



# STOCK SHOW UNIVERSITY® “BEHIND THE BANNER” SERIES

## **Tip #1 – Show Goat Management, with Wess Richey, Mobile Dealer Network Manager and Master Professor**

"When I think of a tip to give to a new and excited showmen about the show goat project, I think back to what are some fundamentals of the project: nutrition/hydration, hide and hair care, showmanship, proper exercise, and last but not least, skin care after the show.

As we all know, each of these topics play a part in have some type of success in the project. Skin care after the show is probably the one, we at least focus on and could possibly be the most important in my opinion. I would recommend having a fungus prevention product like Sullivan's Fighting Five to help with any skin fungus issues. Sullivan's Fighting Five is a blend of 5 natural oils that prevent, eliminate, and heal all types of fungus. At home, we find that it has a unique ability to heal damaged skin on goats and results in fast regrowth of hair.

I would also recommend Sullivan's Rejuvenate Shampoo with Vita Skin package (Vitamins E, B complex, and C). This shampoo is great for those market wethers and slicked off does. The Sullivan's Rejuvenate Shampoo is infused with olive oil, pomegranate extract to help tone and tighten the pores without drying out the skin. We see a distinct difference in the animal's hide and hair coat after one bath with Sullivan's Rejuvenate shampoo that simply makes the animal more eye appealing in the ring."

## **Tip #2 – Show Day Must for Sheep, with Jacey Moncier, National Sales Representative**

"One of my favorite go-to combos for show day prep is mixing 1/2 White Out and 1/2 Silk when working on lambs. The blend of these two products really help brighten up their natural color and gives them that sharp, fresh look that stands out in the ring. Not only does it enhance their appearance, but the Silk also leaves their hide feeling incredibly smooth and soft to the touch. It's a simple trick that makes a big difference in both presentation and feel."

## **Tip #3 – Must-have products in the Hog Barn, with A.J. Hornback, Assistant Show Manager Midwest**

"Sullivan's High Definition, as most people call HD, is hands down my favorite Sullivan Supply product for the show pig world. It's perfect year-round and delivers that unbeatable show ring look every time. This lightweight oil doesn't just help your pig shine in the ring – it also hydrates the skin and hair, promoting overall health. Whether you're tanning, working daily hair care, or heading to the backdrop, HD is a must-have in your showbox.

Another go-to product that I believe that everyone should add to the show equipment is the Sullivan's Smart Clip-On Feeders. These feeders are truly a game changer for the pig industry. The flat back design combined with the rounded bottom allows pigs to easily access every ounce of feed. One of my favorite upgrades is the improved clip attachment area. If you've ever dealt with broken feeders, you know the struggle usually starts where the clips attach. This new design offers a reinforced holder that better withstands pigs who just have to stand in their feeders. And let's be honest – the color options are an added bonus!"

# CELEBRATING 15 YEARS



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## **Tip #4 – Maximizing Hair Health with the Rice Root Brush and Sure Coat Max with Justin Shoufer, Sales Manager – Indiana**

“When it comes to growing hair on cattle, two often underappreciated tools can make a major difference in hair quality and presentation are: the Medium Rice Root Brush and Sure Coat Max. Understanding how to use these tools effectively can lead to healthier hair, improved hair growth, and a more polished show ring appearance.

Let's start with the Rice Root Brush—a staple that sometimes gets overlooked in the show box. This brush is incredibly effective for hair training, stimulating growth, and removing dead hair to make room for new, healthier strands. A great technique after rinsing is to first brush the hair downward to remove excess water and tame unruly spots. Then, switch directions and brush the hair forward to begin training it in the desired show-day direction. This small step makes a big impact over time and sets the foundation for consistent grooming results.

Next up, Sure Coat Max is a go-to product for promoting maximum hair health. After the calf is fully dried, generously apply Sure Coat Max on both sides, paying extra attention to high-impact areas like the legs and underline. Then, use your Rice Root Brush or a Smart Scrubby to work the product thoroughly into the hair. Rather than immediately reaching for the blower, allow the calf to stand in front of a fan for about 15 minutes. This “air dry” time helps the product soak in and nourish the hair without blowing it off prematurely. Afterward, go in with the blower to fluff and style the hair to perfection. By pairing these two techniques together, you're setting your livestock up for better hair health, more growth, and a sharp, show-ready appearance every time.”

