

Pet Esthé®

Pet Esthé Special Care System Technical Process



- Esthé Paw Pad Care Treatment
- Nail Color & Art Treatment
- Aromatic Spa (Aromatic Bath) Treatment
- Aromatherapy + Massage Treatment
- Thalassotherapy (sea mud and deep seawater) + Massage Treatment
- Rejuvenation Treatment for Pets

TOKYO · PARIS

ENGLISH

Pet Esthé®

The Goal of Pet Esthé is to Rejuvenate your Pet.

There are four elements to pet rejuvenation. Our rejuvenation philosophy involves all four.

- 1. Improving the coat*
- 2. Improving the skin*
- 3. Improving the coat color*
- 4. The mutual healing of pet and owner.*

The Pet Esthé Special Care System lets you add an Esthetic Menu to your existing menu. By introducing our Six Treatment Menu, which we will describe shortly, your grooming salon will be transformed into a Parisian-style Esthetic Salon.

By adding the Pet Esthé Esthetic Menu to your existing menu, you will offer greater choice to customers and boost sales. Once your salon has become an Esthetic Salon, more and more customers will seek your advice on this specialized service.

It is important that you do not include everyday treatments, such as shampoos or cuts, in the Esthetic Treatment price list. Each salon must consider its own situation when setting the prices for this menu.



Pet Esthé®

Color Restoration System



Pet Esthé Color Restoration System

Eliminates fading and graying, and restores the coat to the color of the pet at its prime.

The aging effect, that occurs in pets as they grow older, leads to graying hair, a loss of luster, and changes in coat color. The beautiful coloring that was originally a feature of the pet's coat is lost.

The Pet Esthé Color Restoration System is a revolutionary pet rejuvenation esthetic product that works to restore the original coloring of coats that have faded due to aging, UV, and other factors. The system works to maximize the pet's natural charm and help maintain its youthful appearance.

Precautions on usage

1. Do not use if there are scratches, swelling, a tumor, rash, or some other skin abnormality.
2. Take care to ensure this product does not get into the pet's eyes. Should it contact the eyes, gently wash it out thoroughly with cold or lukewarm water.
3. Do not let the product come into contact with skin or clothing as it can be difficult to remove. Take care to wear gloves, and avoid spillages.
4. Allow the fur to dry completely after dyeing. If the fur is wet, the coloring agent may stain towels or clothing.



Pet Esthé.

Pet Esthé Special Program Series

Esthé Paw Pad Care Treatment



Will gently protect your pet's paw pads. Walking will be comfortable!

Dry paw pads



Moist paw pads



Before

After



Pet Esthé Paw Pad Moisturizing Gel [For Dogs and Cats]
<Paw Pad Care>

50g

Walking in summer on hot asphalt. Dry winters. Use the moisturizing gel which softens dryness and cornified tissues on the paw pads. It can be used year-round.

Relevant Products



Pet Esthé Paw Pad Anti-Slip Lotion [For Dogs and Cats]
<Anti-Slip Preparation> Fast Drying

35mL

Applying this product to paw pads helps to prevent pets from slipping on streets with poor conditions (snow, ice, etc.), on bare flooring, in contest arenas, or in other slippery environments.

Counseling



Check the condition of the paw pads, and listen to the customer's requests.

Care



Cut nails.



Cut the hair between the pads with hair clippers.



Soften paw pads with steam towels.



Massage with Pet Esthé Paw Pad Moisturizing Gel <Paw Pad Care>.



Rub gently into the paw pads, and massage.



Trim nicely around paw pads with scissors.



Trim the area around the foot.



Finish with moist paw pads.

Finish



Now the dog is ready for a good walk.

Pet Esthé.

Pet Esthé Special Program Series

Aromatic Spa (Aromatic Bath)

Relaxation with Pet Esthé Aromatic Bath Salts

Moisturizing ingredients keep the moisture and luster of your pet's skin and coat.

Aromatic Bath
with 6 Scents



To repel insects

Counseling



Check the condition of your pet's coat and select the scent of your choice from the 6 types of Pet Esthé Aromatic Bath Salts.



- Pet Esthé Aromatic Bath Salt **Rose Scent** 15g
- Pet Esthé Aromatic Bath Salt **Lavender Scent** 15g
- Pet Esthé Aromatic Bath Salt **Peppermint & Rosemary Scent** 15g
- Pet Esthé Aromatic Bath Salt **Camomile Scent** 15g
- Pet Esthé Aromatic Bath Salt **Coconut & Vanilla Scent** 15g
- Pet Esthé Aromatic Bath Salt **Musk Mallow Scent** 15g



Brushing



Remove snags and loose hairs.



