

Crown Royale Ltd.



crownroyaleltd.net

About Us

Crown Royale was founded in 1983 when AKC Breeder & Handler Allen Levine asked his friend Nick Scodari, a formulating chemist, to create a line of products that would be breed specific and help the coat to best represent the breed standard. It all began with the Biovite shampoos and Magic Touch grooming sprays which quickly became a hit with show dog professionals. The full line of Crown Royale grooming products followed in formulas to meet the needs of different coat types.



Current owner, Cindy Silva, started work in the office in 1996 and soon found herself involved in all aspects of the company. In May 2006, Cindy took full ownership of Crown Royale Ltd., which continues to be a family run business, located in scenic Phillipsburg, NJ.

Crown Royale Ltd. continues to bring new, innovative products to professional handlers, groomers and pet owners worldwide. All products are proudly made in the USA with the mission that there is no substitute for quality.

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Dilution Formulas: Please note when mixing concentrate and storing them for use other than short-term, we recommend mixing with distilled water to keep the formulas as true as possible due to variation in water make-up throughout the USA and international.

How to use Crown Royale

Step #1 Bathing

Select the Biovite Shampoo for your dog's coat type. Wet your dog's coat and apply Biovite Shampoo liberally, massaging well to create a good lather. Rinse well until the water runs clear. Repeat if desired. (Note: on dogs with sensitive skin use Soothing Oats & Aloe Shampoo).



Step #2 Conditioning

While your dog is still wet, apply Condition Plus liberally, massaging into the coat thoroughly. Leave in the coat for 2-5 minutes, then rinse thoroughly until water runs clear. (Note: on dogs with sensitive skin use Soothing Oats & Aloe Conditioner) *It is not necessary to use Condition Plus on dog breeds that use Biovite formula #3 unless coat is in need of moisturizing.



Step #3 Drying

Towel dry or blow dry the coat, brushing in the Magic Touch Grooming Spray formulated to your dog's coat type. No rinsing necessary, Magic Touch is a leave-in product that cuts static and repels dirt. (Note: use Ultimate Detangling Spray before bathing and during drying for breeds where knots and tangles are an issue).



Grooming Aides

Grooming Powder

Grooming Powder is designed to clean and intensify coat color without totally drying out hair. It is a blend of cleaning powders of proper texture to clean and add texture, yet gentle enough not to make hair brittle. Grooming Powder is made in two different formulas. One for full body coats and one for medium-fine coats.



Ultimate Detangling

Ultimate Detangling Spray is a unique, easy-to-use spray that removes tangles from a wet or dry coat. Formulated to help prevent staining, repel dirt and urine and keep coat clean longer, while removing tangles.

Biovite Shampoos

All three Biovite formulas are amazingly high lathering and fortified with Biotin/Panthenol vitamin and Allantoin. Biovite deep cleanses and conditions both coat and skin and revitalizes damaged hair by stimulating the skin and accelerating the metabolism of inert cells to promote hair growth and retard shedding. All three formulas give the desired texture to the coat immediately and is lasting. You do not have to wait days for the texture to return.

**EASY TO USE
DISPENSING CAP**



Biovite #1

Formula 1 is designed to specifically give a superfine texture to your dog's coat, along with the proper amount of body. We recommend using **Crown Royale Condition Plus** on all fine texture coats.

Sizes: 8 oz. RTU, 16 oz. concentrate, 1 gallon concentrate

Dilution Ratio: One part shampoo to four parts water



Biovite #2

Formula 2 is designed to give a medium bodied texture to your dog's coat. On long coated breeds we recommend using **Crown Royale Condition Plus** for extra static-free control.

Sizes: 8 oz. RTU, 16 oz. concentrate, 1 gallon concentrate

Dilution Ratio: One part shampoo to four parts water



Biovite #3

Formula 3 is designed to give a thick, full-bodied texture to your dog's coat. If you feel you need extra texture on your dog's furnishings, use our **Crown Royale Bodifier**.

