



Dirty Dogs Salon

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Hello and welcome to the May issue of this newsletter. No doubt you and your dogs are eager to get into all the fun and activities that summertime affords us, as it's headed our way! Of course, some other things will be headed our way with it, including those pesky fleas and ticks. But if you prepare for them now, you can get through the season with a little less aggravation than usual.

In being prepared for fleas and ticks, it's helpful to be aware of the many ways in which they can affect dogs and us. Unfortunately, they're much more than an annoyance—they're also a threat to health and wellness.

While ticks transmit bacteria that cause illnesses such as Lyme disease, fleas irritate skin and are largely responsible for the transmission of tapeworm. All these problems can affect humans in addition to dogs, so it really is important to be on the lookout for them.

A spot-on treatment that prevents both fleas and ticks is perhaps the most effective way to prevent infestations and related issues. You simply apply them once a month. Otherwise, a daily inspection and lookout for symptoms is your best bet for catching and ridding of the pests before they become or cause a serious problem.

By combing through your dog's hair each day, you can usually see if any fleas or ticks are on them. Be sure to pay special attention to the areas around their ears, armpits and the base of their tails, as fleas and ticks tend to favor those spots. And, of course, if your dog starts scratching a lot, it's a sign that fleas are present.

Ticks are somewhat difficult to find in some cases—and can be even more difficult to remove properly. You're not likely to spot a young tick on your dog, as they can be as small as a pencil dot. But if you see one of any size, it's critical that you have it removed as soon as possible. If you're unsure of how to remove them properly, please contact your veterinarian for assistance, as improper removal can lead to abscesses and increase the risk of the tick transmitting harmful bacteria.

For more information on how to prevent or treat flea- and tick-related problems, stay tuned to upcoming issues of this newsletter and feel free to contact me with questions at any time.

May this be a lovely summer for you and your pets—with as few pest disturbances as possible. Enjoy the rest of this issue, and it'll be great to see you and your dogs soon again!

LuAnn

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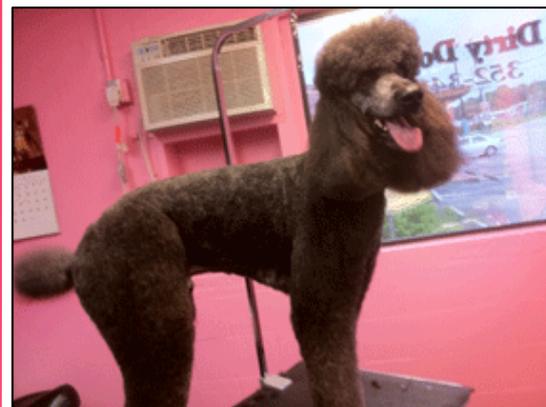
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Dog Spotlight!

THIS MONTH'S SPOTLIGHT IS ON:

" MAX " AKA Max-A-Million

A male 4 1/2 Year Old
"ROYAL STANDARD POODLE"



Max is owned by Sherry Wilson of Hernando, FL

I am happy to say I have had the pleasure in grooming this beautiful Royal Standard BIG Boy into a Lamb Clip. Max has a very unique personality. He loves to be beautiful and boy does he show it off. Max stands so proud like he is Royalty which proves he really is.

Paws up for Max-A-Million

Find us on:



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

"A wash and a scrub to make them all clean, in a bath full of bubbles that will make their coat gleam!"

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**

The Difference Professional Grooming Makes

People often remark on the difference they see and feel in their dog's coat after a professional grooming as opposed to the results they get from a bath at home. To some, it almost seems like magic! There's no real secret to it, though. The truth is that grooming simply entails much, much more than what meets the eye.

Prior to focusing on a dog's cleanliness and style, a groomer's first priority is understanding the dog's needs, lifestyle and personality. This not only helps us choose the best style for your dog, it helps us determine the best products and procedures to use when grooming.

As you've likely noticed, a dog's temperament greatly affects the ease at which you can bathe, comb and clip them. Because of all these variations in temperament, groomers must be knowledgeable on canine behaviors as well as the methods for managing them. It is partly because of this knowledge and experience that we're able to tend to the finer details of a dog's coat.

Behavior is only one aspect of it, however. Groomers go through extensive study and training for a thorough understanding of the differences in breeds, styles, tools, techniques and products.

While all dogs share similar traits, they're quite different in regards to their hair types, much like people are. And this is where a groomer's knowledge and experience truly shines, much like a salon stylist's.

We assess the type and condition of a dog's hair and skin when choosing a shampoo, which makes for a smoother and shinier coat. By drying them with the care and precision used by salons, we're able to keep it tangle-free afterward. Following that, we choose our combs and clipping tools based on hair type and style.

Paired with our love of dogs and care for their overall wellbeing, it all comes together in a fine-tuned process that keeps them looking and feeling great.

