIWI LOVER:** Professional hygiene esencial cleaning.

- ✓ **CONCENTRATED PRODUCT**
- ✓ **GENERAL HYGIENE**
- ✓ **ESSENCIAL CLEANING**

 <b>CONCENTRATION</b> CONCENTRACIÓN <b>1+4</b>	
COATS / MANTOS	PROTOCOL
ALL TODOS	STEP PASO
	1/4

**Indication:** High-quality in-depth general hygiene shampoo for all types of breeds.

**How to use:** Concentrated product, dilute in water ratio 1 + 4. Once the dilution is done, soap evenly, rinse with plenty of water, and if necessary repeat the wash.

# PSH ¿Solution 360?

Professional esthetician and canine/feline groomers



## 1. General mantle hygiene :



TREATMENT PROTOCOL  
**STEP 1**

**CAT LOVER:** Professional hygiene calming.

- ✓ **CONCENTRATED PRODUCT**
- ✓ **GENERAL HYGIENE**
- ✓ **HYDRATION**

CONCENTRATION CONCENTRACIÓN	
1+4	
COATS / MANTOS	PROTOCOL
ALL TODOS	STEP PASO
	1/4

**Indication:** Moisturizing general hygiene shampoo for cats, allows the hair texture to be restored, soft, and with a natural shine; it contains active ingredients with relaxing and healing properties, specially indicated for long-haired breeds, and facilitates brushing, reducing the appearance of knots.

**How to use:** Concentrated product, dilute it in water in a ratio of 1 + 4. Once the dilution is complete, lather evenly, rinse it with plenty of water, and repeat the wash if necessary.

# PSH ¿Solution 360?

Professional esthetician and canine/feline groomers



## 1. General mantle hygiene :



**DEEP CLEANER:** Professional hygiene.

- ✓ **CONCENTRATED PRODUCT**
- ✓ **GENERAL HYGIENE**
- ✓ **DEEP CLEANING**

CONCENTRATION CONCENTRACIÓN	
1+4	
COATS / MANTOS	PROTOCOL
ALL TODOS	STEP PASO
	1/4

**Indication :** General hygiene shampoo that drags professional products applied to the coat, is indicated for all types of breeds.

**How to use :** Concentrated product, dilute in water in a ratio of 1 + 4. Once the dilution is complete, lather evenly, rinse with plenty of water, and repeat the wash if necessary.

# PSH ¿Solution 360?

Professional esthetician and canine/feline groomers



## 1. General mantle hygiene :



**HORSE LOVER:** Professional hygiene hydration.

- ✓ **CONCENTRATED PRODUCT**
- ✓ **GENERAL hygiene**
- ✓ **HYDRATION**

CONCENTRATION CONCENTRACIÓN <b>1+4</b>	
COATS / MANTOS	PROTOCOL
ALL TODOS	STEP PASO
	1/4

**Indication:** General hygiene hydrating moisturizing shampoo for dry or damaged horse's hair, facilitates recovering its texture, softness, and natural shine, with relaxing and healing properties.

**How to use:** Concentrated product, dilute it in water in a ratio of 1 + 4. Once the dilution is complete, lather evenly, rinse it with plenty of water, and repeat the wash if necessary.

# PSH ¿Solution 360?

Professional esthetician and canine/feline groomers



## WASHING PROTOCOLS

### Step 1.

#### GENERAL BATHROOM:

##### First Bath

The first bath is to prepare the pet's mantle for the subsequent products to penetrate the fibre correctly. Generally we will always start with a detangling and drag shampoo to remove the first layer of dirt.

### Step 2.

#### SPECIFIC BATHROOM:

##### Second Bath

This second bath will be carried out to achieve an optimum result depending on the breed, the type of mantle and the specific needs of each pet. The purpose is to enhance the colour and shine of the mantle, moisturise, add volume or treat a skin or mantle problem.

### Step 3.

#### TREATMENT BATH:

##### Third Bath

The treatment bath is used to incorporate specific masks or conditioners that will improve the finish and health of the pet's mantle. Adding the third bath is key to improving the animal's skin and mantle condition. This will ensure that the mantle is ready for future visits.

### Step 4.

#### FINISHING:

##### Finishing

With this last step we will achieve an unbeatable finish, providing shine, aromas, hold or volume. We will adapt the finishing depending on the breed, the type of mantle and the finish we want to achieve.



# PSH ¿Solution 360?

Professional esthetician and canine/feline groomers



## 2. Specific mantle hygiene:



**TREATMENT PROTOCOL  
STEP 2**

**YORKY AVOCADO:** Deep moisture shampoo.

- ✓ **CONCENTRATED PRODUCT**
- ✓ **SPECIFIC hygiene**
- ✓ **DEEP MOISTURE**

CONCENTRATION CONCENTRACIÓN <b>1+3</b>	
COATS / MANTOS	PROTOCOL
LONG & CURLY LARGOS Y RIZADOS	STEP PASO
	<b>2/4</b>

**Indication:** Specific hygiene shampoo is recommended for breeds with long and curly hair, whose coat requires special care: hydration, and extreme conditioning, reduces and helps delay the appearance of knots and makes the coat soft.

**How to use:** Concentrated product, dilute it in water in a ratio of 1 + 3. Once the dilution is complete, lather evenly, rinse it with plenty of water, and repeat the wash if necessary.

# PSH ¿Solution 360?

Professional esthetician and canine/feline groomers



## 2. Specific mantle hygiene:



TREATMENT PROTOCOL  
**STEP 2**

**QUINA ENERGISER:** Stimulating shampoo.

- ✓ **CONCENTRATED PRODUCT**
- ✓ **SPECIFIC hygiene**
- ✓ **STIMULATING SHORT & HARD HAIR**

CONCENTRATION CONCENTRACIÓN	
1+4	
COATS / MANTOS	PROTOCOL
LONG & CURLY LARGOS & RIZADOS	STEP PASO
 	2/4

**Indication:** Specific hygiene shampoo, recommended for breeds with short and hard hair, provides hydration and maintains the original texture of the coat.

**How to use:** Concentrated product, dilute it in water in a ratio of 1 + 4. Once the dilution is complete, lather evenly, rinse it with plenty of water, and repeat the wash if necessary.

# PSH ¿Solution 360?

Professional esthetician and canine/feline groomers



## 2. Specific mantle hygiene:



TREATMENT PROTOCOL  
**STEP 2**

**EXTRA VOLUME:** Volume specific profesional hygiene.

- ✓ **CONCENTRATED PRODUCT**
- ✓ **SPECIFIC hygiene**
- ✓ **VOLUMIZING**

CONCENTRATION CONCENTRACIÓN	
COATS / MANTOS	1+4
LONG & CURLY LARGOS & RIZADOS	STEP PASO
	2/4

**Indication:** Specific hygiene shampoo recommended for curly coats and coats that require extra volume. Formulated with a grape extract that provides hydration and strengthens hair.

**How to use:** Concentrated product, dilute it in water at a ratio of 1 + 4. Once the dilution is complete, lather evenly, leave to act for 2 to 4 minutes, rinse with plenty of water and repeat the wash if necessary.

# PSH ¿Solution 360?

Professional esthetician and canine/feline groomers



## 2. Specific mantle hygiene:



TREATMENT PROTOCOL  
**STEP 2**

**SEAWEED:** Professional hygiene sebo control.

- ✓ **CONCENTRATED PRODUCT**
- ✓ **SPECIFIC hygiene**
- ✓ **ANTI-SEBORRHEA**

CONCENTRATION CONCENTRACIÓN <b>1+4</b>	
COATS / MANTOS	PROTOCOL
<b>LONG &amp; CURLY</b> LARGOS & RIZADOS	<b>STEP</b> PASO
 	<b>2/4</b>

**Indication:** Specific hygiene shampoo recommended for skin with excess seborrhea, it contains marine collagen with properties that regulate the secretion of the sebaceous glands and reduces bad odours.