Sizes: 8 oz. RTU, 16 oz. concentrate, 1 gallon concentrate

Dilution Ratio: One part shampoo to four parts water



***Biovite Shampoos are designed for your dog's specific coat type.
For your dog's breed and coat type, see Crown Royale's
Dog Breed and Coat Type list on pages 8 and 9.***

Shampoos

Deep Cleansing Shampoo

Deep Cleansing Shampoo revives color and texture, as well as nourishing and stimulating hair growth.

Based on biotin vitamins. Makes hair shine. Conditions both coat and skin. Revives and intensifies color. Eliminates static electricity.

Sizes: 8 oz. concentrate, 1 gallon concentrate, 5 gallon concentrate

Dilution Ratio: One part shampoo to five-six parts water



Soothing Oats & Aloe Shampoo

for sensitive skin issues

Aloe and oatmeal provides a gentle yet thorough cleaning, while leaving a fresh invigorating feel to the skin and coat. It is formulated to help soothe and heal dry and damaged skin. To promote skin health and coat growth, we have added Panthenol B5 to moisturize and Vitamin E to increase circulation. Great for sensitive skin.

Sizes: 16 oz. concentrate, 1 gallon concentrate

Dilution Ratio: One part shampoo to eight parts water



Puppy Shampoo

Mild, non-drying shampoo cleans your puppy's coat gently and leaves a fresh scent. Safe for puppies 6 weeks of age or older. Great for using during your puppy's first year.

They are not puppies for long, but for the first year Crown Royale's puppy shampoo is the right stuff!

Sizes: 8 oz. RTU, 1 gallon RTU



Dilution Formulas: Please note when mixing concentrate and storing them for use other than short-term, we recommend mixing with distilled water to keep the formulas as true as possible due to variation in water make-up throughout the USA and international.

Conditioners

The big question we get is **WHY conditioner?**

Crown Royale's conditioners are formulated to bring back body and shine and to add needed moisture. Crown Royale's conditioners are the right choice to restoring moisture and shine.

Condition Plus

Condition Plus gives coat spectacular body, bounce and static-free manageability in one application. A substantive conditioner is used that bonds to the hair shaft allowing for fantastic control and sheen and keeps the coat from matting. Will condition from shampoo to shampoo.

Condition Plus is recommended for all fine and medium texture coats as an after shampoo, conditioning rinse. When used as a conditioner for dog's furnishings, Condition Plus may also be used on terrier texture leg furnishings to prevent breakage and promote growth.

When you wash Condition Plus out of terrier texture furnishings, use Biovite Shampoo Formula 3 to restore texture to hair. On fine texture coats, use Biovite Formula 1 and on medium texture coat, use Biovite Formula 2.

Sizes: 8 oz. concentrate, 16 oz. concentrate, 1 gallon concentrate

Dilution Ratio: One part Condition Plus to 20 parts water



Soothing Oats & Aloe Conditioner

For sensitive skin issues

Aloe and oatmeal provide a gentle, effective way to soothe and heal dry and damaged skin. Adds body, bounce and static-free manageability in one application. Soothing Oats & Aloe Conditioner is recommended for all dogs with sensitive, itchy or dry skin. Helps deter matting. To promote skin health and coat growth we suggest using Soothing Oats & Aloe Conditioner as part of the Soothing Oats & Aloe Triple Play System: Soothing Oats & Aloe Shampoo / Soothing Oats & Aloe Conditioner / Soothing Oats & Aloe Finishing Spray.

Sizes: 16 oz. concentrate, 1 gallon concentrate

Dilution Ratio: One part Soothing Oats and Aloe Conditioner to 20 parts water



Ultimate Detangling Spray

Ultimate Detangling Spray is a unique, easy-to-use spray that removes tangles from a wet or dry coat. Formulated to help prevent staining, repel dirt and urine and keep coat clean longer, while removing tangles.

Sizes: 8 oz. RTU spray, 16 oz. RTU spray, 1 gallon RTU



Finishing, Grooming & Brushing Sprays

The ultimate finishing spray for the show dog. Magic Touch gives luxurious sheen, has no heavy build-up, repels dirt, and prevents coat matting. It is formulated with conditioners, optical brighteners and silicones. Our special emulsifier allows Magic Touch to be shampooed out easily.

