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Happytails®

# Fur Butter

(or Fur Worse)

Dog Day Afternoon Spa



Ultra rich, colloidal oatmeal conditioner for dogs with dry, itchy skin



8 oz. \$19.00

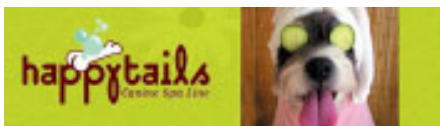
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All Natural Ingredients  
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Available in Our Salon or Order on Our Website--[www.DogDayAfternoonSpa.com](http://www.DogDayAfternoonSpa.com)

Prices are subject to change.



Dog Day Afternoon Spa uses Happytails dog spa products. We have solutions to all of your worst canine quandaries; a wide range of all natural shampoos, sprays and eco-friendly dog products that solve common problems. From doggie bad breath and gas to tear stain removal. From dry, itchy or allergic skin to calming a nervous anxious or overactive dog. Happytails products are all cruelty free and use only better than human quality ingredients which make them safe, gentle and highly effective.

## Product Profile & User References

If you want your best friend to go from ho-hum to wow! this is the product for you. This ultra-rich deep conditioning treatment will bring back remarkable shine and softness to even the most damaged coat.

All natural Fur Butter will leave your little buddy super silky and easy to brush, but the effects are more than just cosmetic; Shea butter moisturizes and conditions the fur while colloidal oatmeal heals dry and itchy skin. Add great things like comfrey, callundula and aloe and you have one amazingly effective product.

### Approved by the FDA

Colloidal oatmeal is one of the few all natural ingredients that has been approved by the FDA for use in helping dry skin, insect bites and itching caused by allergies. It makes Fur Butter a great all natural first step if your dog is scratching or is prone to dry skin. We also recommend that you try Fur Butter as part of a larger program that includes Comfy Dog, Itchin' for Relief and Healthy Skin Shiny Coat in no time your little guy will not only be feeling more comfortable but he will be looking and smelling great.

### Fur Butter:

- Is ideal for dogs with dry, damaged or long coats
- Leaves coat super silky and easy to brush through
- Creates an intense shine
- Helps control itching and irritation
- Has a fresh clean scent (Rosemary Peppermint)

*No statement in this publication has been evaluated by the Food and Drug Administration. No Happytail product is intended to diagnose, cure, treat, or prevent any disease.*



## Fur Butter is best product I have ever used

I met you Friday at the show and purchased a jar of Fur Butter. I'm sold!! I couldn't wait to get home and try out all the new things I had purchased. My cocker, Dixie, was an absolute mess from all the rain and mud we recently had. She has always been hard brush out as she wears a full cocker coat. I couldn't believe the amount of dead hair and mats that washed out and down the drain. And of course there was the blow dry which I do entirely by hand, no cage drying. I have never seen the brush and comb glide through as it did after the Fur Butter! It is the best product I have ever used on her, thank you.

Val Baumgartner  
Miz Paw Dog Grooming

## Make it Bigger

Please DO make a larger container of Fur Butter for Groomers. I personally use this in our salon-WOW! It makes quick work on matted dogs. Malteses go straight to the "Fur Butter" tub and it's an easy brush out.

Kim  
Tailwaggers  
D'Iberville, MS

**USER REFERENCES**

## I am definitely a "Fur Butter" fan

I use [Fur Butter] on my Golden Retrievers whenever I bathe them as it not only makes their coats soft and shiny, it significantly decreases their dry skin and itching. In the winter. When they get itchy, I bathe them and condition with "Fur Butter" and they are so much more comfortable and the itching virtually stops.

I also love it during shedding season as it helps the old, loose undercoat shed out in the bath. When using "Fur Butter" I will have handfuls of undercoat hair in the tub when we are done – leading to much less fur to dry and brush out, and much less fur in my house.

I show my dogs in obedience, and people comment on the health and condition of my guys' coats – I always tell them about "Fur Butter" and how pleased I have been with the results. I am so pleased that I found "Fur Butter". I am definitely a "Fur Butter" fan.