**How to use:** Concentrated product, dilute it in water in a ratio of 1 + 4. Once the dilution is complete, lather evenly, rinse it with plenty of water, and repeat the wash if necessary.

# PSH ¿Solution 360?

Professional esthetician and canine/feline groomers



## 2. Specific mantle hygiene:



**SILK:** Professional hygiene sensitive skin.

- ✓ **CONCENTRATED PRODUCT**
- ✓ **SPECIFIC hygiene**
- ✓ **SENSITIVE SKIN**

CONCENTRATION CONCENTRACIÓN		1+4
COATS / MANTOS	PROTOCOL	
LONG & CURLY LARGOS & RIZADOS	STEP PASO	2/4

**Indication:** Contains a vitamin complex that promotes hair growth and vitality, nourishes, activates, regulates the function and health of the hair bulb, hydrates and conditions. Special use in puppies and dogs with delicate coat/skin.

**How to use:** Concentrated product, dilute it in water at a ratio of 1 + 4. Once the dilution is complete, lather evenly, leave to act for 2 to 4 minutes, rinse with plenty of water and repeat the wash if necessary.

# PSH ¿Solution 360?

Professional esthetician and canine/feline groomers



## 1. Specific mantle hygiene:



TREATMENT PROTOCOL  
**STEP 2**

**KERARGAN:** Moisturizing and restructuring hygiene.

- ✓ **CONCENTRATED PRODUCT**
- ✓ **SPECIFIC hygiene**
- ✓ **MOISTURIZING & RESTRUCTURING**

CONCENTRATION CONCENTRACIÓN	
1+3	
COATS / MANTOS	PROTOCOL
LONG LARGOS	STEP PASO
	2/4

**Indication:** Specific hygiene shampoo formulated to repair and moisturize dry or damaged coats. Contains argan oil rich in essential fatty acids, which promote hair recovery.

**How to use:** Concentrated product, dilute it in water, at a ratio of 1 + 3. Once the dilution is complete, lather evenly, rinse with plenty of water, and repeat the wash if necessary.

# PSH ¿Solution 360?

Professional esthetician and canine/feline groomers



## 2. Specific mantle hygiene:



TREATMENT PROTOCOL  
**STEP 2**

**STOP BITES:** Professional hygiene natural repellent.

- ✓ **CONCENTRATED PRODUCT**
- ✓ **SPECIFIC hygiene**
- ✓ **REPELLENT & DISINFECTANT**

CONCENTRATION CONCENTRACIÓN <b>1+4</b>	
COATS / MANTOS	PROTOCOL
LONG & CURLY LARGOS & RIZADOS	STEP PASO
 	<b>2/4</b>

**Indication:** Specific hygiene shampoo formulated to repel insects, with moisturizing, emollient, and relaxing properties. It contains Andiroba Oil, which has insect-repellent properties, 100% natural, non-aggressive to the dog's coat, and non-toxic if swallowed.

**How to use:** Concentrated product, dilute in water at a ratio of 1 + 4. Once the dilution is complete, wet the coat with warm water, soap evenly and vigorously, rinse with plenty of water until all the product is removed.

# PSH ¿ Solution 360?

Professional esthetician and canine/feline groomers

## 2. Specific mantle hygiene:



NEW



PSH  
PFT & V. HEALTHCARE



**CBD:** Nourishing and revitalizing shampoo.

- ✓ **CONCENTRATED PRODUCT**
- ✓ **SPECIFIC HYGIENE FOR WEAK MANTLES**
- ✓ **NOURISHING & REVITALIZING**

CONCENTRATION CONCENTRACIÓN 1+4	
COATS / MANTOS	PROTOCOL
ALL TODOS	STEP PASO
	2/4

**Indication:** It is indicated for slowing hair loss and moisturising. It is formulated with Cannabidiol oil (CBD) contains amino acids, trace elements and antioxidants that regulate oily seborrhea, have a moisturising effect that helps prevent hair loss, scalp irritation and keeps hair healthy and strong.

**How to use:** Concentrated product, dilute with water in a ratio of 1 + 4. After dilution, lather evenly, leave to act for 2 to 4 minutes, rinse with plenty of water.



# PSH ¿ Solution 360?

Professional esthetician and canine/feline groomers

## 2. Specific mantle hygiene:



TREATMENT PROTOCOL  
**STEP 2**

# NEW

**PSH**  
PET & N. HEALTHCARE



**SENIOR:** Special hygiene for senior pets.

- ✓ **CONCENTRATED PRODUCT**
- ✓ **SENIOR HYGIENE & SENSITIVE SKINS**
- ✓ **REMOVES THE SMELL & SEBUM-REGULATING**

CONCENTRATION CONCENTRACIÓN	
1+4	
COATS / MANTOS	PROTOCOL
ALL TODOS	STEP PASO
	2/4

**Indication:** It is formulated with an active ingredient that controls and neutralises the characteristic odour molecules of senior cloaks and contains natural plant extracts to care for sensitive skin, as well as sebum-regulating active ingredients for senior pets. Suitable for sensitive skin.

**How to use:** Concentrated product, dilute with water in a ratio of 1 + 4. After dilution, lather evenly, leave to act for 2 to 4 minutes, rinse with plenty of water.

# PSH ¿Solution 360?

Professional esthetician and canine/feline groomers



## 2. Specific mantle hygiene color:



TREATMENT PROTOCOL  
**STEP 2**

**TOTAL WHITE:** Professional hygiene whitening.

- ✓ **CONCENTRATED PRODUCT**
- ✓ **SPECIFIC HIGIENE COLOUR**
- ✓ **WHITENING**

CONCENTRATION CONCENTRACIÓN		1+3
COATS / MANTOS	PROTOCOL	
ALL TODOS	STEP PASO	
	2/4	

**Indication:** Specific hygiene shampoo, formulated to achieve a uniform tone in white coats. The incorporation of titanium oxide allows to provide luminosity to the coat, to enhance the result; frequent use is recommended, it does not dry out.

**How to use:** Concentrated product, dilute it in water at a ratio of 1 + 3. Once the dilution has been carried out, lather evenly, emphasizing the most yellowish areas, and leave to act for 3 to 6 minutes. Rinse with plenty of water and repeat the wash if necessary.

# PSH ¿Solution 360?

Professional esthetician and canine/feline groomers



## 2. Specific mantle hygiene color:



**TREATMENT PROTOCOL  
STEP 2**

**TOTAL BROWN:** hygiene brown and gold enhancer.

- ✓ **CONCENTRATED PRODUCT**
- ✓ **SPECIFIC HIGIENE COLOUR**
- ✓ **BROWN & GOLD ENHANCER**

CONCENTRATION CONCENTRACIÓN 1+2	
COATS / MANTOS	PROTOCOL
ALL TODOS	STEP PASO
	2/4

**Indication:** Specific hygiene shampoo formulated to enhance golden or brown coats.

**How to use:** Concentrated product, dilute it in water at a ratio of 1 + 2. Once the dilution is complete, lather evenly, leave to act for 3 to 6 minutes. Rinse with plenty of water and repeat the wash if necessary.