Special Note For Poodles: When you wish to remove hair spray from coat, spray with Magic Touch and it will enable you to brush out coat without breaking any hair.



MagicTouch #1

Formula 1 is specifically balanced to enhanced fine texture coats. It will give your dog's coat a natural-feeling silky texture along with total control. *Sizes: 8 oz. RTU spray, 16 oz. RTU spray, 16 oz. concentrate. Dilution Ratio: One part MagicTouch to 15 parts water.*



MagicTouch #2

Formula 2 is specifically balanced to enhance medium texture coats. It will give your dog a natural sheen, stain repellency and complete control without any change in coat texture. *Sizes: 8 oz. RTU spray, 16 oz. RTU spray, 16 oz. concentrate. Dilution Ratio: One part MagicTouch to 15 parts water.*



MagicTouch #3

Formula 3 is specifically balanced for full bodied texture coats and gives your dog's coat a natural sheen and enhances its full body texture. *Sizes: 8 oz. RTU spray, 16 oz. RTU spray, 16 oz. concentrate. Dilution Ratio: One part MagicTouch to 15 parts water.*

Bodifier

A texturing spray concentrate that adds sheen and bounce to coat, is rich in conditioners, and firms coats texture. Bodifier strengthens coats and helps prevent breakage while keeping furnishings in place and static-free.

Sizes: 16 oz. RTU spray, 16 oz. concentrate, 1 gallon concentrate. Dilution Ratio: One part Bodifier to 7 parts water.



Soothing Oats and Aloe Spray

Specifically formulated for all sensitive skin issues. Gives your dog's coat a natural sheen without irritation. *Sizes: 8 oz. RTU spray, 16 oz. RTU spray*



Clip-Eze

Amazing Clip-Eze is formulated to lubricate hair, prevent clipper burn and eliminate static, making scissoring and clipping your dog a pleasure instead of a chore while cutting your trimming time in half. Scissors will stay sharp and lubricated.

Sizes: 16 oz. RTU, 1 gallon RTU



Dog Breed and Coat Type

Individual Formulation for Breed and Coat Type Biovite Shampoos & Magic Touch Grooming Sprays

All formula recommendations are based on coat texture and body that conforms to the individual breed standard. These recommendations were made after extensive testing by many of the nation's leading professional dog handlers and well known dog breeders. *Sensitive skin, please use Crown Royale's Soothing Oats & Aloe Spray.

Affenpinscher	3	Bulldog	2
Afghan Hound	1	Bullmastiff	3
Airedale Terrier	3	Cairn Terrier	3
Akita	3	Canaan Dog	2
Alaskan Malamute	3	Cane Corso	2
American English Coonhound	2	Cardigan Welsh Corgi	3
American Eskimo Dog	3	Cavalier King Charles Spaniel	1
American Foxhound	2	Cesky Terrier	2
American Staffordshire Terrier	3	Chesapeake Bay Retriever	3
American Water Spaniel	3	Chihuahua (Long Coat)	2
Anatolian Shepherd Dog	3	Chihuahua (Smooth Coat)	2
Australian Cattle Dog	2	Chinese Crested	1
Australian Shepherd	2	Chinese Shar-Pei	2
Australian Terrier	3	Chinook	2
Basenji	2	Chow Chow	3
Basset Hound	2	Cirneco dell'Etna	2
Beagle	2	Clumber Spaniel	2
Bearded Collie	3	Cocker Spaniel	2
Beauceron	2	Collie (Rough)	3
Bedlington Terrier	3	Collie (Smooth)	3
Belgian Malinois	3	Coton de Tulear	1
Belgian Sheepdog	3	Curly-Coated Retriever	3
Belgian Tervuren	3	Dachshund (Longhaired)	2
Bergamasco	3	Dachshund (Smooth)	2
Bernese Mountain Dog	3	Dachshund (Wirehaired)	3
Bichon Frise	3	Dalmatian	2
Black Russian Terrier	3	Dandie Dinmont Terrier	3
Black and Tan Coonhound	2	Doberman Pinscher	3
Bloodhound	2	Dogue de Bordeaux	2
Bluetick Coonhound	2	English Cocker Spaniel	2
Boerboel	2	English Foxhound	2
Border Collie	2	English Setter	2
Border Terrier	3	English Springer Spaniel	2
Borzoi	2	English Toy Spaniel	2
Boston Terrier	2	Entlebucher Mountain Dog	2
Bouvier des Flandres	3	Field Spaniel	2
Boxer	2	Finnish Lapphund	2
Boykin Spaniel	2	Finnish Spitz	2
Briard	3	Flat-Coated Retriever	3
Brittany	2	French Bulldog	2
Brussels Griffon	3	German Pinscher	2
Bull Terrier	2	German Shepherd Dog	3

