

IV SAN BERNARD®

AUSTRALIA



Superior Skin Care & Continuous
Education Using High Quality Pet
Products

Innovative Skincare

Engaging Education



www.isbaus.au



From the desk of Dr. Cliff Faver

"You are about to embark on a product line that is nothing like anything else you have ever seen. These products were designed by some of the top cosmetologists in the world using the highest quality ingredients available and based on the actual science of skin.

Products are made with quality ingredients in order to get the best results.

As a veterinarian, I feel this is the missing link in treating skin conditions. Veterinarians understand and teach that skin is a barrier to keep environmental toxins out, but we forget this barrier works both ways. As a profession, we continue to try to treat from the inside out.

The secret to healthy skin is we also need to be treating from the outside in.

It is well known when dealing with any living organism, there are a lot of complex interactions between cells and chemical compounds to keep the organism alive. This sounds very ominous, so that is why we get down to the basics so even the novice can have great results. As you learn and add to your skill set, your results just get better. So as I always state, I can give a recipe, just like cooking a meal, but that recipe doesn't make you a chef. In order to become a chef, you need to understand the "why" or the science of what you do. That is the reason we created the Iv San Bernard Certified Pet Aesthetician (CPAe) program - to teach you the "why" in what you do. With this knowledge you will be able to create your own recipes/treatments that are customized for the pet (from hamster to horse to beyond).

So, how do you get started? First, I always recommend Module 1 of our CPAe program so you can learn the science behind what we do. Next, I recommend getting a variety of products to start learning how they work. Three basic product types that I recommend starting with are one of our regular maintenance lines, our dry/sensitive skin line, and our therapy line.

Come join us on the wonderful journey of doing what we all got into our respective professions for, helping animals!

Let us help you achieve your goals!"

-Dr. Cliff Faver

Dr. Cliff Faver graduated in 1987 from Colorado State University, and later became the founder/owner and chief veterinarian of Animal Health Services in Cave Creek, Arizona. After years of witnessing the truly amazing results from the Iv San Bernard products, Dr. Faver became the US distributor for the company in the latter part of 2011.

Founded in Italy in 1995 by Mirco Aringhieri, Iv San Bernard is the leading European manufacturer of animal care products. Here at Iv San Bernard USA, we continue to work with our Italian colleagues, Mirco Aringhieri and Monique van de Ven, to provide the latest products and techniques for the best results. Their passion for helping animals and providing the industry with high quality cosmetics inspires us every day.

Contact us:

www.isbaus.au



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Products - Routine Lines

Traditional Line

We recommend our Traditional Line products for routine bathing when there are no skin or coat issues present



LEMON for short coats with added Oils
BANANA for medium coats with added Minerals
GREEN APPLE for long coats with added Proteins

To meet the needs of the different coat types

Available in 500ml, 1 litre and 3 litre bottles of Shampoo and Conditioner.
Designed to be diluted 1:3 with warm water and frothed with a mixer.
Apply to wet coat and massage for 5 minutes then rinse

Traditional PLUS

The Traditional PLUS line is essentially the same as the regular Traditional line however does not contain SLS (Sodium Lauryl Sulfate)

LEMON for short coats with added Oils
BANANA for medium coats with added Minerals
GREEN APPLE for long coats with added Proteins

To meet the needs of the different coat types and regularly bathed pets

Available in 300ml, 1 litre and 5 litre bottles of Shampoo and Conditioner



Fruit Of The Groomer Line

The Fruit of the Groomer line is perfect for routine bathing especially in drier climates where our pets require that extra bit of hydration.



BLACK CHERRY for Short Coats
PINK GRAPEFRUIT for Medium Coats
PASSION FRUIT for Long Coats
MINT for Repairing with Vitamin B6
GINGER ELDERBERRY anti-bacterial, anti-itch
ORANGE anti-shedding, anti-stress

FOG is best used 1:3 mixed with warm water and frothed before applying to a wetted coat

SHAMPOO SIZES: 500ml, 1 litre, 3.25 litre

PEK SIZES: 250ml, 1 litre, 3 litre

The Best Line

The Best line is the newest line from Iv San Bernard. This line includes 6 sets of shampoos and conditioners with matching luxury perfumes that are perfect for any high-end salon.

CASSIOPEIA for Short Coats

ORION for Medium Coats

PEGASUS for Long Coats

ANDROMEDA reconstructing with rose extract

AQUARIUS nourishing with red vine extract .