# PSH ¿Solution 360?

Professional esthetician and canine/feline groomers



## 2. Specific mantle hygiene color:



TREATMENT PROTOCOL  
**STEP 2**

**TOTAL DARK:** profesional higiene black and grey.

- ✓ **CONCENTRATED PRODUCT**
- ✓ **SPECIFIC HIGIENE COLOUR**
- ✓ **BLACK & GREY ENHANCER**

CONCENTRATION CONCENTRACIÓN <b>1+2</b>	
COATS / MANTOS	PROTOCOL
ALL TODOS	STEP PASO
	<b>2/4</b>

**Indication:** Specific hygiene shampoo formulated to intensify colour in black and grey coats.

**How to use:** Concentrated product, dilute it in water at a ratio of 1 + 2. Once the dilution is complete, lather evenly, leave to act for 3 to 6 minutes. Rinse with plenty of water and repeat the wash if necessary.

# PSH ¿Solution 360?

Professional esthetician and canine/feline groomers



## 2. Specific mantle hygiene color:



TREATMENT PROTOCOL  
**STEP 2**

**MULTI COLOUR:** hygiene colour enhancer.

- ✓ **CONCENTRATED PRODUCT**
- ✓ **SPECIFIC HIGIENE COLOUR**
- ✓ **COLOUR ENHANCER**

CONCENTRATION CONCENTRACIÓN <b>1+2</b>	
COATS / MANTOS	PROTOCOL
ALL TODOS	STEP PASO
	<b>2/4</b>

**Indication:** Specific hygiene shampoo, formulated to achieve a uniform tone in bi- or tri-color coats; specially recommended to eliminate yellowing in white coat areas.

**How to use:** Concentrated product, dilute it in water at a ratio of 1 + 3. Once the dilution has been carried out, lather evenly, emphasizing the most yellowish areas, and leave to act for 3 to 6 minutes. Rinse with plenty of water and repeat the wash if necessary.

# PSH ¿Solution 360?



Home use products - with specific formulation for the skin treatment



## 2. Shampootherapy:

**ALL MANTLES**

**1. SHAMPOO**  
**2. CONDITIONER**



The perfect combination  
**Ozonized Water**  
**+ Shampootherapy**

**HYPOALLERGENIC:** Sensitive, reactive or allergic skin.

### ACTIVES

Niacinamide  
Panthenol  
Biotine

- ✓ SHAMPOOTHERAPY FOR SENSITIVE or ALLERGIC SKINS
- ✓ CARES FOR THE SKIN & THE MANTLE
- ✓ MOISTURIZER & REPAIRING

**Indication:** It is an indicated line of shampootherapy for the treatment of skin with allergic tendencies, irritations and/or dermal intolerances. The shampoo is indicated for the hygiene of the most reactive skins. Its formula is reinforced with highly conditioning active ingredients such as hydrolyzed yeast and a vitamin B complex to ensure skin moisturizing and care.

**How to Use:** To obtain a good result, we recommend a first wash with Hypoallergenic shampoo to remove sebum excess and impurities and without removing all the shampoo, repeat the process, this second time rinse thoroughly until the product is completely removed. Then apply Hypoallergenic Conditioner and rinse. Use in canine and feline animals

# PSH ¿Solution 360?

Home use products - with specific formulation for the skin treatment



The perfect combination  
**Ozonized Water**  
+ **Shampootherapy**



## 2. Shampootherapy :

**OZONE**  
DERMATOSIS  
TREATMENT

1. HARD & SOFT

2. SWEET



**OZONE:** Mild and severe dermatoses.

### ACTIVES

Complex with  
natural plants  
Glicines

- ✓ SHAMPOOTHERAPY TREATMENT FOR DERMATOSIS
- ✓ CARES FOR THE SKIN & THE MANTLE
- ✓ MOISTURIZES & RECOVERS

**Indication:** Shampootherapy line indicated for the hygienic treatment of skin with dermatitis, atopic tendency, with inflammatory dermatoses, food allergies and/or desquamative with primary lesions: erythema, papules, pustules and/or plaques, as well as hyperkeratosis, lichenification, hyperpigmentation and/or seborrhea. Hard shampoo is specially formulated for severe stages or outbreaks, it is formulated with natural plant extracts indicated for sensitive skin, as well as argan oil and xylitylglucoside, bringing a moisturizing action on the skin and lipoamino acids, present in the cellular structures such as Capryloyl Glycines.

# PSH ¿Solution 360?

Home use products - with specific formulation for the skin treatment



The perfect combination  
**Ozonized Water**  
**+ Shampootherapy**



## 2. Shampootherapy :

**ALL  
MANTLES**

1. SHAMPOO
2. BALM



**PURE SILVER:** Recurrent dermatoses.

 **ACTIVES**  
Pure Silver  
Zinc



**SHAMPOOTHERAPY FOR  
FUNGAL or PARASITIC  
DERMATOSIS**



**CARES FOR THE SKIN  
& THE MANTLE**



**REPAIRING  
& PROTECTIVE**

**Indication :** Treatment shampoo indicated for the hygiene of pets with infectious, fungal or parasitic dermatosis (Staphylococcus spp, Malassezia spp, Sarcoptes, Demodex). This formula has the benefits of pure Silver, an active ingredient that inactivates the intracellular enzymes of bacteria, fungi and microorganisms, damages the bacterial DNA, making the reproduction of bacteria impossible and inhibits the transmembrane transport of the bacterial cell, reducing the presence of bacteria and helping to recover the natural balance of the skin. In addition to Zinc which repairs damaged tissues.



# PSH ¿Solution 360?

Professional esthetician and canine/feline groomers



## WASHING PROTOCOLS

### Step 1.

#### GENERAL BATHROOM:

##### First Bath

The first bath is to prepare the pet's mantle for the subsequent products to penetrate the fibre correctly. Generally we will always start with a detangling and drag shampoo to remove the first layer of dirt.

### Step 2.

#### SPECIFIC BATHROOM:

##### Second Bath

This second bath will be carried out to achieve an optimum result depending on the breed, the type of mantle and the specific needs of each pet. The purpose is to enhance the colour and shine of the mantle, moisturise, add volume or treat a skin or mantle problem.

### Step 3.

#### TREATMENT BATH:

##### Third Bath

The treatment bath is used to incorporate specific masks or conditioners that will improve the finish and health of the pet's mantle. Adding the third bath is key to improving the animal's skin and mantle condition. This will ensure that the mantle is ready for future visits.

### Step 4.

#### FINISHING:

##### Finishing

With this last step we will achieve an unbeatable finish, providing shine, aromas, hold or volume. We will adapt the finishing depending on the breed, the type of mantle and the finish we want to achieve.

# PSH ¿Solution 360?

Professional esthetician and canine/feline groomers



## 3. Specific mantle hygiene colour:



**KERA ARGAN:** Moisturizing and restructuring mask.

- ✓ **TREATMENT PRODUCT**
- ✓ **RINSELESS CONDITIONING MASK**
- ✓ **MOISTURIZING & RESTRUCTURING**

COATS / MANTOS	PROTOCOL
LONG LARGOS	STEP PASO
	3/4

**Indication:** Treatment mask specifically formulated to hydrate dry or damaged coats. Contains Keratin with moisturizing properties and Argan Oil, rich in essential fatty acids, which promote hair recovery.

**How to use:** Apply over clean hair after bathing. Distribute the mask over the coat, in the hair direction. Distribute evenly over the coat. Leave to act for 4 to 6 minutes. Proceed to dry. **DO NOT RINSE.**



TOXIC FOR CATS

TREATMENT PROTOCOL  
**STEP 3**

# PSH ¿Solution 360?

Professional esthetician and canine/feline groomers



## 3. Specific mantle hygiene colour:



**BIO PROTEIN:** Nourishing and revitalizing mask.

- ✓ **TREATMENT PRODUCT**
- ✓ **RINSELESS CONDITIONING MASK**
- ✓ **NOURISHES & REVITALIZES**

COATS / MANTOS	PROTOCOL
ALL TODOS	STEP PASO
	3/4

**Indication:** Treatment mask, specifically indicated for the conditioning and nutrition of all types of coats. It increases the volume and elasticity of the coat.