## **Tip #5 –Protecting and Repairing Hair on Weather Dam Does: A Weekly Hair Care Routine with TJ Todd, Sales Manager – West**

“When it comes to showing weather dam does week after week, frequent clipping can take a toll on their hair—especially along the top-line. Repeated grooming without proper care can weaken hair follicles, lead to breakage, and cause long-term damage to hair quality. To combat this, we've developed a simple and effective routine using Sullivan's Kleen Sheen and the Sullivan's Infuser line of products. These two, when used together, provide deep nourishment to the hair while helping repair damage caused by over-clipping. Below is what we do weekly as our hair care routine: Step 1: Blow Out the Hair, Start by blowing out the goat with either Sullivan's Beast or Air Express III to remove any loose hair, dust, or debris. This helps prep the coat and stimulates the hair follicles for growth. Step 2: Wash and Dry Thoroughly. Next, give the doe a full rinse and wash with Sullivan's Volumizer shampoo. Make sure the body and legs are completely dry before moving to the next step. While drying, blow the hair in the direction you want it to lay—this helps in training the hair and keeping the overall look polished. Step 3: Apply Product. Once the animal is dry, shake both the Kleen Sheen and Infuser products well before applying. Then, coat the entire body. Use a comb to work the product in, and blow it deep into the hair and hide. These products are designed to be left in—no rinsing necessary. We've found that even after the very first treatment, there's a noticeable improvement in the texture and strength of the hair. And an additional bonus tip: These products aren't just for weekly use—they can be applied daily when additional repair or hair conditioning is needed.”



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## **Tip #6 – Don't Skip the Body Hair: Pre-Ring Preparation Matters, with Gus Quillin, Sales Manager – Oklahoma**

"When preparing your heifer or steer for the show ring, it's easy to get caught up in the high-visibility areas—legs, tailhead, topline, belly line, and tail. While these areas deserve attention, there's one crucial step that often gets overlooked: working the body hair. Though it might not be the most glamorous part of the prep routine, properly managing body hair is a foundational step for a clean, uniform look—and it needs to start well before fitting begins on show day.

Make it a priority to spend at least 15–20 minutes working the body hair before heading to the ring. Keep products like a Sullivan's Stimulator comb, Sullivan's Game Changer, Sullivan's Flare, and your preferred blower (The Beast or Air Express III) close to your fitting chute. This combination helps lay a strong foundation and preps the hair to look healthy and pop in the ring.

Here's an extra tip: Before using adhesives like Sullivan's Tail Adhesive or Prime Time, make sure you are using Sullivan's Staggered Roto Brush or Roto Fluffer Brush. These brushes help train and separate the hair, making it significantly easier to pull leg hair up when it's time to fit.

Taking a little extra time to work the body hair can make a big difference in the overall look and feel of your animal in the ring. Don't let this vital step be the one you forget!!"

## **Tip #7 – Building the Perfect Leg Wool Routine with Katie Cull, Sales Manager – Ohio**

"Daily care plays a crucial role in achieving the desired look for your livestock on show day. One effective show day routine when it comes to show lambs starts with spraying Sullivan's Game Changer into the legs to enhance and "pop" the leg wool, giving it that full, eye-catching appearance. Follow this with Sullivan's Stacked, our newest product designed to help set the leg wool in place, creating a clean and structured finish. For an added touch of polish, applying Sullivan's Silk provides a smooth, hydrated look that enhances the overall appearance in the ring. This combination of products work so well together to deliver that professional, ring-ready look every time."



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## **Tip #8 – Boosting Hair Growth and Skin Health in Show Pigs, with Scott Kinzer, Director of Product Management**

“When it comes to preparing your show pig for the ring, daily skin and hair care isn’t just a good habit—it’s a necessity. Consistent grooming not only improves your pig’s appearance but plays a critical role in the animal’s overall presentation and placing.

Using high-quality shampoos, conditioners, and sheens like Sullivan’s Rejuvenate, Champions Choice, Sudden Impact, and Glaze ensures that your pig’s skin stays hydrated and its hair coat healthy and manageable. These products are staples in show barns across the country and contribute to that eye-catching ring-ready look.

One of the most exciting advancements in swine hair care is Sullivan’s OVER DRIVE Hair Growth Booster, a daily-use sheen that specifically targets hair growth. Formulated with easily absorbed natural extracts and vitamins, OVER DRIVE stimulates the hide by opening and cleaning the pores and activating the hair shaft. This accelerates hair growth, making it a game-changer in building that thick, fresh coat every showman strives for. Application is simple: spray OVER DRIVE over the entire body of the hog once or twice a day. Lightly brush it in using your favorite grooming brush—but be careful not to over-brush, as this can remove product from the skin. Importantly, do not blow dry. Allow the product to air dry for optimal skin penetration.