Pet Esthé Spa Mud
General Shampoo 3L

+

Pet Esthé Spa Mud
Conditioner 3L

If Pet Esthé Spa Mud General Shampoo and Conditioner with mud ingredients are used, the esthetic effect will last longer.

Shampooing and massaging



While shampooing, massage rhythmically in a circular motion. This will promote blood circulation and enhance metabolism, improving the luster of the coat.

Rinsing



Aromatic Bath



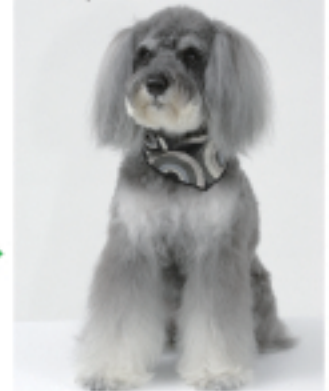
Fill the tub with slightly lukewarm water. Be especially careful if the dog is elderly or a breed that is particularly sensitive to heat. Gently place the dog in the bathtub, hind legs first, and slowly pour water over the dog repeatedly from behind. Pouring water from a position slightly above the dog improves metabolism and increases the relaxing effect.

Drying



Dry quickly while brushing.

Finish



The pet is refreshed and fully satisfied.



Pet Esthé.

Pet Esthé Special Program Series

Aromatherapy System



What is the Pet Esthé Aromatherapy System?



It is an esthetic treatment for pets in which aromatic oil and massaging are applied at the same time. Your pet is massaged with your choice of aromatic oil and coat-strengthening aromatherapy massage gel. Your pet's stress will be relieved, and the coat will be improved.

Aroma effect

The fragrance of the aromatic oil that rises into the air reduces daily stress, and relaxes your pet, which soothes your pet.

Massage effect

The stimulus applied to the pressure points promotes blood circulation and enhances metabolism.

The effect of the aromatherapy massage gel

The complex amino acids in the gel restore the dryness of the coat. The finish is resilient and glossy, and has a comfortable, smooth feeling.

Products for Aromatherapy



Warm water



Pet Esthé Deep Seawater for Massage



Pet Esthé Massage Powder



A total of 6 types of Pet Esthé Aromatic Oils



Pet Esthé Luster Oil



Shaker



Pet Esthé Spa Mud General Shampoo

Counseling and Choice of Aromatic Oil



Do counseling with the pet's owner, and choose the favorite fragrance. Tell the owner about the characteristics of each aroma essence, and advise them which fragrance is suitable.

Brushing



Removes tangled and unnecessary hair by brushing so that the dirt floats up. The finish after blow-drying is totally different from when only shampoo is used without these preparations.

Shampooing



Shampoo well.
* If Pet Esthé Spa Mud General Shampoo with mud ingredients is used, the esthetic effect will last longer.

Rinsing



Rinse well with shower water. For the next process, drying is not performed.



Refer to the separate massage gel dispensing table to determine how much gel to use.

Applying the Gel and Massaging



While applying the massage gel, massage rhythmically in a circular motion for 10 - 15 minutes. This will stimulate the pressure points of the entire body, and promote blood circulation, enhance metabolism, improving the luster of the coat. The fragrance of the aromatic oil will relax and refresh the pet.

Rinsing



Conditioner is not necessary.

Drying



Dry quickly while brushing.

Finish



The pet is refreshed and fully satisfied.



Pet Esthé

Pet Esthé Special Program Series

Thalassotherapy System



Thalassotherapy for pets

The Thalassotherapy System is a series of professional-use products developed by scientifically blending mud ingredients produced in various regions of the world with sea mud and seaweed extract ingredients, and designed to maintain healthy pet skin and coats.

Since ancient times, in Europe and elsewhere, the power of mud has been used in treating chronic illnesses and in beauty care, and mud's effectiveness in these areas has been widely recognized.

In general, what are mud ingredients?

Mud that has long received the blessings of nature contains an abundance of minerals. Moreover, its mineral ingredients can be taken into the body through the skin; and when mud is in the form of an extremely fine powder, its ingredients can also effectively absorb the old waste material that is excreted through perspiration. These properties enable mud to reduce swelling and inflammation. In addition, mud can keep the temperature of the body's entire surface uniform for a long time, so that hemotherapeutic effects can also be achieved with it. Thus, it can improve blood circulation, relieve pain, and enable muscles and joints to move more freely.