**How to use:** Apply over clean hair after washing. Distribute the mask over the coat, in the hair direction. For dry coat treatment, spread over hands and fingertips and apply over the coat. **DO NOT RINSE.**



TOXIC  
FOR CATS

TREATMENT PROTOCOL  
**STEP 3**

# PSH ¿Solution 360?

Professional esthetician and canine/feline groomers



## 1. Specific mantle hygiene colour:



TREATMENT PROTOCOL  
STEP 3

## NUTRI COLLAGEN: Regenerating mask.

- ✓ TREATMENT PRODUCT
- ✓ REGENERATING MASK
- ✓ RECOVERS & RESTRUCTURES

COATS / MANTOS	PROTOCOL
ALL TODOS	STEP PASO
	3/4

**Indication:** Treatment mask specifically formulated to recover and restructure the damaged coat, restoring elasticity to the hair and preventing breakage of the hair fibers. It extraordinarily facilitates the elimination of knots.

It does not weigh hair down and is not greasy. Especially indicated for long, medium, or dense coats.

**How to use:** Apply after washing. Distribute it over the coat in the hair direction. Leave to act for 3 to 6 minutes. Rinse abundantly. Elimination of knots: wrap the knot with the mask, leaving it to act for 10 minutes, gently open the hair with your fingers and rinse it thoroughly.

# PSH ¿Solution 360?

Professional esthetician and canine/feline groomers



## 1. Specific mantle hygiene colour:



**TANGLE FREE:** Revitalizing conditioner.

- ✓ **TREATMENT PRODUCT**
- ✓ **REVITALIZING CONDITIONER**
- ✓ **MOISTURES & REPAIRS**

COATS / MANTOS	PROTOCOL
ALL TODOS	STEP PASO
	3/4

**Indication:** Vitalizing conditioner formulated to prevent tangles. The damaged coat is recovered and hydrated, thanks to the conditioning agents, it also delays the appearance of tangles. Especially recommended for long, medium, or dense coats.

**How to use:** Once the shampoo has been rinsed and on the wet coat, apply the vitalizer conditioner from the medium to the ends in the direction of the hair, and rinse instantly; there is no need to leave it some time.

# PSH ¿Solution 360?

Professional esthetician and canine/feline groomers



## 1. Specific mantle hygiene colour:



TREATMENT PROTOCOL  
STEP 3

**TWO PHASE:** Detangling lotion.

✓ **TREATMENT PRODUCT**

✓ **DETANGLING LOTION**

✓ **RESTRUCTURES & REVITALIZES**

COATS / MANTOS	PROTOCOL
ALL TODOS	STEP PASO
	3/4

**Indication:** It facilitates hair detangling while moisturizing. The active ingredients work by reinforcing the hair fiber, internally and externally restructuring the hair and making it recover all its vitality.

**How to use:** Once the product has been shaken, slightly apply it over to the damp coat. Spray it first over the entire area to be treated before brushing.

# PSH ¿Solution 360?

Professional esthetician and canine/feline groomers



## WASHING PROTOCOLS

### Step 1.

#### GENERAL BATHROOM:

##### First Bath

The first bath is to prepare the pet's mantle for the subsequent products to penetrate the fibre correctly. Generally we will always start with a detangling and drag shampoo to remove the first layer of dirt.

### Step 2.

#### SPECIFIC BATHROOM:

##### Second Bath

This second bath will be carried out to achieve an optimum result depending on the breed, the type of mantle and the specific needs of each pet. The purpose is to enhance the colour and shine of the mantle, moisturise, add volume or treat a skin or mantle problem.

### Step 3.

#### TREATMENT BATH:

##### Third Bath

The treatment bath is used to incorporate specific masks or conditioners that will improve the finish and health of the pet's mantle. Adding the third bath is key to improving the animal's skin and mantle condition. This will ensure that the mantle is ready for future visits.

### Step 4.

#### FINISHING:

##### Finishing

With this last step we will achieve an unbeatable finish, providing shine, aromas, hold or volume. We will adapt the finishing depending on the breed, the type of mantle and the finish we want to achieve.

# PSH ¿Solution 360?

Professional esthetician and canine/feline groomers



## 1. Specific mantle hygiene :



TREATMENT PROTOCOL  
**STEP 4**

**ARGAN SERUM:** moisturizing serum.

- ✓ **FINISHING PRODUCT**
- ✓ **MOISTURIZING SERUM**
- ✓ **NOURISHES & REPAIRS**

COATS / MANTOS	PROTOCOL
ALL TODOS	STEP PASO
	4/4

**Indication:** Treatment cream in serum texture, especially indicated to moisturize the dry or damaged coat of your pet. Formulated with argan oil, rich in essential fatty acids, it repairs, nourishes and moisturizes the coat.

**How to use:** Apply a small amount to fingertips and smooth from roots to ends on clean, dry hair. Let absorb for 1 or 2 hours and then brush.



# PSH ¿Solution 360?

Professional esthetician and canine/feline groomers



## 1. Specific mantle hygiene color:



TREATMENT PROTOCOL  
**STEP 4**

**FIT ENDS:** Antifrizz serum.

- ✓ FINISHING PRODUCT
- ✓ ANTIFRIZZ SERUM
- ✓ ENDS REPAIR & SHINE

COATS / MANTOS	PROTOCOL
ALL TODOS	STEP PASO
	4/4

**Indication:** Anti-frizz and split ends repair cream, contains vitamin B5, which gives the coat a healthy appearance, with greater volume, shine, and softness. It can be used on all damaged coats.

**How to use:** Apply to clean hair, 5 drops on the fingertips, and extend from the middle of the hair to the ends, massaging the hair. Rinsing is not necessary.

# PSH ¿Solution 360?

Professional esthetician and canine/feline groomers



## 1. Specific mantle hygiene color:



TREATMENT PROTOCOL  
**STEP 4**

## XTREM SHINE: Shine booster spray

- ✓ FINISHING PRODUCT
- ✓ SHINE BOOSTER
- ✓ ELASTICITY & SMOOTHNESS

COATS / MANTOS	PROTOCOL
ALL TODOS	STEP PASO
	4/4

**Indication:** finishing product that gives the coat shine, elasticity, and softness. It can be used in all breeds. Facilitates brushing on clean coats or on coats treated with texturizers.

**How to use:** Spray at a distance of 30 cm from the coat before brushing. It is not greasy.

# PSH ¿Solution 360?

Professional esthetician and canine/feline groomers



## 1. Specific mantle hygiene color:



**TOTAL GLOW:** Antistatic & Shine spray

- ✓ FINISHING PRODUCT
- ✓ SHINE BOOSTER
- ✓ ELIMINATES STATIC ELECTRICITY & BRINGS A SMOOTH AROMA

COATS / MANTOS	PROTOCOL
ALL TODOS	STEP PASO
	4/4

**Indication:** It is specially formulated to add shine and eliminate static electricity from the coat, providing a fresh and long-lasting scent.