Karen Porter, P.T.  
Whitewater WI



## Wow!

What can we say but WOW. We love your products and have almost sold out of our first order in a month. We also used them on our dogs and are so pleased each time we do. Both of our dogs are Golden Retrievers, and their coats are amazing from your products - but the Fur Butter is like nothing else for her coat. It is the softest, and shiniest it has ever been, and she is 4 years old. We are so excited to sell your products too. We get free samples of other products others want us to sell all the time. In the last month we got some that are suppose to be breed-specific. We groomed Lillie with the new products, and Sadie with yours (after already using your line on both dogs earlier in the month). The difference was so dramatic. Lillie's coat was dry & stripped, and Sadie's was soft, moist & huggable! Thank you for your line.

Debra Hermsmeier  
Good-Doggie Boutique



## The marvels of Fur Butter!

We rescued a longhaired dachshund who had been shaved for the first two years of his life. It's been a two year battle to bring his coat up to what a longhaired dachshund's should be. We've tried so many different shampoos and conditioners that I felt I had nothing to lose with a small bottle of Fur Butter (or for worse).

What can I say? I am now on a crusade to tell all my friends on the Hot Dog Blog about the wonders of Fur Butter. At first, they all thought I was nuts but little by little as other Hotdog Bloggers have tried it, the marvels of Fur Butter have spread. We look forward to a long long love affair with Fur Butter.

Thanks for making such awesome products.

Laura and Brownie

**USER REFERENCES**

## The best on the market

I have purchased the Fur Butter and Comfy Dog Oatmeal Shampoo many times, both are excellent products. Living in Colorado the weather can be very hot and dry which can dry out their skin.

Both Katie and Hannah (at left) love both products. The Fur Butter is the best on the market that contains all natural ingredients, which I prefer to use. It leaves their fur very soft and manageable and helps with tangles, easy to rinse out, and the smell is wonderful.

I have tried a lot of products in the past and have found that the Happytails product line works for our fur kids, Katie and Hannah

Cheryl Devendorf  
Grand Junction CO



## Things change in life...but I hope Fur Butter doesn't

We have 8 miniature schnauzers in the family...I have 3 mini's (and one male standard schnauzer that is not in need of the wonders of FurrButter!) My daughter has 4 mini's and my son has one mini.

My daughter's dogs were all born in the dry air of Arizona and three of them have very fair coats as well as skin. Fur Butter keeps them from scratching and flaking and they smell great and feel cleaner from grooming to grooming.

I have 2 black older mini's and their dog dandruff is gone thanks to Furr Butter and they shine. My son's male mini is a salt and pepper with weird hair and skin. He gets flaky patches and needs to bathe with Comfy Dog shampoo and then is always slathered in Fur Butter and we let it sit on him for about ten minutes.

My groomer (that I use when I am too tired to groom my dogs at home) was amazed at how much nicer the dogs hair felt and smelled with the Fur Butter. Things change in life...but I hope Fur Butter doesn't...thanks for a great product,

Respectfully,

Laura, Lissa & Matt and Chloe, Emma, Tess, Ozzy, Greta, Baxter, Sophie & Emmet!

## All-Natural Ingredients in All Happytails Products

combining *fabulous scents* with the *finest botanical extracts*



- Made in the U.S.A. in FDA-approved labs
- Certified cruelty-free products
- No parabens or sodium lauryl/laureth sulfates



### Fur Butter

Ultra rich deep conditioning treatment for dry damaged coats

#### Water

**Emulsifying Wax** helps Fur Butter penetrate the skin and coat, replacing lost moisture.

**Colloidal Oatmeal** relieves itchy skin as it contains high protein content. Also has excellent conditioning benefits

**Shea Butter** improves the healing process, improves moisture retention, soothes and protects the skin from environmental damage; Rich in essential fatty acids and vitamins A & E

**Rosemary Extract** Natural cleanser. Conditions, tones and strengthens the coat.

**Calendula Extract** Herb that brings quick, soothing relief to pain and swelling from insect bites and minor cuts while lending wound-healing antimicrobial properties

**Comfrey Extract** Herb that treats flea and other insect bites, burns, skin ulcerations, abrasions and just about any other irritation.

