



HEALTHY DIET FOR



***BRIGHT AND SHINY
SKIN AND COAT***



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Chapter 1: Introduction

Man's best friend. You know, we are constantly looking for ways to make his life better and to provide him with the best that we possibly can. We have become owners that worry constantly about our dog's quality of life, his happiness and his overall health and over the years, we have acquired a significant amount of information to see that all his needs are taken care of.

There is little doubt that a dog brings joy into our lives and that joy is magnified when we can look at our dogs and see their happiness and health shining in their eyes, their goofy smiles and the brilliant coat.

But the coat is a part of their health that many people seem to have a hard time with. There are so many factors involved in the coat, it can be too dry, too oily and often it is too dull. Despite all the best efforts of owners, many dogs go through life with only a lack lustre coat.

Very few dogs seem to have that shine that is often depicted in television commercials and print ads. The coat that flows and sparkles as the dog runs to the food dish and the reality that runs to your own food dish can be a stark contrast.

However, it doesn't have to be that way. Every owner, regardless of his or her dog's breed, can have a pet with that shiny coat that feels as luxuriant as it looks. All it takes is a little understanding on what makes up a dog's coat, how to maintain a healthy coat and how to feed your dog so he has all the nutrients he needs for an active and healthy lifestyle.

And that is what this book is designed for. To bring you all the information to not only achieve a healthy coat in your dog but also maintain it throughout his life. In this book, I look at what makes up a dog's coat and offer tips on how to make it shine. I also offer you a few recipes to achieve the most in your dog's diet and I take you through caring for your dog, including doggie massage.

While the television inspired shiny coat may seem like an impossible dream, everyone can have a dog with that coat. Not only is a shiny coat beautiful but it also illustrates just how healthy and happy your dog truly is.

So please, sit back and enjoy all the wonderful tips in this book because I am positive that both you and your dog will be overjoyed with the end results.

Chapter 2: How to maintain a Healthy Coat for your Dog

Although it would seem appropriate to start with creating a healthy coat in your dog, I find that it is better to start with maintaining a healthy coat. All dogs, or at least a vast majority of them, are born with a healthy coat. Puppies' coats shine and even though the coat of the puppy will change slightly, or significantly depending on the breed, this is the foundation that all dog owners get to start with.

For this reason, it is important to know how to maintain a healthy coat right from the beginning of your dog's life. If you start on the right foot and make sure you maintain from the moment your puppy comes home, you can be sure to have fewer problems that lead to a dull and flaky coat.

So through this chapter, I will look at how you can maintain a coat with very little work and with very little cost to your already groaning wallet. In addition, I will give you a few helpful tips and look at the tools of the trade that you will want to have in your arsenal against the dull and unhealthy coat.

Lastly, I would like to start by explaining the dog's coat. Understanding how your dog's coat works is the key in not only maintaining but achieving life long health in your dog's coat.

Understanding the Coat

For many people, a dog's coat isn't really anything to understand. It is, after all, just fur and hair that seems to get everywhere in the home and on the people who reside in the house. It can be a wonderful thing to snuggle up against on a cold winter night and it can be one of the biggest frustrations for pet owners. When you just look at the overview of a dog's coat, there really isn't that much to it.



Unfortunately, there are many layers to a coat, literally and figuratively, and it is important to understand the different types of coats and the coat type of your breed.

Not all dog breeds are created alike and there are a number of different types of coats, which I will look at briefly at the end of this section.

For right now, I want to look at the different types of hair that make up a dog's coat. These are the tactile hair, undercoat and outer coat. Before I move on, I want to point out that some breeds will have all three coats and other breeds will only have the two. In addition, the type of coat that a dog has will greatly affect whether or not the dog sheds.

If you are unsure of what each type of coat is, they are as follows:

Tactile Hair: This isn't actually a coat but dog's can shed them, although at a slower rate, so it is important to mention them. Tactile hairs are the facial hairs that you find on a dog, the whiskers, long hairs on the chin and over the eyebrows. All of these hairs provide the dog with sensory information about the world around them.