**How to use:** Spray at a distance of 30 cm from the coat before brushing. It is not greasy.



TREATMENT PROTOCOL  
**STEP 4**

# PSH ¿Solution 360?

Professional esthetician and canine/feline groomers



## 1. Specific mantle hygiene color:



### SPECIAL 021: Texturizing lacquer spray

- ✓ FINISHING PRODUCT
- ✓ TEXTURIZING LACQUER
- ✓ LOOSE & SHINY MANTLE

COATS / MANTOS	PROTOCOL
ALL TODOS	STEP PASO
	4/4

**Indication:** Formulated to create volume and texture. Preserves the natural appearance of the hair, providing shine, and does not weigh it down.

**How to use:** Spray at a distance of 30 cm from the coat. Remove it with a light brushing.



TREATMENT PROTOCOL  
**STEP 4**

# PSH ¿Solution 360?

Professional esthetician and canine/feline groomers



## 1. Specific mantle hygiene color:



## HAIR VOLUME: Volume Spray.

- ✓ FINISHING PRODUCT
- ✓ BRINGS VOLUME TO THE MANTLE
- ✓ AVOID STATIC ELECTRICITY

COATS / MANTOS	PROTOCOL
ALL TODOS	STEP PASO
	4/4

**Hair Volume:** Product formulated as a spray to give volume and body to the coat, it contains moisturizing and conditioning active ingredients. Especially indicated in breeds that require total or partial volume. Avoid the appearance of static electricity.

**How to use:** Spray with special attention to the roots, leave to act for 1 to 2 minutes, then comb and brush, with or without heat.



TREATMENT PROTOCOL  
**STEP 4**

# PSH ¿Solution 360?

Professional esthetician and canine/feline groomers



## 1. Specific mantle hygiene color:



PROTOCOLO DE TRATAMIENTO  
**PASO 4**

**MOUSE XPAND:** Antistatic mousse & volume.

- ✓ **FINISHING PRODUCT**
- ✓ **VOLUME MOUSSE**
- ✓ **BODY & FIXING**

COATS / MANTOS	PROTOCOL
ALL TODOS	STEP PASO
	4/4

**Indication:** Product formulated in foam to give volume and body to the coat, it contains moisturizing and conditioning active ingredients. Especially indicated in breeds that require a total or partial volume. Avoid the appearance of static electricity.

**How to use:** Apply the product in the palm of the hand and spread it over the coat to which you want to give volume, brush against the grain applying heat with the dryer.

# PSH ¿Solution 360?

Professional esthetician and canine/feline groomers



## 1. Specific mantle hygiene color:



## BLADE ICE: Antistatic spray & shine booster

- ✓ GROOMER'S PRODUCT
- ✓ BLADE PROTECTOR
- ✓ DESINFECTS & COOLS

TOOLS / HERRAMIENTAS

SCISSORS & BLADES  
TIJERAS & CUCHILLAS



**Indication:** Blade Ice Protector is a highly effective 5-in-1 spray that cools, lubricates, cleans, disinfects, and prolongs the sharpness of blades, protecting them from corrosion. It is applied to the top and side of the cutting head after use or during use. It reduces friction, heat and wear on the cutting head without leaving excessive traces of oil.

**How to use:** Apply the product with the spray in a vertical position and with the cutting head at a distance between 15 and 20cm.

# PSH ¿Solution 360?

Professional esthetician and canine/feline groomers



## 1. Specific mantle hygiene color:



**HANDS REPAIR:** Professional hand cream.

- ✓ **GROOMER'S PRODUCT**
- ✓ **HAND CREAM PURE SILVER**
- ✓ **MOISTURES & REPAIRS**



**Indication:** Moisturizing hand cream, formulated with pure silver, is an active ingredient that helps restore the natural balance of the skin. Repair damaged hands, with direct contact with active substances that damage the skin as professional products.

**How to use:** Apply to hands and massage until it is completely absorbed. An application is recommended before starting our work and a later one.



# PSH ¿Solution 360?

Professional esthetician and canine/feline groomers

## Multi-surface cleaner



# NEW

**PSH**  
PET & VET HEALTHCARE



**PURE CLEAN:** Multi-surface cleaner for all types of floors, even the most delicate, long-lasting cleaning sensation.

- ✓ **CLEANER FOR ALL TYPES OF FLOORS, EVEN THE MOST DELICATE**
- ✓ **PERFUMED**
- ✓ **REPELS URINATION**



**Indication:** Cleaner for all types of surfaces that ensures total hygiene. Can be used even on delicate floors, does not contain aggressive chemical agents. Protects delicate floors. Long-lasting fragrance. Repels urination.

**How to use:** Apply diluted 50 ML x 8L of water and scrub the floor, leave on for a long-lasting clean effect.

# PSH ¿Solution 360?

Professional esthetician and canine/feline groomers

## Multi-surface cleaner



**PURE CLEAN**

- ✓ No toxic
- ✓ No stain
- ✓ Does not alter any material

Free of aggressive agents

All surfaces

**NEW**



**PURE CLEAN:** Multi-surface cleaner for all types of floors, even the most delicate, long-lasting cleaning sensation.



### REPELS URINATION

Without being toxic for the pet



### BLEACH & AMONIA FREE

To avoid the urination (internal & external)



# PSH ¿Solution 360?

Professional esthetician and canine/feline groomers

## PROFESSIONAL – Summary map



### PROTICOLO DE LAVADO PROFESIONAL

**1 HIGIENE GENERAL**

**Champú Esencial**  
Limpieza esencial.

**Champú Hidratante**  
Limpieza hidratante.

**2.1 HIGIENE ESPECIFICA**

**Champú Hidratación Profunda**  
Reduce los nudos y acondiciona.

**Champú Estimulante**  
Estimula y mantiene la textura original.

**Champú Volumen**  
Hidrata y refuerza el pelo.

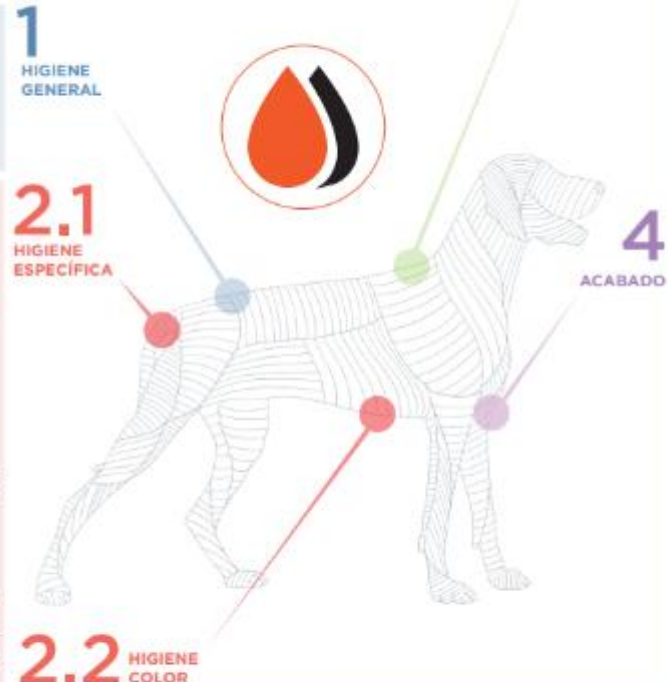
**Champú Pieles Sensibles**  
Favorece el crecimiento y vitalidad.

