

# T\*H\*E LABORATORIES, INC

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## *One way to Use T\*H\*E Stuff*

1) Shampoo and rinse dog to remove all dirt (or as much as possible in matted conditions). Towel dry slightly to remove dripping water. For the first couple of times, do not use any cream rinses or after shampoo products. Usually other products are compatible with T\*H\*E STUFF, but customers should take the time to acquaint themselves with T\*H\*E STUFF's capabilities as a stand alone product. (We have no reservations if a user wishes to 'customize' T\*H\*E STUFF for his/her own use. However, in today's age of creative marketing, we caution some additives in other manufacturers' products could theoretically be recognized by T\*H\*E STUFF as falling into the category of dirt. As T\*H\*E STUFF wants to repel organic matter and other foreign materials, doing so could create issues. A tacky, dirty feeling would be the end result. Such a situation can be reversed by rewashing the dog with a basic no frills shampoo.)

2) The first time user might want to place the wet dog on a towel. Too much conditioner could theoretically result in a limp, no body look, particularly if an individual inadvertently applies the undiluted concentrate. A towel will automatically soak up any excess conditioner, thereby, negating possible overcoating applied by an overly indulgent groomer. The dog should be reasonably wet, as T\*H\*E STUFF utilizes water to 'travel' through the coat, permitting it to adhere where it's most needed, and not remain where the individual thinks it's needed.

3) Spray one area of Dog's coat at a time, with only enough STUFF to feel a change in coat texture. This technique should help to prevent waste. Any excess will begin to 'condition' the towel if one is used; if one isn't, it'll generally be lost in the coat. Remember, unless the dog has a number of mats, a little bit goes an exceptionally long way.

4) Groom as usual. A hair drier will achieve slightly better results, but this is optional.

5) **Shedding/Undercoat Removal or Thick Coats:** (Tip sent to us by a user): Dilute 1 oz. of T\*H\*E Stuff (concentrate) with 1 quart of water. Pour mixture over dog after shampooing and before toweling. The undercoat comes out easily and T\*H\*E Stuff will penetrate tangles better than spraying.

**BEWARE, BEWARE, BEWARE:** Overspray onto any smooth surfaced floor makes safe walking impossible. To expect a dog to jump off a grooming table with all four legs intact, would be unconscionable. Preferably such floors should be covered with newspaper or other absorbent material. Any overspray should be immediately and carefully sponged up, using a commercial detergent. The potential for unexpected disaster is critical! A dog with a broken leg, or an elderly person with a broken hip would be irreversible catastrophes.

Should someone not like the results, shampooing with a basic clarifying shampoo (such as the original Prell.) will help **remove** T\*H\*E STUFF. Providing the customer adheres to non detergent shampoos, the conditioner will continue to protect the coat for as long as 6 baths. Most individuals, however, will tend to use it from shampoo to shampoo because of its dematting capabilities &/or keeping the coat in optimal condition.

## *What happens when you use T\*H\*E STUFF?*

When suspended in water, T\*H\*E STUFF has the ability to 'wander,' seeking out rough surfaces, typical of those found in dry or damaged hair. Because of it's molecular structure, there will not be much change if it's tried on an exceptionally course dry hairshaft. Conversely, little is absorbed into a silky smooth texture (which is why we initially suggest the towel- it'll not have much interest in adhering to a coat in perfect condition. Generally the worst coat conditions reap the best results.

It also changes the **refractive index** of the hair shaft. Light bouncing off the dog's coat to your eye will register a subtle, but 'more pure' color (for lack of a better description). People particularly sensitive to color and familiar with their individual dogs' coats will notice a difference. The competitive connoisseurs of American Showdom, the top handlers who try not to miss a trick in pursuit of that extra winning edge, will use T\*H\*E STUFF because of this perceived advantage. Often pet owners will report a more healthy 'looking' coat, but can't quite tell you what it is they see. We have some dedicated short hair breeder/customers and suspect this is a primary reason. Show **Horses** too, are a major untapped market. Our guarantee, by the way, extends (unconditionally) to horses.