HYDRA soothing with lavender extract



Iv SAN BERNARD[®]
LUXURY CARE

THE BEST

for Dogs & Cats

Mixed in light

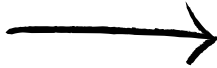
SHAMPOO SIZES: 550ml, 2.5 litre

CONDITIONER SIZES: 500ml, 2.45 litre,

PERFUMES: 50ml



BEFORE *Cristal Clean*



AFTER *Cristal Clean*



Cristal Clean

Our Cristal Clean products do an outstanding job at brightening and restoring coats to their true colour.

Wet the coat with lukewarm water. Apply shampoo on the coat and leave it for 3 minutes. Rinse thoroughly.

SHAMPOO SIZES: 500ml, 1 litre, 3 litre

CONDITIONER SIZES: 500ml, 1 litre, 3 litre

MOUSSE: 200ml

Products - Luxury & Show Lines

Green Caviar Line

The Green Caviar Luxury Spa line is for every coat type. The *Caulerpa Lentillifera extract* (also known as vegetable caviar) helps to revitalize the animal's coat thanks to its beneficial properties.

Vitamin F contributes to hydration which strengthens, softens, and leaves the coat shiny. Silicone free.

SHAMPOO & MASK SIZES:
300ml, 1000ml, 3 litre

Sprays:

10 IN 1 Conditioning Mist: 75ml

LUMINANCE Shine Mist: 75ml

NUTRITIVE Mix Serum: 75ml



Australian Professional Show Jumper Brooke Hickey prefers the Green Caviar line to groom her horses, "It brings out the best in my horses coats"



Black Passion Line

The Black Passion Luxury Spa line shampoo and conditioner are most suitable for short coats and hairless pets. Contains Argan Oil and extracts of seaweed.

It gently cleans, nourishes and strengthens hair, protecting it against free radicals and aging. Leaves the coat soft as silk and smelling like natural Argan.

SHAMPOO & MASK SIZES:
250ml, 1000ml, 3 Litre
ARGAN OIL: 100ml
VOLUMINIZING MOUSSE: 300ml
LUPIN PERFUME: 150ml



"Iv San Bernard's luxury maintenance line, Caviar Shampoo and Conditioner are my choice to impress - they leave the hair fluffy and smell divine. My customers often comment that their pets' coats do not mat up easily since getting groomed at my salon. I also love the Black Passion Shampoo and Conditioner. They are amazing on short coats and leave the coat soft with a beautiful shine and smells delicious." - Florence Chong CPAe, Owner of Pawlacio Pets

Dry & Sensitive Skin - Mineral Red Line



Mineral Red Line **Delicate & Nourishing**

The Mineral Red Line is an extremely gentle, SLS free, super hydrating therapy for any coat type.

Contains Keratin and Nettle

Keratin deeply nourishes the coat and rebuilds the protective layer of the skin. The soothing properties of nettle help battle eczema, hives, excessive grease, maintain softness, and helps prevent hair-loss.

Wonderful for allergy sensitive pets.

EXTREME PEEL detox: 300ml, 3 litre
DERMA COMPLEX cleanse: 300ml, 3 litre
DERMA PLUS hydrate: 300ml, 3 litre

DERMA GEL SOS for spot relief: 100ml
SERUM SL for skin support: 150ml
SERUM SK for hair support: 150ml



Skin Issues - Mineral Plus and Mineral H

Mineral Plus and Mineral H

Our therapy products are suited for bacteria, fungus, parasites, and hair loss. These products resolve the skin issues, then nourish the skin to regrow hair.



Mineral Plus for the skin and Mineral H for the hair are lotions to improve skin ailments and promote hair regrowth.

- MINERAL PLUS CRÈME SHAMPOO: 100ml, 1 litre, 3 litre
- MINERAL PLUS LOTIONS: Oligo Elements & Anti-itch: 100ml
- MINERAL H SHAMPOO: 250ml, 3 litre
- MINERAL H LOTIONS: omega-3 and omega-6, reinforce: 100ml
- ZOLFO SHAMPOO: 250ml, 1 litre



IV SAN BERNARD^{USA}

Basic Therapy Instructions

This therapy is for pets that suffer from the following issues: crusts, sores, hair loss, redness, irritation, infections (bacterial and/or fungal), itching, lumps or bumps, hot spots and/or odor.

PHASE 1

To treat the skin where infection is present. Treat once or twice per week until skin has recovered and all signs are gone for at least 2 weeks. Typically a minimum of 6-8 weeks is required.