Overcoat: The overcoat is the long hairs, also known as guard hairs, that protect the dog's undercoat and skin. This is the coat that doesn't normally shed and it is usually stiff and coarse to the touch.



Undercoat: Not all breeds have an undercoat, which is the dense fur that is found under the overcoat. The undercoat is the hair that provides insulation for the dog and is the hair that sheds.



Generally, when you are looking at shedding, it is often the dogs that have a thick double coat, with both an undercoat and overcoat, that shed the heaviest. In addition, the amount of hair they shed can be greatly affected by:

- ü *The season*
- ü *Sudden shifts in temperature*
- ü *Being indoor pets*
- ü *A sudden trauma*
- ü *Whelping Puppies*

In addition, some dogs may shed or lose hair in certain areas of their body, many times their flanks, on a yearly basis and it is very normal. When a dog does shed, usually their coats can become dull, especially if the hair is not being groomed out and is being allowed to mat.

After you look at the dog's coat, it is important to look under one more layer that is closest to the dog's skin. Many owners may not realize it, but the condition of the skin can greatly affect the dog's overall coat health. A dog that has allergies and skin problems will usually have problems with his coat ranging from dandruff to dull or oily hair.

The skin has a natural oil that is trapped in the hairs and provides the dog with the naturally shiny coat that owners aspire to have. In addition, the coat works to keep moisture and bacteria away from the skin, which can lead to many different problems for the dog. To have the best coat possibly, care should be taken for proper grooming and coat maintenance.

Now that we have looked at the many different aspects of a dog's coat, I want to close by looking at the different types of coats that a dog can have. In total, there are seven different coat types and these are:

Smooth: Although smooth would make you think of a single coat, a smooth coated dog can have both an undercoat and an overcoat. Generally, smooth coats are easier to care for and make up your wash and wear breeds like the Labrador Retriever.



Wiry: This is a very interesting coat and is a hard coat that has a wiry texture. Usually, wire coats do not shed as much as other coat types but they do require their coats to be “stripped,” which is pulling out loose hairs from the coat to prevent matting. A good example of a Wirehaired coat is the Airedale Terrier.



Short: This is often seen with smooth hair and is commonly seen without an undercoat. They are usually very easy to care for and are found on breeds like Beagles. It is important to note that a short coat does not mean non-shedding and there can be a surprising amount of hair shed by a short-coated dog.



Long: The long coat is a high maintenance coat that requires a lot of brushing to prevent mats. Generally, there is a dense undercoat beneath the long guard hairs of the overcoat and this type of coat can be seen on Golden Retrievers.



Hairless: While this isn't exactly a coat, it is important to note that even “hairless” coats still have a small amount of hair or even down. If you own a hairless, you will have other problems that will present themselves such as acne and sunburns. An example of a hairless breed is the Chinese Crested.



Non-shedding: The last coat type that I want to mention is the non-shedding coat type. This is a coat that does not normally shed but it doesn't mean it is completely maintenance free since the dog will need regular clipping. A breed that is considered non-shedding is the Poodle.



5 Tips on Healthy Coat Maintenance

Although you now know a bit more about your dog's coat, you may still be wondering how you can maintain a healthy coat in your dog. The answer can be simple and it can be complex but it is always better to start off on the right foot with five tips on healthy coat maintenance.



Before I list off the tips, I want to stress the importance of a shiny coat. While it may look wonderful, a healthy coat does so much more than that and it really is an indicator of how healthy your dog is. A healthy coat goes hand in hand with a life of good physical and skin health in your dog.

Tip Number One: Focus on the diet

Despite the fact that I will be looking at diet specifically later in this book, I want to mention it as a tip. Remember that a well-balanced diet is the cornerstone to having a healthy dog and a healthy coat. It is important to make sure that your dog has all the nutrients that he needs and if he doesn't, to supplement his diet.

The best nutrients for enhancing and maintaining your dog's coat are vitamins A, C and E as well as omega fatty acids.

Tip Number Two: Groom your dog regularly

Even though there are breeds that are considered to be low maintenance, weekly brushings should be the normal occurrence if you want to have any hope of

maintaining a beautifully shiny coat. Make sure that you use the proper tools for your dog's coat, which I will be looking at later in this chapter.