**Champú Hidratante y Reestructurante**  
Alta hidratación para mantener el alisado.

**Champú Antiseborréico**  
Indicado para pieles con exceso de seborrea.

**Champú Repelente Andiroba**  
Repela y elimina los parásitos.

**Champú Potenciador de Blancos**  
Blanqueador de mantos blancos exclusivamente.



**Champú Potenciador de Color**  
Potencia el color de todo tipo de mantos.

**Champú Potenciador de Negros**  
Potencia el color de los mantos negros y grises.

**Champú Potenciador de Marrones**  
Potencia el color de los mantos de color marrón.

**3 TRATAMIENTO**

**Acondicionador Revitalizante**  
Reduce los nudos y acondiciona.

**Mascarilla Regenerante**  
Mascarilla regenerante con aclarado.

**Mascarilla Acondicionadora**  
Mascarilla nutritiva sin aclarado.

**Mascarilla Hidratante y Reestructurante**  
Alta hidratación para mantener el alisado.

**Espray Brillo**  
Potenciador de brillo.

**Espray Bifásico**  
Acondiciona el manto.

**Espray Volumen**  
Aporta volumen al manto.

**Espray Potenciador**  
Potenciador de brillo y antiestático.

**Espray Fijación**  
Laca texturizadora.

**Espuma Volumen**  
Mousse que aporta volumen al manto.

**Serum De Argán**  
Alta hidratación para mantener el alisado.

**Serum En Crema**  
Reparador de puntas y antiencrespamiento.

### TRATAMIENTOS DERMATOLÓGICOS

**Mantenimiento Pieles Sensibles o Alérgicas**

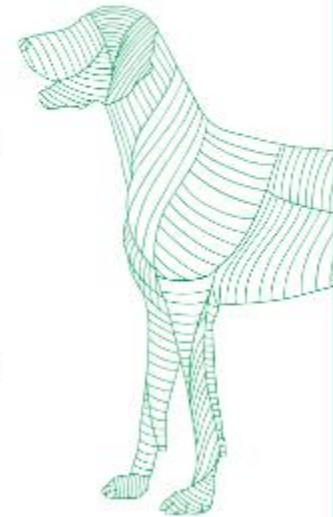
**Hypoallergenic Ritual**  
Para mantener hidratada la piel reactiva con una fórmula sin colorantes, sin fragancias, sin alcohol, sin SLS, sin SLES, sin SLES, sin SLES.

**Champuterapia para Dermatitis Leves y Severas**

**OZONE Shampootherapy**  
Champuterapia indicada para dermatitis parietales o circulares. Levés: SOFT + SWEET. Severas: HARD + SWEET.

**Champuterapia para Dermatitis Infecciosas**

**Pure Silver Shampootherapy**  
Indicado para dermatitis infecciosas, hongos o bacterias que crecen en lesiones como eritema, alopecia, parafurúnculos, etc.



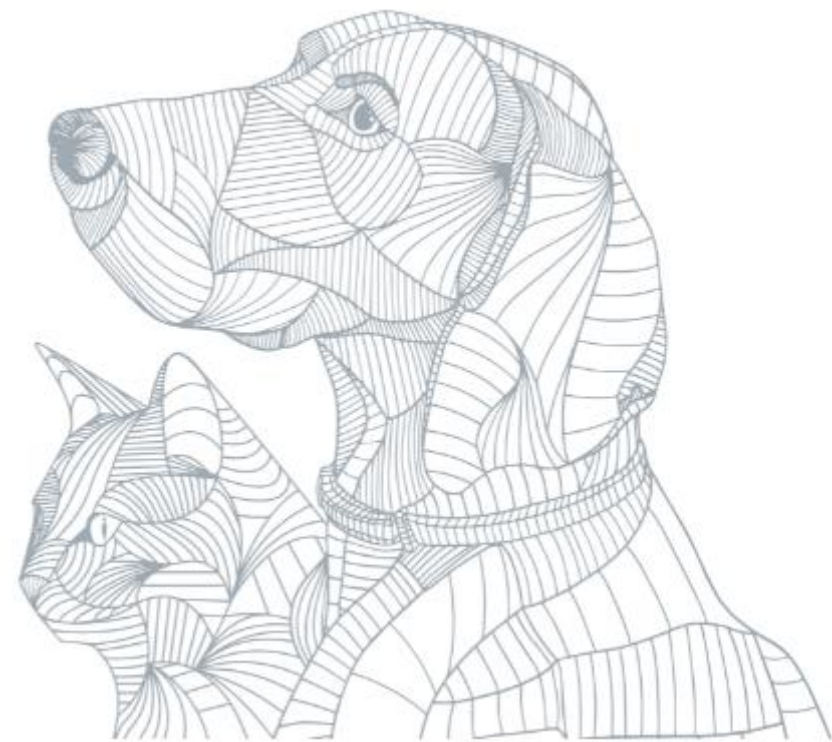
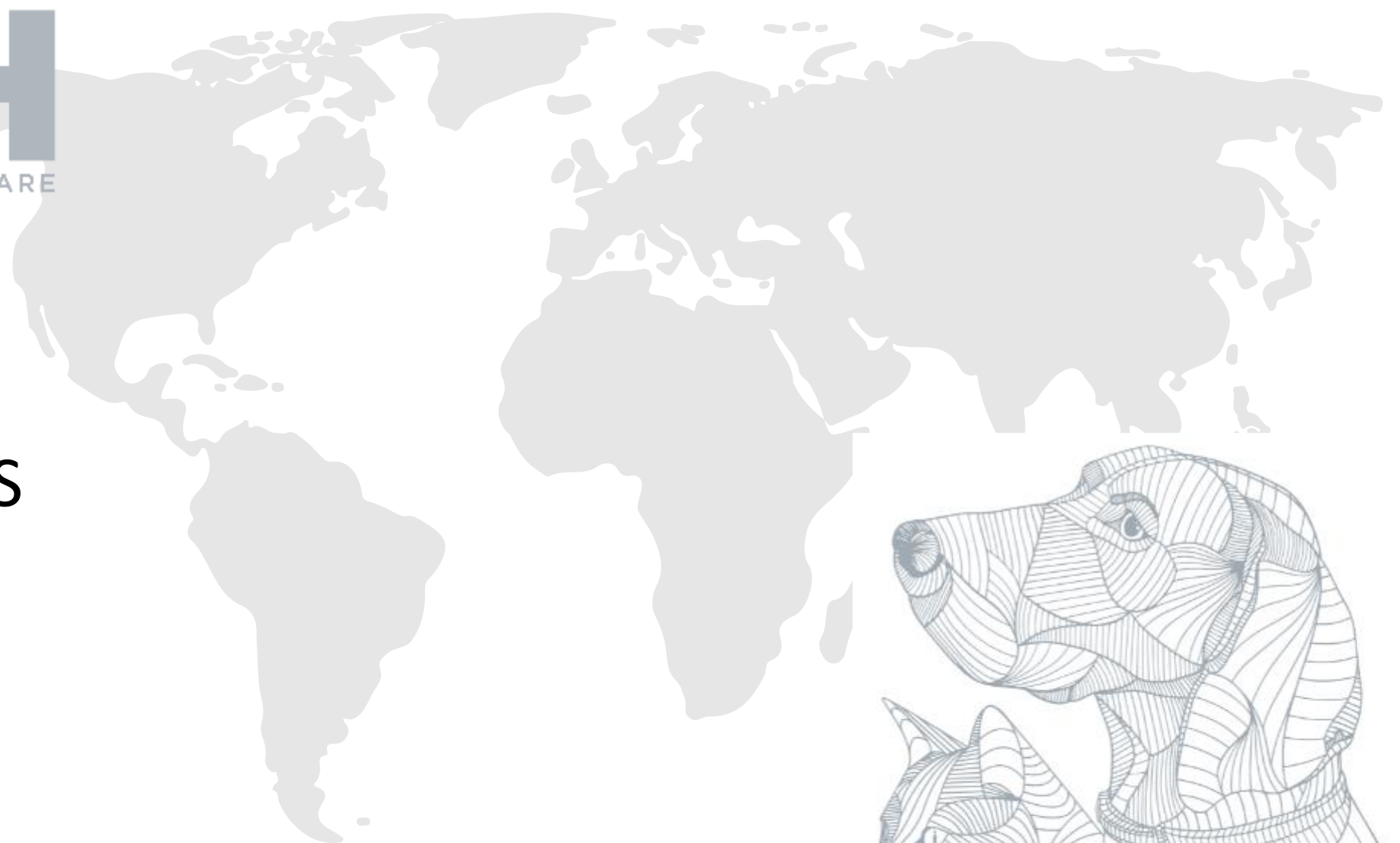
**Crema De Manos**  
Crema hidratante reparadora y de rápida absorción.