Collars Vs. Harnesses

While the choice between a collar and harness greatly depends on personal preference, there are some situations in which one is better than the other. One of those involves small dogs. Because small dogs such as terriers don't have as much muscle or tissue in their necks, a collar can be dangerous for them. When they yank on a lead when wearing one, they can actually injure their necks. For them, a harness is better.

Doggy Humour!

Speaking to her husband one morning, a woman said, "Honey, our dog is so smart! He brings the paper every morning!" He said, "Yea, so, lots of dogs fetch the paper." "But honey," she said, "we don't subscribe to any newspapers."

Maintaining a Hair-Free Home!

With the summer months descending upon us, it's likely a lot more hair will be descending on the furniture and all other areas of the home for a short time. To stay on top of the mess, here are a few things you can do.

First, you'll want to be sure to brush your dogs at least once daily, though twice daily may be preferable at this time. If your dog has a thick undercoat, such as those found on Huskies, you may want to have it "raked" during their next grooming appointment. This thins it out a bit, which removes excess hair and makes it easier to brush.

If you brush them as soon as they come in from outdoors, you might be able to keep some of the mess from spreading around your home. Following that, the vacuum is a lifesaver. Daily sweeps of the floors can keep the hair to a minimum. But for those stubborn areas, such as upholstered chairs or your black slacks, an inexpensive roll of wide tape will remove the majority of stray hairs. A dampened sponge can also pull hair together for easy disposal.

Regular grooming will help too, as the wash and dry gets rid of all the detached hairs that are patiently waiting to fall on the floor.

Word Search

Find the hidden grooming words listed below!

C	P	T	U	A	D	R	B	N	R	L	O	Q	H
O	R	E	G	I	G	Y	Z	A	X	E	C	C	K
L	O	O	S	A	L	O	N	F	H	A	I	R	N
L	E	I	O	I	U	G	A	L	V	S	A	J	B
A	R	L	B	M	C	I	R	E	M	H	F	G	I
R	R	A	H	I	I	R	Z	A	K	L	R	O	E
A	O	I	W	A	G	N	E	S	R	F	E	R	T
D	I	C	P	W	W	C	G	S	T	M	U	L	I
P	V	O	G	J	R	K	T	I	X	E	W	F	C
L	A	S	B	I	E	R	E	M	G	E	K	L	K
N	H	G	N	I	Y	T	A	M	A	J	P	F	S
V	E	E	D	I	R	Y	S	C	T	O	O	L	P
R	B	R	E	E	D	S	K	A	L	T	H	O	S
T	B	E	T	R	P	Y	L	P	B	R	S	Q	D

COLLAR FLEAS TICKS DRYER SALON
BREEDS BEHAVIOR LEASH HAIR

Caring for a Dog's Skin!

The look and feel of a dog's fur partly results from the condition of their skin. For example, if their skin is dry, their coat can feel dirty and matted from a build up of dandruff. Bathing will usually rid their coat of such skin-related messes; however, it's really only a short-term fix for underlying issues.

Should you notice any flakes, oily spots or other problems with their coat, there are a few things you can try for relieving it. First, have a look at their diet. If they're eating foods that contain artificial colors and fillers, there may be a nutritional deficiency or irritation stemming from it. If they're already eating a healthy diet, however, you might also consider the possibility of an environmental allergy.

Products used in the home can irritate their skin, as can mites, fleas, human-grade shampoos and some illnesses. If the cause isn't immediately clear, it may be best to have a veterinarian evaluate them for possible causes. Such skin conditions are easily treated in most cases.

For regular care, a good diet, daily brushing and routine grooming with professional-grade products will help keep their skin and coat clean and healthy!

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.

Collar Cleanliness

Nothing highlights the dirtiness of a collar like a freshly groomed dog does. Oftentimes it's barely noticeable when a collar's in need of cleaning, as the dog's hair covers it or it blends right in with the worn old leash. But once the dog's been cleaned and combed, that old collar really stands out!

Because a tattered collar can actually harbor bacteria, mold and residue from pests, it's a good idea to clean or replace the collar whenever the dog is scheduled for grooming. This prevents the collar from soiling their fur and replenishing any foul odors that were washed away.

Many of them are quite simple to clean. Nylon and cloth collars can usually be done with the laundry or hand washed with a bit of detergent. It's important to dry them thoroughly, though, as odors can develop if they stay damp for too long. If you have a leather collar, simply wipe it off with a damp rag and then go over it with saddle soap or leather conditioner.

But if it's truly beyond the help of detergent, it may be time for a new one. Consider the ease of cleaning the different materials when shopping for them, as you might find that you need not replace the collar as frequently if you find one that's easy to maintain.

Whether you clean or replace it, you'll surely see the difference when your clean pup puts it on!

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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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