



WE'RE MOVING

On November 1st we're moving to larger premises at:

**3362 N. CARL G ROSE HWY (HWY 200)
HERNANDO FL**

Get this Newsletter on our Website every month:
www.dirtydogssalon.com

Our Opening Hours!

Open:
Tues – Saturday at 9am

Closed:
Sunday and Monday

Quiz

In Tokyo there is a statue of Hachiko, a dog that waited every day for 9 years for his deceased master to get off his usual train. Hachiko was:

- A. A Sheba Inu
- B. A German Shepherd Dog
- C. A Pekingese
- D. An Akita

New Research on Petting

While dog owners have always known that their canine companions love being touched and petted, new research by the Canine Science Collaboratory at Arizona State University shows that they actually prefer it over verbal praise.

In the study, that used shelter dogs and volunteers, it was discovered that when the worker spent time touching the dog compared to talking to the dog the dog stayed to visit longer.

The next part of the study compared shelter dogs and strangers to dogs and their owners one-on-one. The same result was found as both groups of dogs had a positive response to petting and showed no response to verbal praise alone.

Interestingly enough when dogs are being petted their blood pressure and heart rate drop, just as it does for the human doing the petting. This study really proves that petting your dog is great for you both!

Now Accepting Credit Cards!

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Find us on:



Dirty Dogs Salon

4485 N. Carl G. Rose Hwy. Hernando, FL 34442

Tel: (352) 341-0600

www.dirtydogssalon.com



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

Most owners are at length able to teach themselves to obey their dog. ~ Robert Morley

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**

Alternative Therapies for Dogs

As with people, more and more vets and dog experts are discovering the value of using alternative treatments over standard medical treatments for specific dog health conditions.

These alternative treatments are often considered to be holistic treatments because they address the entire dog, not just a specific set of symptoms. For many dogs with chronic or degenerative types of conditions where medication is only controlling the pain and not addressing the root cause these treatments can really make a difference in the quality of life for the dog.

Last month we looked at one type of alternative therapy, the use of hydrotherapy, in the treatment of musculoskeletal issues for dogs of all sizes and ages. Other popular and effective alternative therapy options for dogs include:

Acupuncture

Acupuncture involves the use of very specialized needles that are inserted into specific areas of the body to aid in increasing or decreasing circulation as well as energy flow throughout the body.

As an ancient practice acupuncture is recognized by traditional medicine doctors and vets as one of the most effective treatments for chronic conditions such as arthritis.

Massage

Massage can take on many different forms including deep tissue massage or non-touch types of massage that are found to help with unblocking energy flow through the body.

Deep muscle massage helps to stimulate blood flow to areas that are inflamed, increasing the delivery of red and white blood cells and speeding up healing. Massage is also effective in helping increase range of motion after injury and during recovery.

Chiropractic Treatments

A chiropractic treatment is different than a massage as it actually manipulates the skeleton to bring the body back into alignment. This is often used with neck and back injuries or with misalignment of the limbs.

Just like with human chiropractic treatments there is an immediate adjustment of the spine, neck or joint that can provide instantaneous relief from pain.

It is important to carefully choose your provider for any type of alternative therapy for your pet. Your vet should be able to recommend a vet that is trained in these alternative therapy specializations. Never use anyone that isn't licensed to provide the treatment as you want your pet to be in the best trained hands for these types of therapeutic treatment options.

Shiny Short Coats

Every dog owner wants his or her pet to have a beautiful, shiny, healthy coat. However, it is important to keep in mind that some breeds and some combinations of breeds don't have that dazzling, sparkling, shiny coat naturally. That in itself doesn't mean that the coat isn't luxurious and healthy.

Regardless of the natural shine of your dog's short coat you can use a few simple tips to help maximize the shine. Of course, the first tip is to feed only top quality food and ensure that your dog is healthy and free from any type of internal or external pests and parasites.

Add Omega Fatty Acids

Always check with your vet first but adding Omega fatty acids in the form of oil, between 1 teaspoon and 1 tablespoon per day for small and large dogs respectively, will naturally boost the shine of your dog's coat.

If you feed a raw foods diet salmon and seafood along with pasture raised organic beef is also a great source of naturally occurring Omega fatty acids and supplementation is not required.

Limit Bath Time

Over bathing your dog, even with top quality shampoos and conditioners, dries out the coat and the skin. By bathing only when necessary the natural oils in the hair keep it healthy and shiny.

Brush Regularly

A soft bristle brush used on a daily or every other day basis helps to remove dust, dander and dirt that can dull your dog's coat. Regular grooming even with short coats also helps to distribute natural oils and create a healthy shine.

Dry Shampoo Tips

Dry shampoo is a wonderful way to get rid of doggy odors between full baths or as an option to baths in cold weather. If you do use dry shampoo use the following tips for best results:

- Use natural products that do not contain artificial scents and chemicals that can irritate the skin
- You can make your own dry shampoo by mixing ½ cup of cornstarch with ½ cup of baking soda. You can use lavender or lemon essential oils, just drop or two, but only if your dog has no allergies to these ingredients
- Brush the dog thoroughly before sprinkling on the minimum amount of dry shampoo, leave on for the recommended time and then brush again after application

Never use dry shampoos on an ongoing basis as they will build up on the coat and skin and cause irritation and a dry, lifeless looking coat.

Leash Training Strategies

Getting out on regular walks again after the more relaxed summer exercise routine means brushing up on leash training tips.

The good news is that most dogs are very happy out on the leash and can easily be taught excellent manners. The key is to use positive rewards for a job well done while correcting inappropriate behaviors such as pulling and lunging.

- For the first few sessions always exercise your dog off-leash before training. This allows the dog to burn off the excess energy and allows more focus and attention.
- Keep the leash loose in your hand and never jerk or pull on the dog's neck.
- Use a short leash, not a retractable leash, so your dog gets the idea of how far he or she can move away from you before feeling the collar tighten.
- Walk at a brisk pace and keep moving until you want to stop to allow your dog to sniff about. The dog will quickly learn that he or she will get to stop but when you want and not when he or she wants.
- Keep sessions short, fun and positive and reward with praise, healthy treats and time off-leash to run.
- Work in a familiar area to the dog for the refresher training and then walk in less familiar areas that are more distracting.

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

The correct answer is D. An Akita. The dog traveled to the station every day until his own death on March 8, 1935.

Canine Ear Care for Owners

Checking your dog's ears during routine weekly grooming is always a great way to catch early signs of infections or possible problems. Dogs with long, droopy hound-like ears are more prone to infections and waxy build-up than dogs with erect ears like those of a German Shepherd.

Most dogs will only need a gentle cleaning of the outer ear. If you see dirt or wax you can use a cotton ball or a soft cotton cloth moistened with clean, warm water to gently remove the dirt. You can also use mineral oil or hydrogen peroxide but only a small amount on the cotton ball as you don't want to add moisture to the ear. Never pour any liquid into the ear.

If you see wax, dirt or notice a yeasty or foul odor coming from the inner ear do not attempt to clean the area. Never put your finger, a Q-tip or any other object into your dog's ear as this can cause serious and permanent hearing loss and damage to the ear.

Watch for signs of constant shaking or the head or scratching of the ears that can be a sign of an infection in the ear or ear canal. You should monitor the outer ear for any signs of discharge or crusty material that is usually found in the hair around the front base of the ear.

In addition if your dog's ears feel hot to the touch, seem painful, or if you notice a combination of these symptoms see your vet at once to start treatment.

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.

Dirty Dogs Salon

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