**Protector De Cuchillas**  
Blade Ice 5 en 1

**Champú Especifico Gatos**  
Cat Lover

**Champú Especifico Caballos**  
Horse Lover

**Champú Especifico Caballos**  
Horse Lover



# PSH TOOLS

MARKETING

2023

TOOLS: for professionals only

## 01

Protocols by mantle :

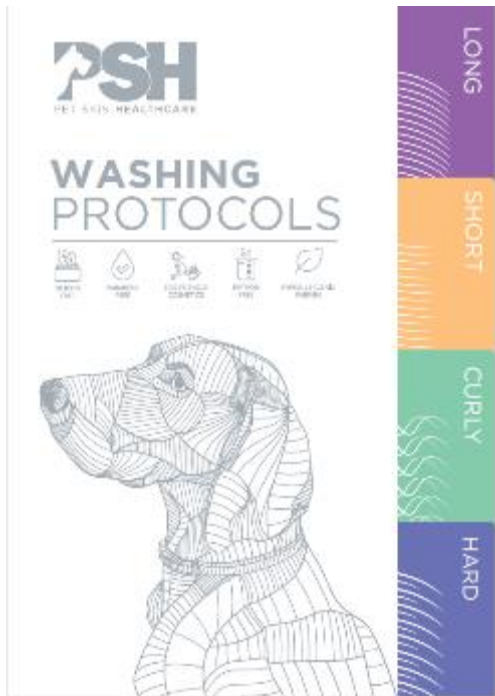


4 Protocols  
mantle

DIGITAL  
version

### 1.1 SHORT VERSION:

➔ To new customers: this is used as a presentation business card to briefly explain how to use and combine all the washing steps to complete the grooming treatments. And also helps the groomer to recommend the Home use range.



### Long

**1. SHAMPOO BATH**  
Apply the shampoo to the coat and massage it into the skin. Rinse thoroughly. Repeat if necessary.

**2. SPECIFIC BATH**  
Apply the specific bath to the coat and massage it into the skin. Rinse thoroughly. Repeat if necessary.

**3. CONDITIONER BATH**  
Apply the conditioner to the coat and massage it into the skin. Rinse thoroughly.

**4. FINISHING**  
Apply the finishing product to the coat and massage it into the skin. Rinse thoroughly.

### Short

**1. SHAMPOO BATH**  
Apply the shampoo to the coat and massage it into the skin. Rinse thoroughly. Repeat if necessary.

**2. SPECIFIC BATH**  
Apply the specific bath to the coat and massage it into the skin. Rinse thoroughly. Repeat if necessary.

**3. FINISHING**  
Apply the finishing product to the coat and massage it into the skin. Rinse thoroughly.

### Curly

**1. SHAMPOO BATH**  
Apply the shampoo to the coat and massage it into the skin. Rinse thoroughly. Repeat if necessary.

**2. SPECIFIC BATH**  
Apply the specific bath to the coat and massage it into the skin. Rinse thoroughly. Repeat if necessary.

**3. CONDITIONER BATH**  
Apply the conditioner to the coat and massage it into the skin. Rinse thoroughly.

**4. FINISHING**  
Apply the finishing product to the coat and massage it into the skin. Rinse thoroughly.

### Hard

**1. SHAMPOO BATH**  
Apply the shampoo to the coat and massage it into the skin. Rinse thoroughly. Repeat if necessary.

**2. SPECIFIC BATH**  
Apply the specific bath to the coat and massage it into the skin. Rinse thoroughly. Repeat if necessary.

**3. FINISHING**  
Apply the finishing product to the coat and massage it into the skin. Rinse thoroughly.

### TYPES OF CANINE MANTLES

Long			Short		
HALF	SEMI-LONG	LONG	HAIRLESS	SLEEK	SHORT
<b>Hard</b>	<b>Curly</b>	<b>Hard</b>	<b>Curly</b>	<b>Curly</b>	<b>Curly</b>

**TOOLS:** for professionals only

## 01 Protocols by mantle and breed:



**19 Protocols**  
Mantle & breeds:

**DIGITAL**  
version

### 1.2 EXTENDED VERSION:

To customers that know the Brand and already work with us, they like to combine the products together and go deeper on steps. We offer this tool to let them know how to follow a specific breed by using all our product combinations. Thanks to this, the results would be emphasized and the benefits on the pet 's hair & skin would be clearly visible to their owners

**PSH** WASHING PROTOCOLS  
PET & H. HEALTHCARE



### TYPES OF CANINE MANTLES

Hard			Short		
<b>TOUSH</b> The hair grows in thick and uniform, established texture. Playful and thick and easy to groom.			<b>NUDE</b> Long and soft, thick and wavy hair. It grows in long and thick and the hair is not too long.	<b>SATIN</b> It is a low-shed hair type with a smooth, straight and soft texture. It is easy to groom.	<b>SPORT</b> It is a low-shed hair type with a smooth, straight and soft texture. It is easy to groom.
<b>Long</b>			<b>Curly</b>		
<b>HAIR</b> Considerable length with undulating texture. May be long and thick.	<b>SEMI-LONG</b> Considerable length with undulating texture. May be long and thick.	<b>LONG</b> Long and thick, wavy hair that grows in long and thick and is easy to groom.	<b>WAVY</b> It is a low-shed hair type with a smooth, straight and soft texture. It is easy to groom.	<b>CURLY</b> Medium to long hair with a wavy texture. It is easy to groom.	<b>CORDATE</b> It is a low-shed hair type with a smooth, straight and soft texture. It is easy to groom.



### YORKSHIRE TERRIER, SHIH TZU CHINESE CRESTED POWDERPUFF, AFGHAN GREYHOUND

#### 1. GENERAL BATH:

**First Bath**  
 Before the first bath use the **TWO PHASE CONDITIONER SPRAY** to undo difficult tangles. Perform the first wash with the **ALOE VERA SHAMPOO** to remove dirt and other products.



#### 2. SPECIFIC BATH:

**Second Bath**  
 The specific wash will be carried out by combining the use of the **HAIR LEAF & YAKHAI SHAMPOO** with the **COLOR ENHANCING SHAMPOO**. This will provide the hydration that this fine-haired breed specifically needs and will make the brightness of the mantle colors more vivid.



#### 3. TREATMENT BATH:

**Third Bath**  
 Moisturize the mantle with the **COLLAGEN MASK**, leaving it to act for two minutes and rinsing it out. Once the hair is towel dried, apply the **KERATAN MASK** without rinsing. Form means to ends to treat and smooth the hair.



#### 4. FINISHING

**Finishing**  
 The grooming ends with the application of the **ARGAN OIL SERUM**, which gives a shiny and soft finish to the mantle. With no greasy effect, it can be applied from the roots, wet or dry. The **X-TREM SHINE SPRAY** may be essential as a finishing touch.



