

# Absolutely Animals News

Tips, advice and some fun facts about our best little friends who mean so much to us!



Hi again and welcome to another monthly newsletter. It's a little scary how quickly the months are going by. It seems that every five minutes it's the start of a new month. But I guess that's the way it goes and just shows us that we really should be enjoying every minute. I know I'm trying to!

Speaking of fun, did they get you on April Fools day? If they did, I hope it wasn't too embarrassing. I've heard of some incredibly elaborate pranks in previous years. I was going to tell you about a few but I've changed my mind. I wouldn't want to give any of you any ideas to think that you might use them to catch me out!

But isn't it great that the clocks have changed and it's daylight much later? I have to say I really love the long evenings. It's so much more fun to be out with the dogs when it's still daylight. Don't you just get so much more done when it's light outside?

I've been meaning to say a big thank you to everyone who has contributed their ideas to this newsletter. It's lovely to get feedback and many of the ideas have been great. Please keep them coming, as I'd like to make sure that I'm filling this newsletter with the most helpful information.

So Easter is just around the corner. Hmm chocolate Easter eggs, yet another excuse to eat some more chocolate! But please don't forget not to give any to your dog. Chocolate contains some substances that can make dogs seriously ill or even kill them! So please don't be tempted.

Thanks for taking the time to read this newsletter, and I'll be back next month with another one.

Have a lovely April and a Happy Easter.

Heidi



## Are you new to this Newsletter!

If you are a new client or this is your first time reading our newsletter you'll be able to find out lots more about us on page 2 and will see how we can benefit you and your dog.

## INSIDE THIS ISSUE:

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*"If you can look at a dog and not feel vicarious excitement and affection, you must be a cat."* ~ Author Unknown

## More Fascinating Facts about Dogs:

- ! A puppy's eyes normally do not open until they are 10 to 15 days old. It usually takes about four weeks for their vision to be complete.
- ! Just like babies, Chihuahuas are born with a soft spot in their skull, which closes over when they get older.
- ! Franklin Roosevelt sent a destroyer ship to the Aleutian Islands to pick up his Scottie dog, costing him \$15,000.
- ! Newfoundlands have webbed feet, which makes them great swimmers.
- ! At the end of the Beatles' song "A Day in the Life", Paul McCartney recorded a high-pitched dog whistle for his sheepdog.

## Absolutely Animals Dog Grooming

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I'm an approved member of both the Pet Care Trust and British Dog Groomers Association. So you can have peace of mind knowing that while your dog is in my care it will be groomed to the highest standard and will be given the greatest level of care at all times.

### Training Other Groomers:

We are a Pet Care Trust Accredited Grooming Training Centre.

*"Man's best friend that's what we say, so how will we treat our friends today?"*

### MEET COLIN TAYLOR!

Mr Colin Taylor (pictured with me in the photo below) is 38 and has moved back to the UK after spending close to 21 years away from home.

Colin started his grooming career at the London Academy of grooming in 1985 in London. In 1987 Colin accepted an unusually exciting opportunity to go to Hong Kong and work at the Hong Kong Doggie House where he spent the next 2 years and which started off an amazing career. Colin then headed for the USA where he has spent approximately the next 20 years perfecting and showing off his skills in the art of canine styling.

Colin likes to be referred to as a dog stylist and not a dog groomer he has taken canine styling to the next level. Colin says that "no matter how good you are at whatever you do, you never stop learning" and although at the peak of his profession, Colin still drives ahead with enthusiasm to improve standards, professionalism and training of groomers around the world.

Colin is a well Known Judge and speaker for grooming contests and demonstrations all over the world.

He is certified both in the UK and the USA, has been a multi Groom Team USA member during the years 1993, 1996, 2000, 2004 and was a member of Groom Team Scotland in 2007.



### Did you Know!

It's important that dogs get to play when they are young. It is through play that dogs establish the strengths and weaknesses of other members of their pack, including you.

Dogs that are allowed lots of playtime and are given plenty of toys to stimulate their mind, are much less likely to develop behavioural problems.