Tip Number 3: Give your dog an exam every time you groom him

This is a very important habit to train yourself into while your dog is still young and although it may seem like a strange tip, you will be glad that you have followed it. Whenever you groom your dog, take the time to look at his skin and his fur. Make sure that it is free of any rashes, cuts, or bumps and watch for parasites like ticks and fleas. The sooner you see a problem, the sooner you can fix it before it becomes a problem for your dog's coat.

Tip Number 4: Use dog products

Although it may be tempting, especially when it comes to the pocketbook, to use human products on your dog's coat, it is important to refrain. Remember that a dog has a special ph balance on his skin and coat and using dish soap or human shampoo can strip the oils out of the skin.



In addition, combs and brushes are designed for a dog's double coat so to prevent grooming from being painful so it is important to use a proper dog brush instead of a person's.

Tip Number 5: Limit Bathing

This last tip is very important and it actually differs depending on the breed of dog. Generally, the rule of thumb is a bath only a few times per year, sometimes less depending on the breed. Bathing strips away the oils in a dog's coat and usually softens them so much that the hairs no longer protect the dog's skin. There are some exceptions to this rule since some breeds are meant to have a soft, silky coat that is achieved from frequent bathing.

Despite beliefs to the contrary, maintaining a healthy coat is very easy and all it takes is regular grooming and a healthy diet.

Brushing your Dog's Coat

As I have already mentioned, grooming your dog on a regular basis is essential to maintaining a healthy coat. A dog should have weekly brushings and it is ideal if they are brushed two or three times each week. Starting when your dog is young is the best way to make grooming a positive and enjoyable experience for everyone involved.



When it comes to brushing your dog's coat, there are a few things that you should remember and I have provided them below.

One: Use the proper tools

Although there are those who feel that all dog brushes are the same, it is important to purchase the right tool for your dog's coat. Longhaired breeds need a pin brush or wire slicker, while smooth coats require a curry brush. Starting with the right brush will make all the difference in how your dog's coat looks.

Two: Work in sections

When you brush your dog, work in small sections instead of on the whole body. For longer haired coats, make sure that you work in layers starting with the lowest layer and working your way up.

Three: Use conditioner before you start

Using a spray in conditioner is completely optional but it does an amazing job with loosing any tangles and mats that may be in the coat. In addition, it will help with keeping the coat nice and shiny.

Four: Avoid brushing the skin

When you are brushing your dog's coat, it can be very easy to hit the skin. This can actually cause a lot of damage to the coat and skin and may give the dog brush burn. This can require veterinary care to treat and it can lead to dandruff on the dog.

Five: Finish off with a comb

Lastly, when you are brushing your dog, you should always finish off with a finishing comb. This will remove any of the fine tangles or mats that may be missed with a larger brush.

It is important that when you brush your dog that you take your time and make it enjoyable. Give your dog plenty of praise and treats and keep him happy. Also, don't brush your dog when he is wet since wet hair can make the tangles even tighter and more difficult to remove.

Bathing your Dog

The last thing that I am going to look at when it comes to maintaining your dog's healthy coat is bathing your dog. As I have mentioned already, a dog should be bathed several times a year but not so often that it strips natural oils from his coat. Again, the frequency of bathing your dog will differ depending on the dog breed and the type of coat that your dog has.



Even with the difference in frequency, there are a number of things that you should do when you are bathing your dog. These are:

Use a dog shampoo: Despite the fact that some people shampoos are mild enough for dogs, you should avoid using them since dog shampoos have the proper pH balance for a dog's coat and skin.

Brush your dog before a bath: I have already mentioned this but want to stress the importance of it. After the bath, you should wait until your dog is almost dry and then brush him once more.

Place cotton swabs in the ear: While this has less to do with coat health, keeping your dog healthy overall and happy will go along way in keeping the coat sparkling. The cotton will keep water out of your dog's ears and will prevent ear infections.

Rinse thoroughly: This is a common problem for dogs and can lead to skin and coat problems. It is imperative that you rinse your dog until the water runs clear. No shampoo should be left in the coat or it will cause skin irritation.