German Shorthaired Pointer	2	Plott	2
German Wirehaired Pointer	3	Pointer	2
Giant Schnauzer	3	Polish Lowland Sheepdog	3
Glen of Imaal Terrier	3	Pomeranian	3
Golden Retriever	2	Poodle	3
Gordon Setter	2	Portuguese Podengo Pequeno	3
Great Dane	2	Portuguese Water Dog	3
Great Pyrenees	3	Pug	2
Greater Swiss Mountain Dog	3	Puli	2
Greyhound	2	Pyrenean Shepherd	3
Harrier	2	Rat Terrier	2
Havanese	1	Redbone Coonhound	2
Ibizan Hound	2	Rhodesian Ridgeback	3
Icelandic Sheepdog	3	Rottweiler	3
Irish Red and White Setter	2	Russell Terrier	3
Irish Setter	2	Saluki	1
Irish Terrier	3	Samoyed	3
Irish Water Spaniel	3	Schipperke	3
Irish Wolfhound	3	Scottish Deerhound	3
Italian Greyhound	2	Scottish Terrier	3
Japanese Chin	2	Sealyham Terrier	3
Keeshond	3	Shetland Sheepdog	3
Kerry Blue Terrier	3	Shiba Inu	2
Komondor	1	Shih Tzu	1
Kuvasz	3	Siberian Husky	3
Labrador Retriever	2	Silky Terrier	1
Lakeland Terrier	3	Skye Terrier	3
Leonberger	2	Smooth Fox Terrier	3
Lhasa Apso	2	Soft Coated Wheaten Terrier	3
Lowchen	1	Spanish Water Dog	3
Maltese	1	Spinone Italiano	3
Manchester Terrier	3	St. Bernard	3
Mastiff	3	Staffordshire Bull Terrier	3
Miniature Bull Terrier	2	Standard Schnauzer	3
Miniature Pinscher	2	Sussex Spaniel	2
Miniature Schnauzer	3	Swedish Vallhund	3
Neapolitan Mastiff	2	Tibetan Mastiff	3
Newfoundland	3	Tibetan Spaniel	2
Norfolk Terrier	3	Tibetan Terrier	2
Norwegian Buhund	3	Toy Fox Terrier	2
Norwegian Elkhound	3	Treeing Walker Coonhound	2
Norwegian Lundehund	3	Vizsla	2
Norwich Terrier	3	Weimaraner	2
Nova Scotia Duck Tolling Retriever	2	Welsh Springer Spaniel	2
Old English Sheepdog	3	Welsh Terrier	3
Otterhound	3	West Highland White Terrier	3
Papillon	2	Whippet	2
Parson Russell Terrier	3	Wire Fox Terrier	3
Pekingese	3	Wirehaired Pointing Griffon	3
Pembroke Welsh Corgi	3	Wirehaired Vizsla	3
Petit Basset Griffon Vendeen	3	Xoloitzcuintli	2
Pharaoh Hound	2	Yorkshire Terrier	1



Powders

Grooming Powder is designed to clean and intensify coat color without totally drying out hair. It is a blend of cleaning powders of proper texture to clean and add texture, yet gentle enough not to make hair brittle. Grooming Powder is made in two different formulas. One for full body coats and one for medium-fine coats.