Mud originates in various places, but these can broadly be divided between the land and the sea. Mud from the land gives skin a clean, refreshing feel, while mud from the sea provides a moist, smooth feel.

The main mineral ingredients include sulfur, calcium, silicon, aluminum, iron oxide, sodium, phosphorous, and titanium. These ingredients provide various effects. For example, the sulfur reacts with the keratin protein (cysteine) in the surface of skin and slowly turns into hydrogen sulfide, polythionic acid, and pentathionic acid, thereby providing antibacterial action. Moreover, through its keratin-softening effects, sulfur conditions skin, providing it with body.

The average size of a mud particle is 10 microns or less. These particles are also highly porous, with pore diameters measuring about 500Å. These properties enable mud to effectively absorb and remove dirt, grime, excreted waste matter and other impurities from the skin. As a result, it is also able to reduce inflammation and eliminate odors. Moreover, through its combination of numerous botanical moisturizing ingredients that each performs a different function, mud conditions the coat, leaving it with a silky, supple feel.



Our Pet Esthé product series was introduced in the World News page of The Times, the British newspaper.

Products for Thalassotherapy



Counseling



While checking the condition of the coat and skin, and listening to the customer's requests, decide on the finished image.

Brushing



Remove snags and loose hairs. Brush the entire body lightly so that dirt floats up. Remove snags and loose hairs because the mud ingredients cannot penetrate the coat if they exist. Brush the entire body lightly so that dirt floats up.



Check the skin of the head, belly and groin for rashes, etc. Please refrain from using this product if any skin damage, disease or infection is found. * If the coat is dirty, shampoo lightly.

Pet Esthé Deep Seawater for Massage



Apply Pet Esthé Deep Seawater for Massage that has been diluted 5 times to the entire body, and spread over using a comb or brush.

Start applying Pet Esthé Fuyodei (Mud).



Apply from the head. * Be careful not to get it in the eyes.



For long-haired dogs, separate the hair little by little, and apply it as if you were rubbing it into skin.



Apply to the belly carefully, too. * Carefully rub into the underside of the paws and the paw pads.



Finish applying. Rub into the entire body uniformly.

Massaging



Massage the entire body slowly and gently for 3 - 5 minutes. It improves the lymphatic flow and enhances the metabolism.

Process Time



Once the mud has been applied well to the entire body, cover the pet with vinyl or plastic wrap for about 10 minutes. Then warm the pet carefully with a hair dryer so that the pet does not become too hot.

Rinsing



Rinse well with shower.



* If, Pet Esthé Pre Up or Down is added to Pet Esthé Spa Mud Conditioner, after Pet Esthé Spa Mud General Shampoo, the esthetic effect will last longer. Below is the explanation of how to use Pre Up and Pre Down.

Shampooing



Shampoo well so that the mud ingredients do not remain in the pores.

Drying



Dry the coat while blowing air under hairs with a hair dryer. If you apply hot air followed by cool air, you will get a glossy finish.

Finish



The finish is a glossy and smooth coat.

Method of Use for Pet Esthé Pre Up and Pre Down

For large-sized dogs, use 80 g of conditioner, and 5-6 pushes of Pre Up or Pre Down. Dilute with lukewarm water to about 1500 ml. Spread well after applying. Do not rinse. Towel dry, and finish the dog. For medium-sized dogs, use 40 g of conditioner, and 3-4 pushes of Pre Up or Pre Down. Dilute with lukewarm water to about 1000 ml. For small-sized dogs, use 20 g of conditioner, and 2 pushes of Pre Up or Pre Down. Dilute with lukewarm water to about 500 ml. Apply the diluted solution to the entire body, and spread well. Do not rinse. Finish the dog. * If the conditioner and Pre Up or Pre Down are not diluted, rinse with lukewarm water, and finish the dog.

The reason for using shampoo at the end of the treatment

For human mud packs, it is possible to wipe off the mud ingredients or wash them away easily in a water shower, but for pets, because of their coat, mud ingredients cannot be washed away easily. To remove mud ingredients which have become packed into the pores while absorbing waste matter, shampooing well is necessary.

Pet Esthé Color Restoration System

Technical Process

Faded coat color becomes brighter The faded coat color will be restored to its ideal color.

Counseling



Decide the finished image by checking the coat condition and listening to the customer's requests.

Preparing the tools



Prepare the tools for the Pet Esthé Color Restoration System.

Brushing



Remove matted hair and tangles.



Shampoo well.
* If Pet Esthé Spa Mud General Shampoo is used, the effect of color restoration will last longer.