Bathing is very simple and it follows the same methods as brushing. Make it fun, praise your dog and just enjoy the process. Also, don't expect to stay dry by the end of the bath.

Tools of the Trade

The Beauty Products

When it comes to shampoos, conditioners and spritzers, there really are a number of products that you can purchase but it is important to find one that is as free from fillers as possible. While it can be tempting to purchase a shampoo for its chemical compounds that battle everything from fleas to itchy skin, the effects of these compounds can have a horrible effect on your dog's coat.

With dog shampoos, try to avoid a lot of chemicals, perfumes and fillers and try to avoid shampoos with parabens. Although there is a push for organic shampoos, these are not always the best choice since they can be lacking when it comes to getting your dog clean. Still, there are a number of midrange shampoos that are not completely organic but are as close as they possibly can be. If you are interested in an organic or midrange shampoo, try to find one with the following ingredients:

- ü Oatmeal: Excellent for dry skin
- ü Shea Butter
- ü Baking Soda
- ü Peppermint extract: works well as a flea deterrent

ü Aloe Vera

Choosing a dog shampoo should be done after you know your dog's skin and coat type. If your dog has a lot of dander or seems to have allergies, it is better to find a shampoo for dry skin or allergies. If your dog's coat is dull, purchase a shampoo that is specifically designed for shine.

Take the same consideration when you purchase a conditioner and any leave in sprays. Unlike shampoo, conditioners and sprays are not necessary and are only really needed by a handful of canines but they can be an excellent item to have since they can restore and maintain a coat very quickly.

Quick Shampoo Recipe

Below is a recipe for an easy to make and use dog shampoo that kills flees, and neutralizes odours.

ü Baking Soda

ü Water

Combine the two together to create a runny paste.

Apply to the dog's coat and massage.

Rinse clean.

Brushes

The final thing that I want to look at in this chapter are the dog brushes. Again, this will change depending on the coat type your dog has. It is important to note that you may need more than one type of brush and it is recommended to own a comb as well.

Bristle Brush: These are brushes that usually have a wide bristled face and are sold in a variety of stiffness and length of bristles. These brushes can be used for

any type of coat and length and it is important to check what the recommended coat type is for the brush before you purchase it.



Slicker Brush: Very similar to a bristle brush, the slicker brush is often used to remove mats.



Pin Brush: a brush with wire pins, these are better suited to dogs with medium to long coats and work well with curly coats.



Undercoat Rake: There are a number of different rakes but the undercoat rake is used to brush the undercoat and remove loose hair.



Shedding Blade: This is a strange looking brush that is a loop of metal that is used to remove loose hair. It works well with longhaired breeds.



Curry Comb: Curry combs work well to remove dead hair and to massage the dog's skin.



Comb: There are a number of combs that you can purchase to use as a finishing tool.



Chapter 3: Diet and Shedding

Over the last few years, studies have shown that diet can play a direct role in the overall health of your dog's coat. In fact, a dog that does not have the proper nutrition can suffer from a range of problems such as dry skin, and allergies. In addition, nutrition can have a major impact on the amount of hair that a dog sheds, which is often one of the greatest problems that dog owners face.

It is important to mention that no two dogs are alike. Some dogs need more of one nutrient than the other and other dogs may be allergic to some foods. With this in mind, it is important to realize that what works with one dog may not work with another, so it will become a trial and error matter when finding the perfect diet for your dog.



First and foremost, I want to mention nutrition. I have already mentioned this in the last chapter but I would like to touch on it again. Dogs require a high percentage of protein in their diet. In fact, a dog requires that his diet be about 25% protein. This can be substantial but many commercial dog foods are lacking when it comes to protein.

In fact, many commercial dog foods use fillers to add weight to the food. These are usually vegetable fillers and they offer no nutritional benefit to your dog's diet. Instead, they simply fill the dog's stomach so he is less likely to get the proper amount of protein on a daily basis.

The best rule of thumb is to purchase a dog food that is higher quality. There are a number of premium dog foods available that have the proper amount of protein. If you are unsure about the products, find one that lists meat, and not a meat meal or by-product, as the first ingredient. If it has grain listed first, find a different dog food.