Full Body Powder

Sizes: 1 lb. can, 2 lb. tub, 30 lb. pail



Medium / Fine Powder

Sizes: 1 lb. can, 2 lb. tub, 30 lb. pail

Whitener

Gently bleaches white hair and removes most stains without making coat brittle.

Tested and used by many of the nation's leading professional dog show handlers.

Sizes: 1 lb. can, 2 lb. tub, 30 lb. pail



Liminator

A specifically formulated enzyme odor digester for the complete removal of all traces of odor due to urine and feces. Liminator works on wood, concrete, gravel, upholstery, color-fast carpets, and will not harm fabrics or grass. Liminator is not a masking cover-up. Excellent in kennels as well as in the house.

Sizes: 16 oz. RTU spray, 16 oz. concentrate, 1 gallon concentrate

Dilution Ratio: One part Liminator to 20 parts water

Extras

Five Gallon Pump

Fine Mist Bottle



Triple Play Packs

Available now, our new Triple Play Packs are a 3-piece bag of Crown Royale products which have teamed-up to include all the steps needed to produce game changing results. Triple Play Packs are available in 6 varieties. Triple Play Packs are a great way to try our products or if you forget to pack your liquids for a show. The systems are put together for your convenience.



Product #	Play Pack	Product 1	Product 2	Product 3
0007000	BIO#1	Biovite Shampoo #1 RTU	Condition Plus Concentrate	Magic Touch #1 RTU
0007100	BIO#2	Biovite Shampoo #2 RTU	Condition Plus Concentrate	Magic Touch #2 RTU
0007200	BIO#3	Biovite Shampoo #3 RTU	Bodifier RTU	Magic Touch #3 RTU
0007300	DCS#1	Deep Cleansing Shampoo	Condition Plus Concentrate	Ultimate Detangling RTU
0007400	DCS#2	Deep Cleansing Shampoo	Ultimate Detangling RTU	Clip-Eze RTU
0007500	PUPPY	Puppy Shampoo RTU	Condition Plus Concentrate	Liminator Concentrate
0007600	OATS & ALOE	Soothing Oats & Aloe Shampoo	Soothing Oats & Aloe Conditioner	Soothing Oats & Aloe Spray

Sporting Dog

Crown Royale Ltd. *Sporting Dog* Shampoos & Brushing Sprays



Crown Royale Ltd. Sporting Dog line of pet grooming products was introduced in 2018 at the Great American Outdoor show and the feedback was tremendous. Sporting and gun dog owners from around the world love it! Just check out the photo gallery at the bottom of the Sporting Dog page of our website and see for yourself what some of our favorite fans have to say about our shampoos and brushing sprays!



The unique formulas were developed to the dog's specific coat type and address the needs of hard working, hard playing sporting dog breeds. They feature the same unmatched quality that Crown Royale Ltd. is known for and are available in two formulas of shampoo and brushing sprays. Our Burrs Away is a huge fan favorite of the gun dog owners.

We expanded the line a year later to include the indispensable EquiGroomer™ Shedding Tool and WaterWisk™ bathing squeegee. The simple, yet effective Shedding Tool quickly proved to be a brilliant addition to the line. Customers who purchased one would come back for another, raving about the effectiveness, ease of use and comfort to their pet.

Over the 3 short years since the launch of Sporting Dog Grooming Products we have met some of the most caring, loving and loyal pet owners we have known.



Sporting Dog

Refer to the Breed & Coat Type list on the next page to find the Sporting Dog formula that best matches your dog's specific coat type.



Shampoo

Unique formulas developed to your dog's specific coat type with a light, field-friendly fragrance. Sporting Dog Shampoos can be used before an outing or after your adventure ends.

Size: 14 oz., 1 Gallon

Brushing Spray

Ready to use. An effective way to reduce the amount of debris from the field. Repels dust, prevents coat matting, has a natural fragrance, and no heavy build up. Crown Royale Sporting Dog Sprays help protect your dog's specific coat type, helps prevent static build up and keeps the coat in excellent condition.

Size: 8 oz.



