

It's the **Magic wand**
groomers dreamed of.



Pro Magic can be adapted for multiple grooming tasks with an abundance of benefits that make styling easier

- *Decreases drying time.*
- *Humane de matting & de-shedding less stress on pets.*
- *Protects hair from heat damage & grooming tools.*
- *Amazing detangling & improved coat manageability.*
- *Adds incredible lustre and shine to finished coats.*
- *Deters dirt & odors, keeps coats cleaner longer.*
- *Controls static & fly aways.*
- *Maintain styles longer.*

ProGroom™ Pro Magic

'A Groomers Magic Wand'

Pro Magic Concentrate has been trialled and evaluated by renowned master groomer and product expert, Barbara Bird, ICMG.

Aussie groomers are fortunate to have this terrific grooming aid. Pro Magic is one of the very best detangling agents I have used in 40 years of professional grooming. It has allowed me to brush out matted or felted coat that I feared would have to be clipped. I can brush out tangled coat in a fraction of the time.

Pro Magic makes me a magician!

Available in 500 ml concentrate or 5 litre ready to use solution. See Bottle or website for dilution breakdowns.



Pro Magic is Australian Made
& Manufactured by ProGroom™ Pty Ltd.

For further information and MSDS sheets
Please visit www.progroom.com.au

Purchased from

ProGroom™
"by Groomers for Groomers"



PRO MAGIC
CONCENTRATE

'A Groomers Magic Wand'

**Versatile liquid tool
For easier stylin-better results**

- Drying Aid DeDe Matter
 - De-Shedder
- Scissor Spritz Styling Aid
 - Conditioning Agent



Pro Magic FAQ

What is Pro Magic? Pro Magic is a versatile grooming aid that can be used for detangling and dematting, removing undercoat for deshedding, for easier and faster drying of coat, and as a styling aid for scissoring and finishing.

What are the ingredients? Pro Magic is a water-based formula utilising a combination of linear and cyclic cosmetic silicone ingredients. A low allergen fragrance has been added and it is preserved without Parabens.

How does Pro Magic work? The 'magic' comes from the particular combination of silicones. The hair carries a slightly negative charge, more so at points of cuticle damage and wear. The silicones carry a slightly positive charge and are attracted to the negatively charged hair. This positive-negative action neutralizes any static cling in the hair. In Pro Magic, the volatile, cyclic silicones help to spread the product to each and every hair. They also provide some added wet combing function. They evaporate during drying, leaving the linear silicones to totally cover each hair shaft in an ultra fine, flexible, sleek envelope of conditioner, which allows hair to slide apart. This allows the coat to be dematted or deshedded with much less mechanical force of brushing/combings/raking. More hair is separated and released with air power and light brushing. Drying time is improved with the use of forced air dryers, because the sleek surface of the hair facilitates the sheeting action and movement of the water off the hair. Pro Magic silicones also have incredible light reflective property that leaves the coat with a sparkling sheen without an oily appearance.

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*This was my 2nd time with how incredible Pro Magic is so I documented it so I could share...
I wouldn't normally de-matt & keep length but it's my Birthday & I was feeling generous..
I put Pro Magic in the hydrobath in with 1st shampoo, washed her with Pro Bronze & then deep conditioned. After towel drying misted Pro Magic.
I did NOT put a brush or comb near her & the matts just separate and disappear!
Mrs skeptical is skeptical no more... ”*

Letisha Pelchan from Happy Feet Grooming Salon, NSW, Australia

What is the best way to use Pro Magic? Pro Magic is most effective when used as the last product applied to the coat during bathing/grooming. It can be applied to wet or dry coat. The most remarkable results will be achieved when the product has dried into the coat. It can be sprayed on the coat or rinsed through, or both. On a packed undercoat or badly matted coat, a final rinse of diluted Pro Magic followed by direct spraying is recommended. Rinsing through a coat helps to distribute it throughout. Direct spraying targets a particular area that needs extra help. Pro Magic can be used between baths to facilitate brush out and protect the coat. Spritz the coat lightly as you groom, applying ahead of where you are working so it is allowed to dry before you work an area. Apply directly to tangles and gently pick the hair apart. Using a picking technique rather than pulling and tugging will cause less damage to the coat and will be more comfortable for the pet.

Why do you recommend using distilled water for dilution? We recommend this for all Pro Groom products because when we dilute products, we dilute the preservative system. Tap water always contains feed stock for microbes, and with the reduced preservative coverage, microbial invasion and spoilage can occur more rapidly. Distilled water gives a better shelf life to your diluted Pro Magic.



Water soluble doesn't build-up or break coats

Does Pro Magic build up in the coat? While build-up of Pro Magic is possible, it is quite unlikely to occur under normal usage and proper dilution. It would require extensive usage without bathing. All of our ProGroom shampoos will effectively remove any residual Pro Magic in the coat.

Does Pro Magic cause yellowing or break coat? No. These were problems that were reported with some of the first silicone detanglers in the 1980s. Pro Magic is an advanced formula that does not cause yellowing of white coat. In fact, it makes white coats appear whiter. Silicone ingredients do not make hair brittle. They are very flexible in nature on the hair. What causes breakage is excessive mechanical attack by slicker brushes, dematting rakes, and combs. Repeated mechanical detangling will lead to weakened hair shafts and inevitable breakage. Pro Magic allows the groomer to use less rough means to achieve a great result.