Once you have the proper dog food, reducing the amount of hair your dog sheds can be very simple and usually you don't have to do much more than give them a good dog food.

However, there are a few other things that you can do for your dog's diet to ensure that he has everything he needs to maintain his coat.

Offer fresh selections to your dog

Just like people, dog's like to have a little variety in their diet so make sure you offer your dog a range of treats throughout the week that are healthy and high in all the essential nutrients. Some great treats for dogs that will also help in lowering the amount of shed hair in your house are:

- ü Carrots
- ü Apples
- ü Kale
- ü Fresh meat
- ü Celery
- ü yogurt

Remember that you should give new foods to your dog gradually so you don't have to worry about intestinal upset.

Offer Supplements

Sometimes, no matter how hard you try, you can't get the proper nutrition into your dog. When this happens, it is important to offer your dog a multivitamin or other supplement to compliment his high quality diet. Sometimes that multivitamin can make all the difference and lead to a healthier coat overall.

Offer a Constant Supply of Fresh Water

Did you know that hydration is an important part of a dog's diet and the lack of proper hydration can be the cause of excess shedding? Many dogs throughout the world are dehydrated and are not given the proper amount of water every day. It is important to



offer a bowl of fresh water throughout the day and to offer extra water by floating your dog's food in water.

The last thing that I want to mention about diet is the importance of oils in your dog's food. This can be one of the best ways to reduce shedding and to reduce itchy skin. In addition, extra oils in his diet can help with keeping his coat shiny and healthy.

Quick Oil Recipe

Want to get a little extra oil in your dog's diet? Follow this recipe once a week.

ü Olive Oil

ü Whole Wheat Bread

In a small dish, place in two slices of bread.

Pour in the olive oil. When you are figuring out the amount, use about 1 tsp for every 15 pounds. So a 50 pound dog would have 3 and a half tsp of olive oil.

Soak until the bread is completely saturated.

Serve to your dog with his meal.

Chapter 4: Links between feeding and skin problems

When it comes to a healthy coat and skin, nutrition and what you are feeding your dog is an important factor. In fact, what you feed your dog can be one of the main reasons why your dog has any or all of his skin problems.

Dogs need a certain amount of nutrients, water and protein, which I have discussed throughout this book, and if they do not receive these things, they can suffer with a range of health problems.

One of the biggest problems that can be linked to diet is food allergies. Many dogs suffer from food allergies and they can be linked to many different ingredients found in dog food.

Preservatives are a common cause of food allergies for dogs but they are not the only irritant. Dogs can suffer from gluten allergies, or they can be allergic to a number of grains.

When a dog has a food-based allergy, he will develop dry, itchy skin that is inflamed. This leads to increased itching and can result in abrasions and other injuries to the skin. This damage can lead to a dull and dry coat and the dog could worry away the fur completely and leave bald patches.



With the increase in itching, the dog can open himself up to a range of other problems such as bacterial infections.

The main link between skin problems in dogs is the lack of proper nutrition. It is important that a dog have omega fats and oils in their diet so they have the proper level of natural oils in their skin. In addition, dogs should have calcium and zinc, which are essential for proper skin health and hair growth.

What every dog owner should remember is that dogs require a well-rounded diet and if they have any allergies that the food be removed and a veterinarian should be consulted to find the best food for the dog. I will look at food and nutrition in the next chapter.

Chapter 5: Food and Nutrition for a Beautiful Coat

Something that I can't stress enough when it comes to maintaining and achieving a healthy coat for your dog is nutrition. It is the cornerstone of a healthy dog and can actually affect every aspect of your dog's life. If your dog is getting the proper nutrition, he will be healthier, shed less and have fewer coat and skin problems. In addition, he will have fewer problems with his overall health and many illnesses can be avoided and prevented.

But what is dog nutrition? It may be hard to believe but many dog owners are unsure of what their dog really needs when it comes to nutrition. Even a trip to a pet store can leave owners scratching their heads since there often seems to be a vast difference in the opinions of the pet stores.