### A LITTLE ABOUT ABSOLUTELY ANIMALS AND ME!

Please don't think I'm including this section to brag or bore you. I just think it's so important that you know a little about who you're dealing with and who you're leaving your precious little pet with, to be groomed.

I have been grooming for the past 20 years working in many grooming salons. In 1995 I opening my own grooming salon with the help of the Prince's Youth Business Trust and backing from my then veterinary surgeon, Christopher Godfrey MABvet Med, MRCVS(now retired)

As this is not yet a licensed or regulated industry I felt I wanted to prove my competence so I could give the best service to my clients. I am very passionate about the service my clients and their pets receive and I'm dedicated to improving this service at every opportunity. So far I have achieved the following National Grooming Qualifications:

- **Advanced City & Guilds level 3 in Dog Grooming**
- **LCGI- level 4**
- **Higher Diploma in Dog Grooming-level 5**
- **Teaching Certificate (level 3)**
- **Assessor for City & Guilds 7750-02**
- **Examiner for City & Guilds 7750-03**
- **Pet Log certified in Micro-chipping**
- **Qualified in Animal First Aid**

I am also a member of the Guild of Master Groomers, Pet Care Trust, British Dog Groomers Association, Guild of Master Craftsmen and the Federation of Small Businesses.

Even though these exams have taken a lot of time, dedication and expenses, the knowledge I have gained has been invaluable for my clients.

In 2004 I became the 'British Dog Groomer of the Year' and I have been multiple competition group winner at Eurogroom, Groomer of the Year and the Scottish Grooming Championships. In 2007 I was asked to judge at the 'British Dog Groomer of the Year'.

Competing against the country's finest has also been and still is a great challenge which I thoroughly enjoy and where I also learn about the finer points of gaining that WOW factor finish which is also passed on to my clients pets and students

I am very keen to promote training for groomers and to pass on the skills which I have acquired over the years including not only the aesthetics but also the good service and handling techniques required to make sure my clients, my trainee's and their pets have an enjoyable experience whilst in our care

I have an open door policy at Absolutely Animals where you can come and view grooming, styling and teaching in progress at any time.

### **Absolutely Animals Grooming Salon.**

*"providing an exceptional service both in grooming and in groomer training"*



Heidi relaxing and taking some time out from her busy Grooming and training schedule.

- ✓ **City & Guilds qualified so you can be assured that your pet is being groomed to a High Standard, using the most advanced and safest techniques.**
- ✓ **A passion for dogs and for top quality grooming not found anywhere else.**
- ✓ **A modern salon with an open door policy so you never have to wonder what happens behind closed doors.**
- ✓ **We teach the groomers of tomorrow so you can be assured that we're totally committed to improving everything we do for you.**
- ✓ **A Safe, Relaxed & Clean Environment for your best friend where only the Best Quality and Safest products are used on your pet.**
- ✓ **20 Years of grooming experience so your dog is in the safest of hands.**
- ✓ **A Calm, Relaxed, 'tender loving' approach where Patience, Praise and Kindness towards your pet is assured.**
- ✓ **A standard of grooming that will make you so proud of how your pet looks.**
- ✓ **Fully trained and authorised to microchip pets. You can have your pet microchipped for only £15.**

**Call for an appointment today. Tel:020 8857 2888**

## Do Short-Haired Dogs need Groomed?

Many people think that Dog Groomers only ever groom long-haired dogs whose hair needs cut and styled. But in fact it's necessary to groom all types of dogs to ensure that their coats are in tip-top condition. Short-haired dogs like Boxers, Labradors, Dalmatians and Jack Russells etc. all benefit from regular grooming as well. Plus, it can make things a lot better for the owners.

Here are some of the reasons why you should get your short-haired dog groomed:

- Grooming removes the undercoat and loose hairs from your dog's coat. So not only will your dog feel much cooler coming into the summer months but you'll have a lot less cleaning up of hairs from around your home. Just imagine you'll be able to pet your dog or have him rub up against your clothes without you or your furniture being covered in hairs.
- The shampoos and conditioners that we use nourish your dog's coat and skin. Not only will their coat look healthy and shiny, it will prevent that dusty, flaky dandruff. Plus your dog will be left smelling lovely, so no more doggy smell around your home.
- It's a chance to get their nails cut and to thoroughly clean their ears so that nasty infections are avoided. It's also a great opportunity to give them a good check over for lumps or bumps that shouldn't be there. Grooming can detect ailments that may otherwise go unnoticed, thereby ensuring early treatment of a condition.
- Just as we feel great after a shower or bath, so do our dogs. The grooming process helps your dog's overall well-being by removing dead hair and nourishing the coat. Improved circulation, elimination of itching and soothing of skin are also sure to leave your dog looking and feeling great.