Whether or not your show allows adhesives in the ring, having a strong foundation of healthy, dense hair makes a noticeable difference. It adds volume, gives the illusion of more bone and muscle mass, and creates a smoother overall look. In a highly competitive show setting, these details can mean the difference between a first-place banner or second place. With the right products and consistent care, you can set your show pig apart—starting with skin and hair.”

## **Tip #9 – Udder Perfection with Corey Jodrey, Sales Representative**

“When it comes to clipping udders for show day on dairy cows, the goal is a clean, tight finish that highlights the animal’s structure while keeping the area healthy and eye-catching. A simple but effective tip is to spray Sullivan’s Revive on the udder before clipping with 50 blades. This not only softens the hair and skin for a smoother clip, but also helps the blades glide more easily for a closer cut.

By prepping the udder with Sullivan’s Revive, you’ll achieve a tighter, more uniform clip, minimizing missed patches or uneven spots. Once the udder is clipped, finish the process by applying dairy udder gel. This adds a healthy shine and completes the polished look, helping your animal stand out in the ring.

Consistent care and the right products make all the difference — and this quick routine can elevate your show day presentation with minimal extra effort.”



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## **Tip #10 – Grind to Shine: The Ultimate Daily Calf Routine with James Sullivan, Director of Marketing**

"Achieving a polished, show-ready calf begins with a consistent daily program 100–120 days before the target show. The key to this routine is daily repetition—both morning and evening—focusing on cleanliness, hair care, and animal comfort.

### **Morning Routine (5:30–7:00 AM):**

1. Bring Calf In – Under fans, away from sunlight, and feed to establish routine.
2. Wash – Blow out dirt, rinse, and shampoo with Sullivan's Volumizer. Rinse thoroughly, condition with Sullivan's Hydrator, rinse again, and comb hair down then forward.
3. Brush – Use a Rice Root Brush for 10–15 mins per side, covering all areas.
4. Blow & Work Hair – Blow dry, then apply Sullivan's Revive or Revive Lite. Comb in, roto brush the body (legs up, body forward), then comb and style. Tie calf under fans in a cool area.

### **Optional Noon Rinse (12–1 PM):**

Repeat brushing and blowing steps for faster results.

### **Evening Routine (2:00–4:00 PM):**

5. Rinse – Blow out bedding, rinse for 15–20 minutes, and comb hair down then forward.
6. Brush – Repeat 10–15 min brushing per side using Sullivan's Rice Root Brush.
7. Blow & Style – Blow dry, apply Sullivan's Kleen Sheen, Staggered Roto Brush, style, and tie in a cool space.
8. Feed & Kick Out – Feed around 5–6 PM. Once temperatures drop (8–10 PM), return the calf to its outdoor pen with hay.

### **Key Tips:**

- Avoid direct sunlight throughout the routine. Try your best to do all these in a cool area.
- Consistency drives results!!
- Proper directional brushing and blowing promote healthy hair growth and show-day appearance.
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This program is your blueprint to a well-trained, healthy, and visually competitive show heifer or steer!"



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## **Tip #11 –Stop Fungus Before It Starts, with Kara Cutshaw, Sales Manager – Texas**

"When it comes to keeping show lambs healthy and ring-ready, one of the biggest ongoing battles is preventing fungus. It can spread quickly, do serious damage to hide and hair, and even affect the health of your entire barn if you're not proactive. That's why one of my top tips for fellow showmen is this: always use a product like Sullivan's Fighting Five before leaving a show. With judges, exhibitors, and countless hands on your lambs during a show, there's no telling what they've come into contact with. Plus, being around so many other animals—many of which may unknowingly carry fungal infections—only increases the risk. Even if your lamb looks perfectly clean, fungus can still hitch a ride on their skin or hide."

That's why, before I load my lambs back onto the trailer, I make sure to either give them a wash with an antifungal shampoo or give them a good spray-down with Sullivan's Fighting Five. It's quick, easy, and one of the most effective steps you can take to protect your animals and the rest of your projects back home.

Making this a consistent part of your post-show routine can help you avoid a fungus-filled summer—and the stress, treatment, and potential setbacks that come with it. Taking a few extra minutes now can save you a lot of trouble later."

## **Tip #12 – Keeping White Goats White, with Caroline Davis, New Product Manager**

"My go-to combination of soaps and sprays to keep the white ones clean is Sullivan's Natural White and Sullivan's Knock Out. Natural White is a dye free whitening shampoo that you can scrub in and let it sit without worrying about the potential of accidentally turning them purple. On tough stains I like to use the soap directly on the patch, scrub it really well, then allow it to sit and work its magic for 3–5 minutes before I rinse it out. After the animal is clean and dry, I hit any remaining stains or problem areas with Sullivan's Knock Out. This is a quick stain remover that doesn't need to be rinsed out, so I normally spray it in and leave it overnight. If you still have some discolouration in the morning, hit it one more time with Sullivan's Natural White on the wash rack, and you're good to go!"