The main thing to remember is to ignore what pet stores are telling you. While they can be experts in pet supplies, many pet stores are pushing certain products because of incentive programs. Even with good intentions, these incentives are not what you should base your dog's nutritional well being on.

Instead, you should take the time and really research the dog foods that are available in your area. When you do, take into consideration the following:

The nutritional amounts:

Most dog food labels should have a part on it that mentions both the moisture and the nutritional levels. While many people take the crude protein level as the amount that is in the dog food, that is not actually the case and it is important to do a little bit of math before you decide whether a dog food has the amount of protein that your dog needs or not. The same can be said for the fat, crude fiber and omega fats.

To do this, look at the actual moisture percentage that is found on the label. Some dog foods, such as wet dog foods, can have a moisture percentage as high as 80%. Others, such as dry dog food, can have a moisture percentage as low as 6%. Once you have the

moisture percentage, you want to flip the number to find out how much dry matter is in the dog food. So, for a dry dog food that has a 6% moisture percentage, you want to use 94% for your protein calculation. Now that you have your dry matter number, look at the amount of crude protein that is in the dog food and divide the protein with the dry matter.

For example, if you have 15% protein and 94% dry matter, the basic math would be $15 \text{ (protein)} \div 94 \text{ (dry matter)} = 16\% \text{ protein in the dog food}$.

The exact same calculation can be applied to all of the nutritional values on the label to determine the actual amount of nutrients in the dog food.

The Ingredients:

Another area that can be a little tricky when you are looking at food is determining what is in the food exactly. It may not be surprising but many dog food manufacturers list the ingredients but are not a hundred percent truthful about those ingredients. Many dog owners don't realize that meat by-products or meat meal are not necessarily meat and can in fact, contain fillers like corn. They are also not the best meat that you can serve your dog and this can affect his coat health.



When you are purchasing a new dog food, read through the ingredients list. Remember that the items that are listed first are the ingredients that have the higher levels in the dog food but also remember that dog food manufacturers cheat. Many grain products are split up so they appear to have fewer grains than meats but if you look at the ingredients and find that there are more grain and filler ingredients than meats, then you know that the dog food will probably have less meat than grains.

If the main ingredients are meat and there are several different types of meat ingredients, then there should be a higher level of meat than grains.

Below is a list of ingredients that you can find in dog food.

Brewers Rice: This is actually smaller fragments of milled rice and is a grain ingredient in dog food.



Ground Corn: Exactly what it sounds like, ground corn is often used as a filler.



Soybean Meal: This is a meal that is made from soybeans and soybean oil.



Brown Rice: Unpolished rice that is left after the kernels are removed.



Corn Gluten Meal: This is a by-product that they get when they make corn syrup or corn starch.



Other Grains: You can often find a number of grain products in dog food including wheat, bran and wheat flour.

Fish Meal: Usually ground tissue of whole fish, although there is no set standard of whether the oil is extracted or not.

Meat: This can be any type of meat, including chicken, beef, pork, or lamb, and can also include everything from regular cuts to skeletal muscle, heart, fat, tongues and any other part that can be found in the animal.

By-products: Meat and Poultry can be listed as a by-product. When they do, this can include other parts of the animal that doesn't include the actual meat of the animal. So it can include the liver, bone, spleen, and intestines. It should be noted that by-products do not include hair, feathers, teeth, horns or hooves but it can include the heads and feet of chickens.

Beef Tallow: This is beef fat.

The Preservatives:

Although preservatives are listed under the ingredients list, it is important to mention them separately. Preservatives are there for a number of reasons but there is some debate on whether or not they are needed. For this reason, all dog owners need to make the decision on whether they want to feed their dog an organic diet or not.



Even still, organic does not always mean that the dog food will be free of all preservatives or processing by-products but they will be as close to chemical free as possible. There is also very few studies that have pointed to organic dog food as being more beneficial to dogs.

That being said, there have been several studies that link food allergies with preservatives and dyes and the simple fact is, anything extra that goes into your dog's food has the potential to cause problems.

Below are a few preservatives that you can find in your dog's food:

Butylated Hydroxyanisole: Also known as BHA, this is a fat preservative and is a suspected carcinogen.