## Dogs in the News!

! A conscientious mother hen has adopted two orphaned puppies in China. According to Ananova.com, the hen took over the parental responsibilities of the two pups after their mother was poisoned. Owner Cao Fengying said that the hen and mother of the pups had been great friends for two years. After the dog died, the hen took the puppies into her coup and kept them warm. She defends them if anyone approaches and ensures that they eat first during meal times.

! Two dogs in West Yorkshire were left with a sour taste in their mouths when they chased what they thought was a cat. However, they soon turned tail when they discovered they were actually chasing a skunk. According to the Bradford Telegraph, the two dogs suddenly shot off after the animal, leaving owner Dave Bennett standing. Luckily, the two dogs didn't actually catch the skunk but they still managed to get sprayed. "They smelled awful," said Mr. Bennett. "I've bathed them and they still smell really bad." The skunk, which is a rare sight in the UK, is being cared for by the RSPCA until he finds a new home.

## Match the Clue to the Breed!

The following are nicknames and clues of common breeds of dogs. Can you match what clues go with each breed?

i.e. **1F.** Have a go without looking at the answers on the back page.

- |                            |   |                       |
|----------------------------|---|-----------------------|
| 1. The Live Wire           | → | A. Siberian Husky     |
| 2. The Flusher             |   | B. Lakeland Terrier   |
| 3. The Team Racer          |   | C. Papillon           |
| 4. Marched with the Romans |   | D. Rottweiler         |
| 5. The Stylish Breed       |   | E. Norwegian Elkhound |
| 6. The "Butterfly" Dog     | → | F. Wire Fox Terrier   |
| 7. War Dog of the Vikings  |   | G. Poodle             |
| 8. The Showman             |   | H. Sussex Spaniel     |

## It's the time of year for Moulting!

The change of the seasons from Winter, to Spring and then to Summer has always been the natural time of year for dogs to cast their winter coats. In the wild, a dog's natural instincts would have sensed the rise in temperature and the lengthening of the daylight hours. So the process of moulting began readiness for the warmer summer months.

Our domesticated friends still induce this process at this time of year. However, in the last few decades with more dogs living indoors in a centrally heated environment, their senses have gotten somewhat confused. Being inside the warm house stimulates the dog to cast off its coat. Yet, going out into the cold winter air has the opposite effect.

According to a recent UK survey conducted by Dog World, in association with Yumega, this has accounted for 58% of owners saying that their dogs cast their coats all year round. The survey also indicated a sharp rise in the amount of hair that each dog sheds. It is estimated that the extra hair left on furnishings in the home requires an extra half hour of vacuuming every week.

Each hair on your dog will be at one of three stages at any given time.

- The growth phase where the hair is continually growing.
- The resting phase where it has stopped growing but is still attached to the hair follicle. At this stage, the hair can easily detach if touched or rubbed against furnishings or clothes.
- The final phase where the hair is dead and falls out by itself to make way for new hair growth.

So how can you stop this process? Well you can't actually stop the process of your dog's hair growing, just as you can't stop your own hair growing. However, you can certainly assist to remove unwanted dead hair and reduce the nightmare of dog hairs all over your home.

Firstly, your dog's nutrition has a major affect on the condition and strength of his coat. Hair that doesn't receive a balanced level of nutrients soon becomes dull, loose and falls out prematurely. Therefore, oils such as Omega 3 and Omega 6 in your dog's food help nourish the hair and skin by keeping it moist, supple and healthy.

Daily brushing is also important to remove the hair in a controlled manner. Brushing stimulates the natural oils in your dog's coat. However, the type of brush you use can dramatically affect the quantity of hair removed during brushing. Please ask if you need help with choosing a good quality brush that will give you great results.

