



February is the month of love and we all look forward to Valentine's Day and a few extra chocolates, perhaps some flowers, and a date with that special person in our lives. However, it is also a wonderful time to show your dog how much you love them as well. Our dogs are such a part of our lives and our families that they are truly family members and very deserving of a bit of special pampering and attention.

Planning a little Valentine's Day gift for your favorite canine is a lot of fun and something that the entire family can get involved in. A great way to give a healthy gift to your pooch is to make a few homemade doggy biscuits and cut them in the shape of hearts. Kids will love this idea and will enjoy getting involved in the measuring, stirring and baking process.

Other fun Valentine's Day gifts for your dog that he or she will enjoy all year round are plush toys or squeaky toys. There are some great designs out there including hearts, cupids, and roses, all available in a variety of sizes to match any size of dog. Just remember to check the toy for craftsmanship to make sure it won't come apart if your dog is big on chewing or trying to rip toys to pieces.

One way to celebrate every day of the month of February, which can be a bit drab, cold, wet or snowy, is to plan to spend at least 30 minutes a day just with your dog. You can play together, go for a walk, a jog in the morning, or, when you get home from work, spend time grooming and working on obedience lessons. This small thirty minute block of time will help you both strengthen the bond between you while also giving you a change to just relax and enjoy life.

If you don't have any special plans for Valentine's Day you and your dog can spend the day enjoying each other's company. Try visiting a new park or going on a day trip to a new place to explore. You may even find that you have friends or colleagues that are in the same situation and invite them along for a fun day. This is a great way to add some socialization for your dog and to also give you time to get to know someone better and spend some time together.

Play dates for dogs are an exceptional idea for your pet's mental stimulation and socialization skills. Try just one dog at the first outing and see how it goes. Once your dog is comfortable with other dogs in his or her territory you can always add more friends to the circle.

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Quiz

Dogs are able to see colors, just not all colors. Which colors can a dog actually see?

- A. Red
- B. Blue
- C. Green
- D. Yellow

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I am a member of National Dog Groomer Association of America Inc.

"Dogs are not our whole life, but they make our lives whole." ~ Roger Caras. ~

IF YOU ARE NEW TO THIS NEWSLETTER PLEASE TAKE A MOMENT TO READ THIS PAGE AND FIND OUT MORE ABOUT WHAT I COULD DO FOR YOU AND YOUR PET!

Five Important points to look for when choosing a good Dog Groomer!

It's important to remember that not all groomers are the same and that the service they provide will not always be what you'd expect. It's so important that the person who grooms and cares for your dog does so to the highest standard. Because it's critical that you have trust and confidence in this person, I have highlighted the five benefits that a good groomer will provide to you:

1. Assurance that the care and welfare of your dog is their top priority:

Any good groomer is first and foremost a dog lover, so caring for your dog comes as second nature to them and is given at all times. By providing breaks during the clipping process and by never leaving your dog unsupervised, they reduce unnecessary stress while ensuring safety and security. They also attend to your dog's basic needs by providing them with such things as fresh drinking water.

2. Grooming of the highest standards that reflects the needs of you and your dog:

A good groomer must be able to demonstrate the ability to groom your dog to high standards and to provide an appropriate look for your pet. They must have the ability to accurately determine your needs while advising you on different options for style and finish. A good groomer will never inflict pain or undue stress on your pet just to achieve a certain style.

3. Understanding of the different temperaments and characteristics of dogs:

As not all dogs are the same, they cannot all be approached and handled the same. For example, a shy and slightly fearful dog requires calmness and patience, while a lively bouncy dog may require immediate leadership. A good groomer will be able to adapt their approach to meet the psychological and behavioral needs of different dogs to ensure minimum stress during the grooming experience.

4. Quality products and methods that do not risk the health of your pet:

A good groomer will never compromise on the quality of products they use on your pet. Cheap dog products are available everywhere, yet they can cause severe health problems for your dog. Therefore, you must be confident that your groomer uses quality controlled professional grooming products. A good groomer will never cut corners with their products just to save money or to provide cheaper rates.

5. Advice and information on all aspects of dog ownership:

It's important that you have someone to turn to when you need advice or help with your dog, and a good groomer will be this person. While groomers cannot offer all of the answers, such as a medical diagnosis, they should be knowledgeable enough to offer some assistance and to point you in the right direction. A good groomer will always attempt to identify and inform you of any physical or behavioral changes that may indicate a health problem. This can make all the difference in recovery, as early detection ensures early treatment.