Butylated Hydroxytoluene: Also known as BHT, this is another common food preservative that has been linked to several cancers as well as behavioral problems in dogs.

Tocopherols: This is a naturally occurring preservative and is actually considered to be beneficial since it can work as an antioxidant.

Ethoxquin: A chemical preservative used commonly in dog food, it has been linked to an increase in cancers and other health problems.

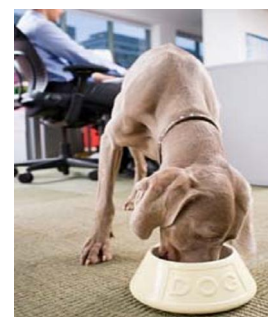
And those are the main things to look at when it comes to manufactured dog food.

Nutritional Amounts for a Beautiful Coat

As you know, I brought up figuring out the nutritional values in dog food but you may not be aware of what you are looking for exactly. When it comes to nutrition, dogs need a range of good fats, proteins and carbohydrates. In addition, they need a range of vitamins and minerals and it is important to read the labels to be sure that your dog is getting everything.

Starting with good nutrition will not only build his overall immune system but will also ensure a healthy and shiny coat.

The first thing that I am going to look at is the protein, carbohydrates and fats that your dog needs to maintain the healthiest coat possible.



Protein: This is an essential part of a dog's diet and can be associated with building and repairing muscles, shiny coats and energy. A dog requires about 25% of his daily calories to be protein.

Carbohydrates: We all know what carbohydrates are and they offer the body the energy that it needs to get through the day. Generally, a dog should have 40 to 60% of their daily calories to be carbohydrates.

Good Fats: These are the omega fats and they offer a reduction in many health problems that dogs can suffer from. In addition, they can be key to a shiny coat. A dog should have 20 to 35% of his daily calories be good fats.

In addition to protein, carbohydrates and good fats, dogs require the following vitamins and minerals. Make sure that your dog food offers as many of the vitamins and minerals listed and if it doesn't, either switch foods or offer your dog a multivitamin to boost his nutrition values each day.

Daily Nutritional Needs:

Vitamin	Recommended Daily Amount (This is the maximum amount per day)
Vitamin A	379 micrograms
Vitamin B1 (Thiamine)	0.56 milligrams
Vitamin B6	0.4 milligrams
Vitamin B12	9 micrograms
Vitamin D	3.4 micrograms
Vitamin E	8 milligrams
Vitamin K	0.41 milligrams
Calcium	0.75 grams
Chlorine	150 milligrams
Choline	425 milligrams
Copper	1.5 milligrams
Folic Acid	68 micrograms
Iodine	220 micrograms
Iron	7.5 milligrams

Manganese	1.2 milligrams
Magnesium	150 milligrams
Niacin	4 milligrams
Pantothenic Acid	4 milligrams
Phosphorus	0.75 grams
Potassium	1 gram
Riboflavin	1.3 milligrams
Selenium	90 micrograms
Sodium	100 milligrams
Zinc	15 milligrams

Daily Recommended Calories:

Although there are no recommended calories for achieving the best coat condition for your dog, I want to mention that receiving the proper calories will be beneficial for your dog's way of life and his overall health. This in turn will affect his coat quality.

Check your dog's daily calorie intake from this easy, interactive tool at <http://www.trainpetdog.com/calorie-calc.html>

Type of Dog	Weight 10 lbs	Weight 50 lbs	Weight 90 lbs
Puppies	990	N/A	N/A
Adult Dogs (Inactive)	296	989	1540

Adult Dogs (Active)	404	1353	2100
Senior Dogs (Active)	327	1093	1700

It may seem like a lot of information but when it is condensed onto a dog food label it is much easier to find exactly what your dog needs and ensure that he gets it.

One thing that I would like to close this chapter with is homemade dog food. There are many people who opt for this but really if you purchase a good quality dog food, you shouldn't need to make your own food. In addition, homemade dog food can be missing many of the nutrients that a dog needs and it can be much harder to give your dog everything he needs for a shiny coat.