Pre-shampooing



Drying



Dry well using a hair dryer.

Technique for Applying the Color Restoration System



When applying to the pet's face, avoid getting the color restoration agent in the eyes. You can apply it safely with a toothbrush.
* Make sure to wear rubber or plastic gloves when applying the color restoration agent.



It is convenient to use tools intended for applying cosmetics to humans.



Rub in carefully, using the finger tip.



Apply with a brush and rub in the color restoration agent, first to the head, then to the body, front legs, back legs, and tail.



Processing time



Wait about 10-15 minutes with the pet wrapped. Wait longer for coat that is difficult to dye.

Shampoo and conditioner



Use Pet Esthé Spa Mud General Shampoo and Conditioner.



After rinsing under the shower, shampoo well until the foam is no longer colored.

Drying



Dry with a hair dryer. Finish the coat by brushing well so that the coat is fluffy.

Finish



The finish will be so vivid, you won't recognize the pet!

Gray hair restored to its original color

Rejuvenated to its prime

Counseling



Decide the finished image by checking the coat condition and listening to the customer's requests.



Check well which parts have many gray hairs.



When applying to the pet's face, avoid getting the color restoration agent in the eyes.
* You can apply it safely if you use a toothbrush.



For parts with many gray hairs, use Pet Esthé's combined brush and comb, or a toothbrush. Rub in carefully.



Apply evenly over the entire coat.

Processing time



Cover with plastic wrap and wait about 10-15 minutes.

Shampoo and conditioner



Use Pet Esthé Spa Mud General Shampoo and Conditioner.



After rinsing under the shower, shampoo well until the foam is no longer colored.



Gray hair has disappeared.

Finish



Looks young!



Pet Esthé Special Care System

Relaxation Treatments for Your Pet

The following are optional courses where you can combine them with shampooing and trimming.



● Esthé Paw Pad Care Treatment

Paw pads that have been damaged by asphalt and dryness are wrapped with steamed towels and massaged with Pet Esthé Paw Pad Moisturizing Gel. Paws will revive, and become moist, soft, and puppy-like. If desired, as a finish, you can choose Pet Esthé Paw Pad Anti-Slip Lotion to prevent your pet from slipping. (treatment of the areas around the paw pads is not included)



● Nail Color & Art Treatment

Enjoy having your pet's nails colored. You can choose your favorite of 10 colors. Natural plant ingredients gently protect your pet's nails. They are for pets, so they are safe for licking. (Please consult us about nail art)



● Aromatic Spa (Aromatic Bath) Treatment

Composed of natural plant aromatic ingredients and Dead Sea salt. They make the coat moist and clean. The relaxed half-submerged bath, and the aroma that rises into the air heals your dog. Chamomile, rose, lavender, peppermint & rosemary, coconut & vanilla, musk mallow. Choose your favorite among 6 aroma scents.



● Aromatherapy + Massage Treatment

Give your pet a superb massage with aromatherapy massage gel containing complex amino acids, and aromatic oil. Choose your favorite blend of fragrances and oils from 6 effects: relaxation, tranquility, relief of fatigue, reduction of skin trouble, refreshment, soothing of respiratory system. They also make the coat lustrous.



● Thalassotherapy (sea mud and deep seawater) + Massage Treatment

In the thalassotherapy system, mud containing sea mud and seaweed extract ingredients removes waste from deep inside the pores which cannot be washed away with ordinary shampoo. It also supplies mineral ingredients. The coat of long-haired dogs becomes comfortably smooth and fluffy, and the coat of short-haired dogs becomes moist and lustrous. You will certainly be satisfied with the finish.



Pet Esthé Color Restoration System

Rejuvenation Treatment for Pets (whole coat dyeing)

The purpose of this rejuvenation system for pets is to draw out as much as possible your pet's nature, and to maintain its youthfulness by restoring the original coloring of coats which have faded due to such things as aging and ultraviolet rays.

- Rejuvenation effect brightens coat color
- All the benefits of a coat treatment
- Rejuvenates old dogs into adult dogs
- Makes life with your dog more enjoyable
- Effective in preventing snarls
- Adds resilience and volume to the coat
- Transforms coat color from that of an old dog to an adult dog

*Please consult us about partial dyeing.

In order to enhance the effect of all treatments, we use the specially formulated Pet Esthé Spa Shampoo and Conditioner.



Pet Esthé®

PetEsthé is a registered trademark of Merry Do Beauty Products Co., Ltd.

Pet Esthé de Paris FRANCE

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