



# Dirty Dogs Salon

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Welcome to the March issue of this newsletter! It's hard to believe how quickly the months are passing and that we're already a quarter of the way through this fantastic new year. While working toward goals and trying to keep up with the demands of everyday life, it's certainly easy for the passage of time to take us by surprise!

In light of that, this is a great time to reflect on how well our schedules are meshing with our needs and the needs of our friends and families—which, naturally, includes our beloved pets. Have we made enough time for them this year? Are we sticking with our goals involving them? If not, what can we do to get back and stay on track?

All too often, we see our pets in the same way we view good friends. This can be an excellent feeling—it's good to know they're always there for us and vice versa—but it can also lead to a bit of neglect because, well, we have the notion they'll always be there. For example, we might put off that walk in the park today because we're busy...and then we put it off to the next day, and then the next, until suddenly another week has gone by...

These time constraints are unavoidable at times. However, with a bit of planning and a dash of willpower, it certainly is possible to get back on track and ensure that we're being the best of friends, family members, and pet owners we can be. In fact, it takes only two weeks of consistent behavior for minor changes to become new habits. The efforts we make today feel like less and less of an effort as each day passes, and the motions become natural.

If you're thinking maybe you could or should be doing more with your dogs for their training, exercise, health, or appearance, try scheduling 10 minutes a day devoted to that cause. It's a small and therefore very doable amount of time in which a lot can be accomplished. You may also find the 10-minute window naturally extending as you bond with your pet. Ten minutes of walking, obedience training, or hair brushing really is enough to make a significant difference in their wellbeing and your relationship.

Regardless of how quickly time flies, it is never too late to get where we want to be and to become the people we strive to be. If you're on target with your goals for 2012, congratulations and keep up the great work! If not, take heart in knowing you're not alone and that tomorrow is yet another opportunity for a fresh beginning. May you and your pets have a lovely time this month, and it will be great to see you again soon!

LuAnn

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### A Wonderful World of Animals!

! Scientists in China are quite puzzled by a local rooster—because he lays eggs as if he were a hen. They thought perhaps it's a hen that looks and acts like a rooster, according to *Orange News*, but they now wonder if the rooster naturally adapted its reproductive traits due to a lack of hens in the area. The true cause of this phenomenon is not yet known!

! The microchip proves yet again to be a great success in helping people and pets reunite after an accidental separation. A story from WDTN tells of a cat named Madison that leapt from her owner's vehicle when they stopped while traveling across the country to relocate. The distressed owner searched high and low but eventually had to leave the area to make it to the new location on time to begin a new job. He was thrilled when a humane society contacted him with the whereabouts of his cat, all thanks to the microchip.

### Now Accepting Credit Cards!



To make it much more convenient for you I've installed a Credit Card payment system. So now you can make payments via Visa, MasterCard or Discover cards.

### Find us on:



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

"A wash and a clip will be just the thing, to have them looking fantastic during the spring"

# 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**

**Buster's Valentines Day didn't go quite to plan!**



**"Quick, princess! act like a dog – my best mate has just spotted us!"**

**Bringing a New Pet into the Family!**

If you've recently decided to bring another pet into your family, it's important to consider the impact it will have on the pets you already have. Preparing well ahead of time for the introduction of a new pet may save you from the potential of furry fights and flying hair.

Even the most well-mannered dogs and cats can become hostile when the time comes to share their space with a new animal. This is especially true if they weren't socialized with other animals from an early age. Fortunately, there are a few tricks to easing the process.

Firstly, with dogs, it's good to let them get to know each other on neutral territory before taking them home. Take them for walks together in an environment new to them both. If it's possible try having the new dog come for a few short visits to your home. This will be much more controlled and will help all your pets get to know each other without feeling threatened.

In your home quickly establish boundaries and be sure the dogs are aware that you're in charge – not them. If they're looking to you as the person in charge of the household, they're less likely to scuffle. If problems do arise, as sometimes dogs simply have mismatched temperaments—you can always call in a behavioral expert or trainer to smooth the transition.

**Dog Puzzle!**

Unscramble the letters to form breeds, and then use the highlighted letters to solve the final answer.