If you decide on making homemade dog food, I recommend that you use it as a supplement and add it to your commercial dog food. Below is a recipe for a raw dog food that does amazing things for a dog's coat.

Satin Balls Recipe

- ü 10 lbs of raw hamburger
- ü 1 box of Total (or similar) Cereal
- ü 1 box of Uncooked Oatmeal
- ü 1 bag of wheat germ
- ü 1 ¼ cup of vegetable oil
- ü ¼ cup of dark molasses
- ü 10 envelopes of unflavored gelatine
- ü 10 eggs

Place the first 7 ingredients into a large bowl or garbage bag.

Blend together slightly.

Add the eggs, do not remove the eggs from the shells and make sure you put the egg shells in the mixture as well.

Knead until the mixture is well blended.

Separate into one cup balls and place in freezer bags.

Use as needed.

Chapter 6: Doggie massages

The last thing that I am going to look at in this guide is doggie massage. While many people may not see the benefits for this, massaging your dog can be very beneficial to both you and your dog.



First and foremost, a dog that is massaged is happier and this, in turn, makes him healthier. In addition, the stimulation to the skin and fur can help with hair growth and with keeping the skin healthy. This leads to a coat that shines and a dog that loves being with his owner.

For the owner, doggie massage can be very therapeutic. Studies have shown that people who pet an animal on a daily basis are healthier and happier than people who do not.

With all of these benefits, there is very little reason not to give your dog a massage on a weekly, if not daily, basis and it can be very easy to do.

Step One: Find a quiet place

Like all good massages, the best place to do a doggie massage is a quiet room where the dog won't be distracted by other people in the room or things that are going on. So, for instance, don't expect your dog to enjoy a doggie massage in the kitchen when someone is cooking.

Step Two: Put your dog in a secure location

If your dog is small, you can place him on your lap while you are sitting but if it is a bigger dog, make sure he is laying down on a firm surface where he won't fall if he moves too much during the massage.

Step Three: Start out with a few soft scratches

Although it may be tempting to jump right into the doggie massage, it is better to start out slowly and get your dog comfortable with being handled. Start with his

face and gently scratch behind his ears, under his chin and then start gently massaging the rest of his face.

Step Four: Make sure you praise him

Keep things calm and positive by quietly praising your dog as you massage him. If you are tense or nervous about massaging your dog or you demand him to remain still, then the massage won't be a pleasing experience for either of you.

Step Five: Move up to the ear

After you have relaxed him with the head scratches, move up to the ears and grasp them gently between your thumb and forefinger. Slowly massage from the base to the tip and repeat about five times, minimum before moving on.

Step Six: Work on the shoulders and chest

The next area that you are going to work on is the neck, shoulders and chest and you should do this with three fingers pressing and pinching loose skin gently as you move in small circles. Go slowly and gauge how your dog is reacting to the massage as you go. If he seems stressed by any of it, praise him and return to the last area that he was happy with.

Step Seven: Squeeze the legs

Once you have worked the neck, shoulders and chest, slide your hands down the leg with both hands. The best way is to place three fingers on either side and then make small circular motions in opposite directions with each hand as you go down the legs. When you reach the foot, give a few squeezes and then release. Only handle the feet if your dog is comfortable with having his feet touched.

Step Eight: Walk up the spine

One of the last massage moves you will use on your dog is "walking" your thumb and forefinger up either side of your dog's spine. Press gently on each side as you walk from his rump to his neck.

Step Nine: Don't forget the tail

Finally, if your dog doesn't mind his tail being handled, squeeze the base of his tail and then move slowly down the tail, squeezing it gently as you go.

Step Ten: Make it a calming finish

Lastly, when you are finished massaging your dog, you can give him two or three more strokes to relax him completely. This should be done slowly and should be very soft strokes that go from his head to his tail.

When you are done with the massage, let your dog go and do something that he wants to do. Don't force him to remain lying down and don't force him to get up if he wants to sleep. By forcing him at the end of the massage, you are only undoing all of the good work that you did.

Lastly, remember that you should use gentle pressure unless you are properly trained and certified in pet massage.

And that is all you need to know about achieving and maintaining your dog's beautiful, shiny coat.