LONG

"We care for the skin and mantle of your pet"



**SCAN ME**  
 TO ACCESS THE PROFESSIONAL AREA AND KEEP UP TO DATE WITH ALL OUR NEWS



# PSH 2023

Branding  
Communication  
Sales support



TOOLS: for professionals only

## 02 SALES MATERIAL:

VERSION SHORT/EXTENDED:

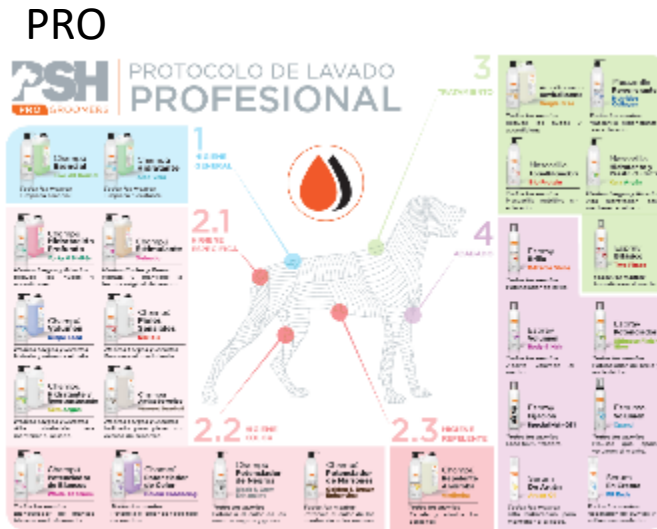


4 mantles

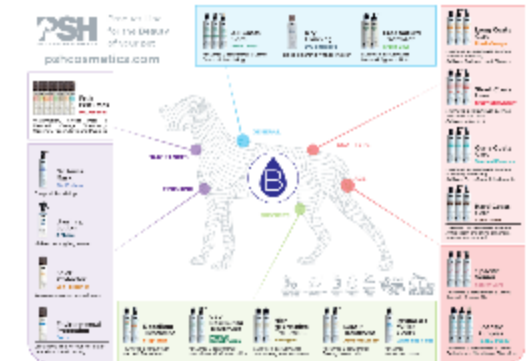


35 breeds, shortlisted in 4 mantle divided into 10 sub types

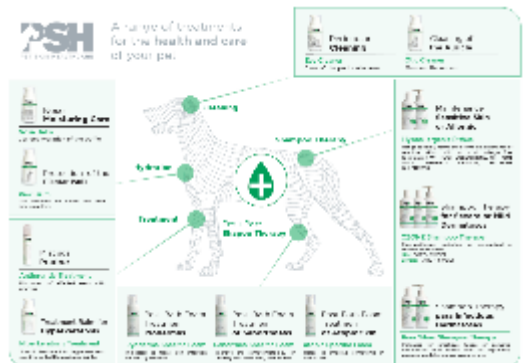
Product catalogue map



RETAIL - Home



RETAIL - Health



# PSH 2023

TOOLS: for professionals only

Branding  
Communication  
Sales support



## 02 SALES MATERIAL: brand visual for POS

SHELVE BRAND VISUAL:

Shelve example (12ref)



COUNTER DISPLAYS:



Pack perfume example (7 ref)

EXPOSITOR:





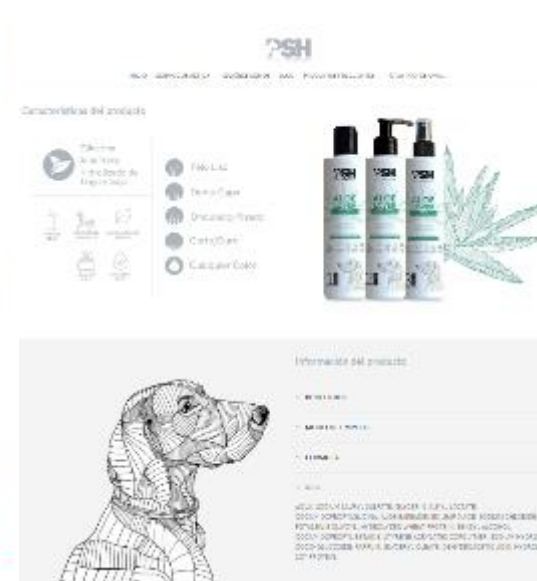
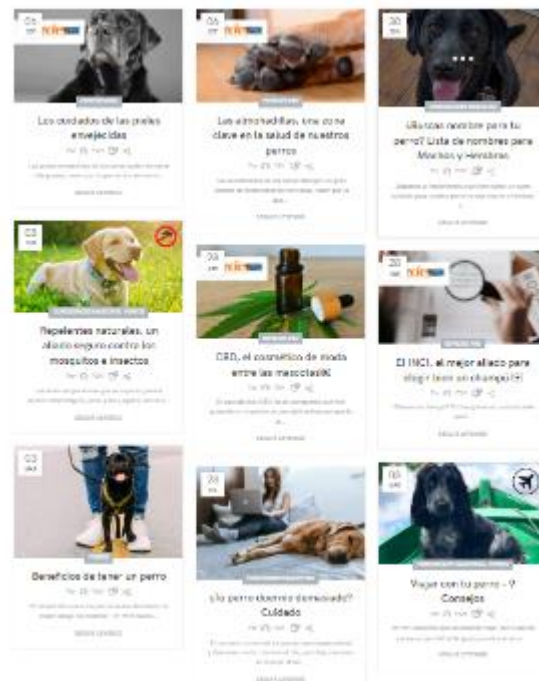
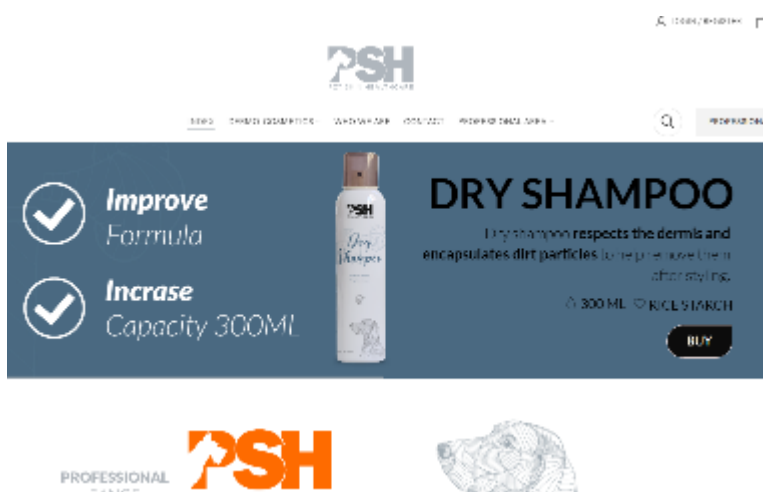
### 03 WEB: we will launch our website in ENG

News: Newsletters

Blog

Product information

DOWNLOAD MATERIAL



TOOLS : Professionals & POS

## 04 SAMPLES: to test the product (Professional & Home use)



### PROFESSIONAL

PSH professional products  
Groomers



5 products part of a protocol  
100ml size x 5 products



### HOME - TREATMENT

Health Allergies



Sachets (30ml)



Beauty

### HYGIENE

PUPPY

ALL COATS



Sachets (30ml)

“Cuidamos  
**la piel y el manto**  
de las mascotas”



ECO FRIENDLY  
COSMETICS



HYPOALLERGENIC  
PARFUM



KATHON  
FREE



PARABENS  
FREE



SILICON  
FREE

[pshcosmetics.com](http://pshcosmetics.com)