- 1. G P U                                   ■ \_ ■
- 2. D H N O U                           ■ \_ \_ \_ ■
- 3. A E I L N P S                       ■ \_ \_ \_ \_ \_ ■ \_
- 4. B E O R X                           \_ ■ \_ ■ \_
- 5. \_ \_ \_ \_ \_

*Solution is on Page 4*

**The Dangers and Proper Use of Spot-On Flea Treatments**

Spot-on flea treatments, which are the small vials of insecticide liquids typically poured between the shoulder blades, are a fairly simple and effective means of controlling both fleas and ticks on dogs and cats. Certain types and methods of use can be quite dangerous and ineffective, however.

Greater restrictions are being placed on these products by the EPA due to poor reactions, such as rashes, seizures, and deaths. In many cases, these reactions can be prevented with thorough research and proper use.

When purchasing a spot-on treatment, please feel free to ask me or your veterinarian for a product recommendation. Some over-the-counter products found in regular shops and department stores are known to have histories of causing bad reactions in pets. If you choose to order reputable brands online, be sure the sales company is reputable as well. There have been cases of knock-off products being labeled and sold under popular names.

Most importantly, follow the dosage instructions. The vials are designed for different weight classes, and it's critical the correct class is used. These treatments also should not be used more often than instructed, which is typically once monthly. If they are not working effectively as directed, I'm happy to help you figure out the best flea treatment for your pet's individual needs.

**Contributions to Animal Safety**

According to *USA Today*, emergency responders are achieving even greater success with rescues from home fires when they are equipped with life-saving equipment for pets as well as people.

Although a standard oxygen mask can be used on dogs or cats in the event of emergency, they're not as effective as those designed specifically for an animal. One problem, however, is that lack of funding makes it difficult for all responders to have access to this type of equipment.

If you're interested in contributing to this cause, many places accept donations of this life-saving equipment, which can be ordered from several different companies.

When doing yearly checks around your own home for fire safety, you might also consider preparing an exit strategy that includes the pets. Stickers on the door alerting responders that pets are inside can also help save their lives in the event of a fire.

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### **Expend Extra Energy With a Backpack!**

If you're pressed for time when walking your dog or have a highly energetic breed, you might consider equipping your dog with a backpack to help them expend more energy.

A backpack not only wears a dog out more quickly, but also it gives working dogs a greater sense of purpose. Many dogs were bred for specific uses, and although domestication and modern society have made that need somewhat obsolete, it's still very much ingrained in their personalities. They often seem quite happy and more relaxed when given a job.

Finding the right backpack is fairly simple, as they're marketed for specific sizes and weight classes. Opt for those with padded straps when possible for your dog's comfort. Then, you can gradually add weight to the pack as your dog becomes accustomed to it and builds their muscular strength.

If doggy backpacks are out of your budget, try fashioning your own! A child's backpack can make a great substitute. Simply add a couple small water bottles for weight—and for readily available refreshment when it's time for you both to take a break from your adventurous walk together.

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### **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.

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### **Puzzle Answer:**

Sheepdog

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### **Drinking and Dogs Don't Mix!**

With St. Patrick's Day approaching this month, some may be imbibing a bit more than usual for the festivities. As fun as it is to take dogs along for the party, it's important they be kept away from any alcohol—as well as from those who would try to share it with them.

Maybe you know someone who swears their old dog has enjoyed a beer each day of their life and is all the better for it. It may be true; some dogs are given a small amount of beer on occasion without any serious consequences. However, alcohol is actually much more dangerous for dogs than it is for us—which is incredibly dangerous considering how harmful it can be to humans—and therefore it's best not to let them have any at all.

Dogs are especially fond of beers and milky mixed drinks such as White Russians, so if they'll be around, try to keep your beverages far out of their reach. A small amount can lead to intoxication, which makes them disoriented and nauseated.

If the dog still manages to get into alcohol without your noticing, simply keep an eye on them to make sure they're OK. If they drank lots of it before you caught them, seek veterinary attention. Medical assistance is needed if they can no longer stand on their own, as this level of intoxication can be fatal.

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### **Newsletter Copyright!**

This newsletter is provided to you every month so that I can give a little bit extra back to you. The content has been carefully selected in order to provide you with the best possible information. Hopefully you find it entertaining and useful.

Much of the information and articles have been sourced from a Dog Grooming publication company and it is strictly copyright protected. So I'm afraid it can't be copied or re-used. If you are ever given a newsletter from another groomer with similar information and articles, I'd be grateful if you'd let me know.

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