**Chamomile Extract** flower extract used for anti-inflammatory, antispasmodic, antibacterial, and mild sedative qualities.

**Burdock Extract** Helps treat flaky or inflammatory skin disorders such as psoriasis or eczema.

**Aloe Extract** Brings immediate cooling relief to fleabites and helps reduce itching. Aloe contains minerals, proteins and enzymes that help soften the coat and soothe skin

**Boswellia Serrata Extract** Also known as Indian Frankincense and Soothex, reduces inflammations, reddening and is perfect for dogs with sensitive skin.

**Butylene Glycol** an organic molecule, used in cosmetics as a humectant to bind moisture and hold water to the skin.

**Cetrimonium Chloride** a coconut based emulsifier and anti-static agent that makes fur less prone to static electricity buildup.

**Stearalkonium Chloride** A plant-based ingredient, it reduces static electricity by neutralizing electrical charges on hair, and is a good conditioning agent.

**Vitamin A (Retinyl Palmitate)** moisturizer and anti-keratinizing agent.

**Vitamin C (Ascorbic Acid)** is a white, crystalline, water-soluble substance found in citrus fruits and green vegetables. It is used as a natural preservative in Fur Butter.

**Vitamin E (Tocopheryl Acetate)** Anti-oxidant, UV Protector and skin moisturizer Peppermint Oil Refreshes, soothes and invigorates the skin.

**Ceteareth 20** emulsifier and thickener that maintains bond between essential oils and water in the product.

**Sodium Benzoate** an FDA-approved, polyunsaturated fat that used to inhibit microbial growth.

**Potassium Sorbate** a polyunsaturated fatty acid salt used to inhibit growth of microbes and mold.



### Seasonal itching all but disappeared



The first time I used fur butter was on my Mother's assistance dog, Brach. I was not pleased with the other conditioning rinses I could buy at the local pet stores as they did not seem to last. When I opened the Fur Butter jar, I was amazed at how thick and rich the product was--it almost seemed like a human moisturizer. When Brach was rinsed and dried, his fur was wonderfully soft and shiny. Even better, I noticed that his seasonal itching all but disappeared!

An assistance dog's appearance and concentration is paramount to his acceptance in public... thanks Happytails for a beautiful coat and a content and happy working dog!

Barbara Markland  
Winter Park, FL

## USER REFERENCES

Max, our quiet little Toy Poodle gets a lot of attention and loves to sleep in our bed - so he requires frequent bathing. For this purpose, we have used Happytails Sparkle & Shine Shampoo and Fur Butter weekly for the last 4 years. His coat is always soft and manageable, and the products are very mild on his skin.

Sparkle & Shine Shampoo gives his white coat a more uniform look, and has a very nice scent to it. Max doesn't complain much while being bathed with this shampoo - it doesn't sting his eyes or irritate his skin.

Poodle hair can be a challenge to detangle and it tends to dry in a very coarse texture. A few years ago, we discovered Fur Butter, and every since, Max's coat easily combs out and his coat is very soft and silky. A thicker consistency than most conditioners, it really soaks into the more problem spots where his hair can be most kinky. Fur Butter's neutral scent is perfect for us (we are allergic to many other products' scent).

We appreciate Happytails every time that we pick Max up and hug him! Thanks so much for making such wonderful products!

Gary & Margaret Chang  
Encino CA



#### INSTRUCTIONS

1. Wash your dog with Comfy Dog Oatmeal Shampoo or Sparkle & Shine Brightening Shampoo and rinse completely.
2. Slather Fur Butter from head to toe to tail until your best friend is completely buttered (remember, this is not a shampoo, so it will not lather).
3. For best results, leave Fur Butter on the coat for 5-10 minutes so the ingredients can work their magic.
4. Rinse thoroughly.



**DogDayAfternoonSpa .com**

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In Parker County Vet Building, two doors from Hay USA, just off Ft. Worth Highway; turn between Goodson Golf Carts & Santa Fe Furniture Warehouse