As a groomer, the above five benefits are the guide by which I provide my services. Dogs and grooming are my passion, not just my business. By bringing your dog to me for grooming, you can be assured that you and your dog will receive all five benefits as well as the care and service that you deserve.

What you can Expect if you Bring your Dog to Me!

Would you like your dog groomed so that she's looking gorgeous and left just the way you want her to look? Do you want her coat smelling delightful so there's no more 'doggy' smell in your home? Would you like her coat feeling soft while being just a dream to cuddle? And above all, would you like reassurance that your dog is getting the same gentle care and kindness during grooming that you would give her at home?

Well, you've just found a groomer that can provide everything you want, plus much, much more!

With me, you can be sure that your dog will be groomed to the highest standard. You'll be so pleased with how she looks, you will be proud to walk her down your street and show her off to your neighbors - just like the many other clients I have.

Your preferences and lifestyle, as well as your dog's character, are always taken into account as I advise you on grooming styles. The health, safety and welfare of your pet are always my priority, so you can have peace of mind knowing that I only offer the best advice to help you choose the right options for your dog.

As a caring dog owner, you'll want your pet to be healthy and happy. Therefore, it'll be reassuring to know that, with me, you'll have someone looking out for potential health issues and changes in your dog - some that may only be noticeable during grooming. Early detection of ailments can make all the difference to your pet, so I make sure to keep a close eye out for physical and behavioral changes during grooming.

Your dog will be well looked after and will always get the 'one on one' attention that she needs. You'll always feel confident that she's in the safest of hands with me; I can assure you of that.

Your pet deserves the best so I only use the best and safest products that will get her coat looking gorgeous but won't ever harm her. Others may choose to use cheaper, inferior products in grooming but that's something I simply will not compromise on.

With me, you'll also have someone to turn to if you have issues or worries about your pet. Advice and help is a free extra service I'm more than happy to provide. You can call me if you ever have any problems or just need to chat about your little friend.

So if you're looking for a groomer who will leave your pet looking fantastic then give me a call. You'll be over the moon when you see what I can do for you and your little furry friend.

Dirty Dogs Salon

"Expert in leaving your dog looking gorgeous"

- ✓ **Have your dog gorgeously groomed so that she is left looking and smelling wonderful. You'll be delighted with how she'll look and you'll be so proud to show her off to your family and friends.**
- ✓ **You'll never have to worry when you leave your pet with me. She'll be groomed in a clean, relaxed environment where only the best and safest products are used.**
- ✓ **As a customer of mine, you'll get the respect and service from me that all good dog owners like you deserve.**
- ✓ **Help and advice is freely given so you'll always have someone to turn to if you ever have a problem or a worry about your little friend.**
- ✓ **I use a calm, 'tender loving' approach when grooming, where patience, praise and kindness is assured.**
- ✓ **And of course, kisses and cuddles for your little buddy are provided in abundance. She'll just love being groomed with me and you'll love how she looks afterwards!**

Call for an appointment today. Tel: **(352) 341-0600**

Is Your Dog's Diet Healthy

A healthy dog is a happy dog and a happy dog is a true pleasure in your life. One way that we can all help to keep our dogs healthy and happy is to ensure we are feeding the best quality and type of dog food possible.

Many breeders and dog lovers feel very strongly about a specific brand, type or diet for their pets. However, it is not so much being loyal to a specific type of food but rather making sure the food you choose or the diet you follow for your pet gives the dog the nutrition that they need to stay healthy.

Animal nutritionists report that dogs, which are actually omnivores and need more than meat in their diet, require the following nutritional elements for a balanced, healthy life.

Protein – protein, which is found in most foods but in higher concentrations in meat, dairy and some vegetables such as soybeans and corn, provides the building blocks for the body. It supplies 23 different types of amino acids that are used in very system in the body. Depending on the activity level, health status and age of your dog he or she may need higher or lower protein in the diet to stay healthy.

Fat – fat provides energy, it is the fuel for the entire system, and also provides essential fatty acids that cannot be made within the body. Fat is also necessary in the diet to transport the fat soluble vitamins from the food through the digestive tract and into the body. In commercial foods fat is used to add palatability and appeal to food. Fats include Omega 3, 6 and 9 fatty acids that are necessary for a beautiful coat and overall good health.

Carbohydrates – Unlike humans, dogs do not use carbohydrates as the primary source to provide energy for the body. However, carbohydrates are still essential in the diet and are used to a lesser extent for energy as well as fiber for digestion and blood sugar regulation.

Trace Minerals – if a dog is fed a balanced, healthy diet then the need for trace minerals, which are only needed in very small amounts, will be met. Supplementing additional minerals can be dangerous for your pet.