STEP 1: Close



For Dry, Crusty Sores

Apply **Purifying Mask** to thickened skin or sore areas. Wrap pet in towel for 10-15 mins, then rinse



For Wet, Oozing Sores

Apply **Atami Red Clay** to oozy skin or sores. Allow to dry for 15-20 mins, then rinse

STEP 2: Open



In a mixing bowl froth together **Zolfo Plus Shampoo** and **Mineral Plus Crème Shampoo** and dilute with 3 parts water. Leave on for 5 mins. Rinse until water runs clear.

STEP 3: Close



In a mixing bowl froth together **pH Balance Conditioner** and **Ginger Elderberry Pek** and dilute with 3 parts water. Leave on for 5 mins. Rinse until water runs clear. Supplements can be added at this stage.

DAILY TREATMENT

Aids the healing process by fighting the infection and providing nourishment to the skin and hair.



DURING PHASE 1: Mix equal parts **Ozonated Olive Oil**, **Ginkgo Oil** & **Oligo Elements** to create **Triple Oil** in a spray bottle. Apply 2x daily to affected areas.

PHASE 2

To quiet the skin and regrow the hair after finishing your therapy protocol and the skin is healthy and no infection is present.

Follow our **Hair Growth Instructions** weekly until hair has grown back.



We highly recommend before attempting to apply the Basic Therapy Regime for skin conditions you contact us for technical support or enrol in our Module 1 certification

www.groomernation.com.au

DURATION OF TREATMENT:

Therapies should be performed on a weekly basis for mild cases, while symptoms occur (twice weekly if more severe). Once the skin and hair have been completely normal for 2 to 3 baths, then start with Mineral Red baths weekly and gradually increase the time between bathing. Once you are able to return to a normal bathing routine (every 4 weeks is recommended) without any issues, you can then return to using the appropriate ISB routine bathing products. If in doubt, consult with one of our ISB product consultants.



Spa Therapy - Atami Line

Atami Line

The Atami line contains crucial elements for any therapy case as well as our best selling H270 spray that can be used for brushing, dematting, scissoring and removing static from the coat



H270 2-PHASE EQUALIZER Conditioning SPRAY:
100ml, 300ml

RED CLAY DETOX: 250ml
RELAX TABLETS: 8 tablets
GINKGO OIL: 300ml
OZONIZED OLIVE OIL: 300ml

Hair Regrowth Instructions

STEP 1: CLEANSE

Dilute Mineral H Shampoo 1:3 with water (amount varies per size of pet or area treated). Froth well.

Apply to the pet and let sit 5 minutes. Rinse thoroughly.

Step 2: HYDRATE

Dilute equal parts pH Balance Conditioner and Orange Pek 1:3 with water (amount varies per size of pet). Froth well. Apply to the pet and let sit for at least 5 mins. Rinse.

DESHEDED TIPS:

For deshedding, we recommend the same products that are used in the Hair Regrowth recipe but we recommend doing a Close-Open-Close by starting with the Orange Pek for the first step and then proceeding with the steps outlined in the Hair Regrowth recipe above, and add a few drops of SIL-PLUS to the Mineral H in the cleanse step. We also recommend using the Sav-Ur-Fur Undercoat Nozzle for optimum efficiency. These products and techniques will allow you to release the majority of the undercoat in the tub rather than blowing it around your salon.

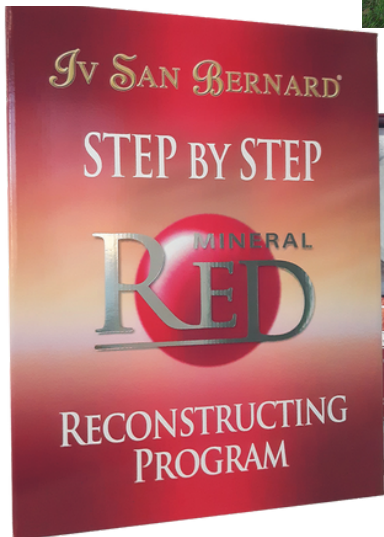


Additional Products

We have many other products for specific uses such as whitening, odor control, ear/eye cleaning, etc. If you have a need, we likely have a product for you.

Our show grooming products help you achieve new heights with your show dog's coat. We have lots of show handlers who use our Iv San Bernard products both for maintenance as well as day of grooming and finishing.