Grooming your dog at this time of year will greatly help removal of dead hair and undercoat. A deep wash combined with professional shampoos will strip out the unwanted coat leaving the healthy and shiny top coat. The shampoos also condition the remaining hair so that it's stronger and less likely to fall out. If you're having trouble with your dog moulting, please give us a call for more advice on coat care.

*"Anybody who doesn't know what soap tastes like never washed a dog."*

~ Franklin P. Jones

## Did You Know!

! A dog that is aggressive to people, animals or other dogs is likely to have an underlying problem. Causes of aggression include accidental mistreatment, poor basic training or its perceived role within your pack.

Regardless of the cause, it's imperative to correct any form of aggressive behaviour. Consult a reputable trainer or canine psychologist for help and advice. As with all behavioural issues in dogs, they can be corrected. But it requires the right approach and is likely to take time, persistence and patience. However, it will be worth it to ensure that the aggression does not spiral out of control.

## April – A Month of Wonderful Nature!

April is the month when Mother Nature truly stretches out her arms as if awakening from a deep lingering sleep. It's so impressive to watch as spring kicks into full flight and decorates the landscapes and countryside with gorgeous colours.

In April animals end hibernation, emerging from their nests and burrows. The migrating birds return from the south and start preparing for their families. And Butterflies and Bees begin to gather nectar from the wonderful array of early spring flowers.

It really is lovely to see nature take full flight in April, and to witness the unstoppable flamboyant changes that take place all around us as we head toward the summer months.

Sometimes though in our hectic lives and busy schedules, we miss out on seeing this wonderful spectacle that nature provides. Maybe we should try to take a little time to sit back and enjoy it. It's nature's poetry, a shame to miss.

### Please Pass it On!

If you know of anyone that you think could benefit from my services or who may like to read this newsletter then please pass this copy on to them.

Maybe when you've finished reading it you could leave it in a place where others might get to read and enjoy it as well. What about in your hairdressers, dentist or doctors' reception. Or could you take it to your work so that your colleagues could benefit from it as well.

It's always good to reuse and recycle so by passing this newsletter on or leaving it where others could get to read it really would be benefiting everyone.

### 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 or offered a newsletter from another groomer with similar information and articles, I'd be grateful if you'd let me know.

*"If your dog is overweight, then you're not getting enough exercise!"*

~ Author Unknown

### National Pet Month 2009!

National Pet Month (NPM) is returning from 4th April – 4th May 2009 to put the wag back into the tails of the United Kingdom's pet population with the theme 'Healthy Pets Make Happy Pets'.

As well as donating money to numerous animal charities, this year's campaign will also seek to raise awareness of the importance of pet health... after all, healthy pets make happy pets!

National Pet Month encourages pet owners to host and join in a variety of events across the nation.

2009 sees the return of the National Pet Month Photographic Competition, in conjunction with Your Dog and Your Cat magazine, in which pet owners can enter snaps of their favourite pet moments in the hope of making their furry, feathered or scaly friend a celluloid star at the climax of National Pet Month. The Ultimate Pet show will be held from 2<sup>nd</sup> – 4<sup>th</sup> May.

Why not get involved in National Pet Month 2009 and show everyone what great pet owners you are. And of course it's lots of fun as well.

### Your Business Really is Appreciated!

Thanks to you, and all the other great dog owners who bring me dogs to groom, I'm busier than ever. It's great that I can say this given the times we currently face. I really do appreciate that you give me your business and you can be assured that I'll continue to give you and your dog the best possible service that I can. Thanks also for all the referrals.

### Collect Your Loyalty Card!

To show that I really do appreciate your loyalty I have introduced a Loyalty Card. At every other appointment you will receive between 5 – 20% discount. Call in to pick up your Loyalty Card or ask about it at your next appointment!

### Get this newsletter every month!

To continue providing you with information, help and a little bit of fun about dogs, 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 me your email address or request your newsletter by sending me an email. Once you're on my list I'll send you a copy every month.

Answers  
to Quiz  
1F  
2H  
3A  
4D  
5G  
6C  
7E  
8B

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