## **Tip #13 – Achieving a Natural Show-Day Finish: The Benefits of Pre-Staining with Black Pearl with Jason and Kim Weaver, Sales Manager – Southeast**

"When it comes to presenting pigs in the ring, skin, and hair appearance can make all the difference. One product that continues to prove its worth in the show barn is Sullivan's Black Pearl, a pig skin enhancer designed for both show-day application and pre-show prep. While Sullivan's Black Pearl can certainly be used directly on the body at shows, the best results come when you start staining the skin 3–4 days before leaving for the event. This gives the product time to set in, helping create a deeper, more natural tone that enhances the pig's overall appearance. Even better, it reduces the risk of color running when water or oil-based products are added later – a common issue under show ring conditions. Added Tip: This same approach works beautifully with Sullivan's Sugar Coat, Sullivan's White Out, and Sullivan's Red Wave. Pre-staining with these products also helps create a more even and lasting finish, ensuring your animals look their absolute best when it matters most."



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## **Tip #14 – Don’t Overlook the Tail, with Tess Mittag, Manager of Stock Show University®**

"When fitting steers or heifers for the show ring, many tend to focus on legs, toplines, and body hair—but one area that often gets overlooked is the tail. However, the tail plays a critical role in the overall balance and visual appeal of your animal. Without proper attention to tail placement and structure, the symmetry of your animal's appearance can be thrown off significantly. A tail should visually align with the bottom of the chest floor. A helpful way to ensure this alignment is by using a Sullivan's show stick to draw an imaginary line from the chest floor to the tip of the tail switch. If you are clipping the tail, always leave it slightly longer than needed so that once the tail is fit, it still lines up perfectly with the chest floor."

When it's time to ball the tail, use Sullivan's Tail Adhesive to create a strong, lasting hold. For shaping, grab a Sullivan's Smooth Operator comb to tease and build the hair into your desired form. Aim for a baseball bat shape for market animals and a teardrop shape for breeding animals—each form enhancing the animal's purpose and breed/sex characteristics. Tail fitting may be the last step, but done right, it can be the final detail that sets your animal apart in the ring."

## **Tip #15 – Daily Hair and Skin Conditioning Done Right: Why Sullivan's Revive and Revive Lite Are #1 in the Barn, with John Sullivan, Owner/Founder of Sullivan Supply, Stock Show University, and Sullivan Farms**

"In the world of show cattle, the importance of daily hair and skin care cannot be overstated. If you're already a pro at daily care in your show barn, you're likely familiar with the industry's top choices: Sullivan's Revive and Revive Lite. These products are more than just barn staples—they're scientifically crafted to deliver healthier, more vibrant hair coats while promoting growth, conditioning, and cleanliness in a natural, non-damaging way."

**Sullivan's Revive & Revive Lite: Deep Nourishment for Healthier Hair** – Sullivan's Revive is a game-changing product that works hard to rejuvenate dull, dry hair by moisturizing from the inside out. The foaming action penetrates deep into the hair coat, delivering a boost of hydration and vitality without making the hair feel waxy or heavy. What sets Revive apart is its plant-based formulation, combining bio-based leaf and seed oils with olive oil and lanolin ester emollients. These natural ingredients help stimulate scalp circulation, allowing better absorption of nutrients right into the hair follicles. To further enhance performance, Sullivan's Revive includes VITA HAIR™—a proprietary blend of Vitamin E, Biotin, and Pro-Vitamin B-5—known for promoting faster and stronger hair growth. For warmer months, Revive Lite is the perfect alternative. It features the same powerful conditioning benefits, but is made with extra light cosmetic-grade oils. Designed for hotter conditions, Revive Lite ensures the animal stays cool and hydrated, while still delivering all the essential nutrients found in the original formula.

**Why These Products Should Be in Every Show Barn** – Whether you're conditioning in cooler climates or tackling daily care in the heat, Sullivan's Revive and Revive Lite offer a comprehensive solution to promote hair growth, health, and shine. Their natural, scientifically formulated ingredients ensure your animals not only look their best in the ring, but also maintain the long-term hair quality necessary for a competitive edge. In the daily care game, success lies in consistency—and in the quality of the products you trust. These two Sullivan Supply staples are trusted by champions for a reason."