Burrs Away

Ready to use. Sporting Dog Burrs Away is a unique, easy to use spray that aids in the removal of burrs or lodged in debris from the coat. Formulated to be easy to use and effective, eliminating the need to cut out the debris, saving your dog's coat. Safe to use on coats that are wet or dry. Formulated for all breeds.

Size: 16 oz.

EquiGroomer™

EquiGroomer Shedding Tool works great on shedding pets. The triple epoxy wave blade grabs dead hair by the ends with no tugging or harm to coat or tender skin. Beautiful cedar handle is naturally anti-microbial and feels just right in your hand! The result is a coat that is shiny and smooth.



WaterWisk™

The WaterWisk Pet Squeegee easily removes excess water from a dog's coat after a bath or a swim. Add one to your dog's bathing kit and keep another handy for your car. Made from cedar so it's naturally water-resistant and tough polyurethane that won't harden or crack.



Sporting Dog

Refer to the Breed & Coat Type list to find the Sporting Dog Shampoo formula that best matches your dog's specific coat type.



*Formula #12 also works for
Border Collies*



*Formula #16 also works for German Shepherd Dog,
Belgium Malinois and Belgium Tervuren*

**Individual formula recommendations are based on
coat texture that conforms to the individual coat type**

Airedale Terrier (16)
American Water Spaniel (16)
Barbet (12)
Basset Hound (12)
Beagle (12)
Bloodhound (12)
Boykin Spaniel (12)
Bracco Italiano (12)
Braque d'Auvergne (12)
Braque du Bourbonnais (12)
Braque Francais (12)
Brittany (12)
Burgos Pointer (12)
Cesky Fousek (16)
Chesapeake Bay Retriever (16)
Clumber Spaniel (12)
Cocker Spaniel-American (12)
Cocker Spaniel-English (12)
Coonhound (12)

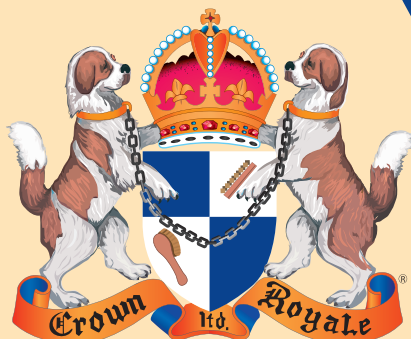
Curly Coated Retriever (16)
Deutsch Drahthaar (16)
Deutsch Kurzhaar (12)
Deutsch Stichelhaar (16)
Deutscher Jagdterrier (16)
Deutscher Wachtelhund (12)
Drentse Patrijshond (12)
English Setter (12)
English Springer Spaniel (12)
Field Spaniel (12)
Flat Coated Retriever (16)
Foxhound-American (12)
Foxhound-English (12)
French Spaniel (12)
German Longhaired Pointer (12)
German Shorthaired Pointer (12)
German Spaniel (12)
German Wirehaired Pointer (16)
Golden Retriever (12)

Sporting Dog

Gordon Setter (12)	Portuguese Pointer (12)
Irish Setter (12)	Portuguese Water Dog (16)
Irish Water Spaniel (16)	Pudelpointer (16)
Jack Russell Terrier (16)	Rat Terrier (12)
Kooikerhondje (12)	Setter-Irish Red & White (12)
Labrador Retriever (12)	Setter-Red (12)
Lagotto Romagnolo (12)	Slovakian Wirehaired Pointer (16)
Large Munsterlander (12)	Small Munsterlander (12)
Mountain Cur (16)	Spinone Italiano (16)
Mountain Feist (16)	Stabyhoun (12)
Nova Scotia Duck Tolling Retriever (12)	Stichelhaar (16)
Otterhound (16)	Sussex Spaniel (12)
Picardy Spaniel (12)	Vizsla (12)
Plott Hound (12)	Weimaraner (12)
Pointer (12)	Welsh Springer Spaniel (12)
Poodle (16)	Wirehaired Pointing Griffon (16)
Poodle-Corded (12)	Wirehaired Vizsla (16)

If you are not sure which formula,
or don't see your dog listed, please contact us.

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