The pet owner with a long haired, matted dog needs to stand forewarned, as he'll quickly register this STUFF to be a miracle in **dematting** FiFi's do-it-every-six-months coat. In prewashing a matted dog, some dirt inevitably remains imbedded in the coat. It's fine to use T\*H\*E STUFF during the dematting process. We silently approve of it's use for this purpose, especially since the novice owner can be almost guaranteed to believe using more is better. They'll go through a bottle lickety-split and we sell lots of bottles. Once the dog is dematted, however, he should (& common sense should prevail) again wash the dog as soon as possible. A week later is really pushing things because a) any remaining dirt will be abrasive and encourage further coat breakage and, b) T\*H\*E STUFF is unable to effectively **repel dirt** cohabiting on the same hair shaft.... so the remaining mats will surely go from bad to worse in short order.

On occasion, we hear an interesting 'rumored complaint' amongst the breeds where it is desirable to maintain massive amounts of coat. The Afghan Hound is, perhaps, best known. Initially the owner notices, upon using T\*H\*E STUFF, that his dog is losing only a fraction of the hair lost in previous groomings. Having an Afghan drop from 10 to 20 pin brushfuls, to less than 1/2 brushful of hair would be no exaggeration. Despite impeccable, flawless care, several months to a year later, he once again begins to lose multiple brushfuls of coat. Searching for a cause, the owner might incorrectly infer T\*H\*E STUFF has a drying agent, resulting in a reaction and inexplicable coat loss. Should he react and stop using T\*H\*E STUFF altogether, the results can be especially frustrating. In actuality, the dog's coat length/thickness have once again 'maxed out.' (In Afghans -with a diligent and dedicated groomer- length can be 12 to 18 inches or more.) Challenging the confines of dog grooming technology, once again, the amount of coat grown between groomings begins to break off once again. Because changes in physical health can also wreck havoc with a 'precision' coat, the dog's health should not be overlooked.

The following **suggestion** seems to be a fairly good rule of thumb- albeit one we don't advertise because there are simply too many variables: If grooming a dog for show, (e.g. once a week) T\*H\*E STUFF can be expected to extend that period by two times (e.g. grooming every two weeks) without added labor or loss of coat. Or, if groomed utilizing the same schedule (e.g. weekly), there should be initially a dramatic decrease in coat loss with a noticeable increase in length &/or filling in of sparse areas (depending on breed tendencies) within a month or two. Predictably, neither do-it-yourself-every-6-months FiFi nor the hairless blue Doberman will under go any magic transformations.

Presuming preservatives, capable of killing micro-organisms, might not be all that healthy for us or our pets, we've decided **NOT TO ADD PRESERVATIVES** when mixing the Ready to Use. Historically, water creates a life sustaining environment. T\*H\*E STUFF, Ready-to-Use has lasted from as little as a year, to 7 years and still aging. T\*H\*E STUFF, Concentrate, however, naturally contains antimicrobial properties and should last a number of years, if not indefinitely. Keeping both reasonably cool and out of direct sunlight should also help to extend their shelf lives.

Repeat buyers should consider buying the CONCENTRATE a) to insure absolute freshness, b) to save money, and c) because their water is probably as good as Cleveland water- perhaps better! Mixed (minimally) 15 parts water to 1 part T\*H\*E STUFF, the 12 ounce concentrate will make 192 ounces of conditioner, or 6 quarts. If you have a well, you might want to maximize the life of your Ready to Use mix by boiling the water before mixing. This should provide an initial aseptic (rather than sterile) environment for T\*H\*E STUFF, which is what we strive for here at T\*H\*E LABS.

We claim T\*H\*E STUFF to be **hypoallergenic**, however individuals with known sensitivities should take usual precautions, particularly because we are providing you with a pure concentrate. Anyone who has a dog with allergic tendencies might want to first try a small area patch test (Search: diy patch test) using a veterinarian, if needed, to interpret the results. Individuals with known sensitivities would be best to use protective gloves. We, at T\*H\*E LABS, would appreciate hearing about any reactions in order to share information with other interested users!

As can happen with liquid cosmetics, **eye contact** may cause a mild irritation. The recommended prophylactic procedure, for such irritants, is to "immediately flush eyes with plenty of water for at least 15 minutes and get medical attention if irritation persists."

**Packaging:** 16 oz. Ready to Use, 12 oz. Concentrate, 4 oz. Concentrate

For safety considerations, we encourage repeat users to buy a Ready to Use in order to have a **LABELED** applicator on hand. Unfortunately, to keep the consumer price as low as possible, our mist sprayers are not much to write home about. Those in the grooming profession might want to invest a dollar or two in a 28 millimeter Trigger Sprayer (cut tube to 7 5/8") for greater ease in application.