MINERAL RED RECONSTRUCTION KIT
H270 PHASE EQUALIZER SPRAY 100ml
ESSENSUALS CONDITIONER SPRAY 250ml
GLOSS SPRAY 100ml
SIL FIX non-aerosol hair spray 250ml
BLACK PASSION Volumising MOUSSE
REINFORCE PIGMENTS: 30ml



Hydro Massage Ozone Therapies

Ozone Benefits:

ANTI - BACTERIAL
ANTI - FUNGAL
ANTI - VIRAL
ANTI - CANCER
ANTI- PARASITIC
ANTI - INFLAMMATORY
STIMULATES IMMUNE
SYSTEM

What is Ozone?

Ozone (O₃) is an energised form of oxygen (O₂). Ozone is a naturally occurring component of fresh air. It is produced either by the ultraviolet rays of the sun reacting with the Earth's upper atmosphere (which creates the protective ozone layer) or through an electrical discharge, such as lightning, it can also be created artificially with an Ozone Generator. We have a special Hydro-Massage Ozone Machine that has the ability to SAFELY & EFFECTIVELY generate O₃ while the pet is getting a skin therapy. Ozone is a powerful and rapid acting oxidiser, and will oxidise all bacteria, mould and yeast spores, organic material and viruses. This is coupled with its amazing anti-inflammatory properties. When used with the appropriate products and technique significantly speeds up healing!





Hydration and Wonder Butter

Wonder Butter Recipe



This versatile mixture of emollients can be used for dry noses, cracked pads and elbows, cream for nursing mothers and as a general cream for dry skin. It is safe for the pet to lick it and is 96% biodegradable.

- 8 tsp. **PEK Conditioner** (any of the PEKs below can be used)
- 8 tsp. **K101 Conditioner**
- 8 tsp. **Ginkgo Oil**
- 4 tsp. **Ozonized Olive Oil**
- 2 tsp. **Argan Oil**

Mix together until well mixed in a large Ziploc baggie, cut small corner and squirt into clean container or jar.



PEK Detangling & Hydration Solutions

PEK comes in several types. Original PEK and Fruit of the Groomer PEKs. Black Cherry, Pink Grapefruit, Orange, Mint, Ginger/Elderberry and Passion Fruit. PEK conditioners are the most amazing de-tangling conditioners. Created with pure vegetable collagen it is safe and effective in several applications. While you may use PEK straight on the hair and mixed into the conditioning step of the bathing process, you can also dilute, heat and mix PEK to get serious de-tangling powers!!

Create a Hydration Spray! Hydration spray, de-tangler, additive for extra hydration in the conditioner stage of the bath process.

Directions: Mix 1/2 cup Pek and enough hot water to equal 32oz is a good solution that can be used as a spray to preserve hair while brushing, hydrating finish spray and a spray used on a damp coat before fluffing. It is best to measure PEK and water into a large plastic bowl and froth together before putting it into the sprayer container. This will discourage separation of product and water.

USE PURE! PEK can be used pure by pushing the product with a small amount of water directly into the mats or tangles. Let sit for 10 to 30 minutes. This allows the PEK to "fill" the open places in the hair shaft and let the tangles be combed out more easily. You may also dilute PEK with water to make a hydration spray. This spray can be used before, during and after... all stages of grooming.



www.groomernation.com.au/classroom

Pet Hair & Skin - Module 1

Dr Cliff Faver Veterinarian

ONLINE COURSE

Certified Pet Aesthetician Module 1 Program



14 hours of Course Content

1. The Basics
2. Hair
3. Basic chemistry
4. The Bath
5. Techniques
6. Skin Issues
7. The skin you see
8. Rules of skin restoration
9. Grooming salon-petri dish
10. Nail and paw care
11. Ears and their care
12. Anal glands
13. Teeth and dental issue
14. Ozone

Multi Staff DISCOUNT

Have your whole grooming team certified and receive 10% off each enrolment

Contact us for coupon code



ENROL NOW

Education and Certification

Module 2

includes one-on-one training and support from one of our team members to assist you with your own case studies. These case studies will include 3 maintenance baths, one for each coat type, and 2 skin therapy case studies where we will help you through the full process of asking the right questions, choosing the best therapy for that individual, reviewing medical records and making adjustments throughout the process as needed. This module will help you start to build your portfolio and document your progress.

Module 3

includes on-site training with a full day of educational seminars, hands-on learning and team building with like minded individuals. Once you complete your final exam to receive your Certified Pet Aesthetician certification and join a great group of people who have decided to make a difference in how they care for the health and well-being of the pets in their life.

For more information visit: www.groomernation.com.au