Vitamins – similar to trace minerals, a balanced diet that provides a variety of protein sources, carbohydrates and fats will contain all the vitamins that your dog needs.

If you have any concerns about the quality of the diet you are feeding check in with your vet. It also a very wise idea to ask about any supplements you are planning to use with your dog to make sure they are really necessary and will not lead to any possible complications or problems.

Spotting Skin Conditions

Just like with us, a dog's skin and hair condition is a sign of their overall health and well-being. As a dog owner it is an excellent idea to take a close look at your dog's skin when you are doing your routine grooming.

The earlier you are able to detect possible skin conditions the faster you can identify what is causing the problem and correct the issue. Signs to watch for that are often the first symptoms of looming skin problems include:

- Itchy patches that may be red and moist or dry and flaky
- Scaly patches
- Redness and heat (hot spots)
- Rashes and bumps
- Swellings with or without drainage
- Pimple-like lesions
- Hair loss or hair thinning

There are many different reasons that a dog may be experiencing some type of a skin condition. Your vet will be able to perform different tests to determine what the root cause of the problem is and how to treat the condition.

Common causes of skin conditions in dogs include:

- Fleas, mites or tick
- Insect bites
- Allergies to food
- Allergies to something in the environment
- Stress
- Shampoos or coat treatments
- Weather conditions especially in dry winter climates

Eye Contact: The Key To Training

Just like teaching children, your dog needs to be paying attention to you fully to learn during your training sessions. And, just like with kids, the way to know your dog is paying attention to you is to make sure they are looking at you. Eye contact is natural with most dogs and puppies, but you can also train a puppy or a dog to turn their eyes to you when you say his or her name.

To train for eye contact simply:

1. Get in a position directly in sight of the dog.
2. Say his or her name and hold a treat at the dog's eye level approximately half way between you.
3. Raise the treat so the dog can follow with his or her eyes until it is at your eye level.
4. As soon as eye contact is made reward the dog with the treat and lots of praise and attention.

Tips For Cleaning Up Doggy Messes

Dogs and puppies will occasionally have an accident and learning how to quickly deal with the mess is all a part of being a dog owner. The good news is that there are some terrific products on the market that not only help with clean-up but also remove any odor to prevent the puppy or dog from returning to the same spot in the future.

To clean up urine and feces start by removing all possible mess with a paper towel or other type of absorbent cloth. Coffee filters are a great option to use with small messes. After you have all the visible mess up you can then rinse with warm water and a mild detergent on a hard surface or on fabric. Club soda is a very good option for carpets or furniture as well. Dab but do not rub the carpet to absorb any excess club soda or soapy water. If you used soap then next step is to rinse with clear, warm water and repeat the drying process with an absorbent cloth or paper towel.

The next step in the process is to use an enzyme based cleaner that is specially made for breaking down urine and feces. These are available at your pet store as well as online or at a cleaning supply store.

Follow the instructions on the product and make sure you are using the product designed for the surface you are cleaning.

Get This Newsletter Every Month!

To continue to provide you with information, help and a little bit of fun, we publish this newsletter at the beginning of every month. There will always be a copy available for you. So, in a month that's between your appointments please drop in to pick one up (it'll be nice to catch up as well). Or if you'd like your newsletter emailed to you every month just leave us your email address or request your newsletter by sending us an email. Once you're on our list we'll send you a copy every month.

Quiz Key

Dogs are not able to see the colors red and green but have the ability to see blue (B) and yellow (D).

Proper Coat Care For Terriers

If you own a wire-haired or rough-coated dog, which includes many of the terrier breeds and terrier mixed breeds, hand stripping the coat may be an option you want to consider. Hand stripping involves removing, with a stripping tool, the dead wire hairs from the coat, allowing new, vibrant and healthy hair to grow.

Stripping the coat is a very time consuming grooming option but it provides amazing results and a beautiful, lush wiry coat that is healthy and easy to keep. Basically stripping removes all the dead hair that makes the coat look lifeless, dully and matted. It does not hurt the dog if done properly and, since it is done by hand, any sensitive areas on your pet will be handled with additional care and attention.

Stripping is preferable to clipping for wire-haired or rough-haired dogs regardless of their breed or mixed breed background because wire hairs have a different structure than other coat types. They are semi-hollow shafts that are only loosely attached to the skin so they can stand out from the coat and give that wiry look. They also have a very hard point at the end, which gives that unique texture when you pet the dog.

If you clip a wire-haired dog you alter the physical structure of each individual hair of the coat. You remove that hard end and open the hair shaft, leading to a soft texture and also a fading or change in the coat color.

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