

Absolutely Animals News

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



Hi and welcome to the first issue of the Absolutely Animals News. Every month I'm going to be bringing you this free newsletter which will be packed full of interesting, useful and fun articles and facts about our four legged friends. I'm doing this to give you back a little bit extra and to say thanks for being such a great client.

I really hope you enjoy reading the stories and articles and that you get a little something from it to help you and your dog. There should be a few laughs along the way for you as well!

But please let me know what you think of it. I really want to make it as good as I can for you every month.

Here we are in February already, the most romantic month of the year. So many people will be looking forward to the 14th as it's a really special day in the month. It's so nice to think of the romance of it all – the flowers, the chocolates and the nice romantic meal. Sounds just delightful.

Anyway, how are those New Year resolutions going? Hopefully you're sticking hard at them. For me I've not had much time to think about resolutions. January was busier than ever and you know with everything that's going on in the country I have to say I'm so lucky. Having clients like you who are such good dog owners and who look after your dog so well, is a real blessing! It means I can sleep just a little bit easier at night. But I never take it for granted, you can be assured of that.

This month I've packed a whole load of tips and ideas into this newsletter, so hopefully you'll get plenty from it.

Thanks again and have a fantastic February.

Heidi

P.S. I hope St Valentine will shower you with a little something extra nice this year – just what you deserve.

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I think dogs are the most amazing creatures as they give unconditional love. For me they are the role model for being alive.
~ Gilda Radner

More Fascinating Facts about Dogs:

- ! Bloodhounds can smell and identify many different scents all at the same time.
- ! President George Washington owned 36 foxhounds and even called one of them Sweetlips.
- ! It is believed that the least intelligent breed of dog is the Afghan Hound.
- ! It is estimated that more than 1 million people in America have their dog named as their primary beneficiaries in their wills.
- ! The only sweat glands that dogs have are between the pads on their paws.
- ! Many disorders in dogs' feet are due to overgrown toenails.
- ! Dogs that chase cars believe they are protecting your home. This is reinforced every time a new car is seen off.
- ! It is estimated that 58% of people include their pets in family portraits.

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.

"Man's best friend you shout aloud, so we groom them well to make you proud"

The Wolf in every Dog!

Believe it or not there's a wolf in your dog and everyday it's likely that he acts out the very traits of his wilderness roaming ancestors.

The most prominent of the wolf traits in your dog is the pack mentality. Your dog believes that you and your family is its pack and just like any pack there needs to be clearly defined hierarchies. Without a clear understanding of each pack member's position your dog will choose to rank itself high and will dominate all your family members, including you. This domination can lead to aggression and many other obsessive behaviours. For example, a dog that growls when you tell it to get off the furniture has already determined itself to be higher than you in the pack. If you then back off and let it be, this reinforces in your dogs mind that it's more important and should get its own way.

Allowing the dog to dominate in the pack is the root cause of so many basic behavioural problems that dog owner's face, especially when it comes to grooming.

In order to prevent such problems it's really important to you, your family and to your dog that you establish yourself as the pack leader and through proper training teach your dog to be subservient to everyone else, including children.

This training should take place in the first 18 months of your dog's life but even if it has passed this age proper training can correct any problems that have developed.

Dogs in the News!

! An Italian woman had her dog to thank for saving her life after the roof of her house caved in. According to Ananova.com, the Labrador called Angelina stopped the women entering her house by aggressively knocking her over after they had returned from walking. As the women got up and was about to scold Angelina the roof of her house came crashing in. Experts believe that Angelina may have felt tiny tremors that humans would not pick up on.

! A dog in China is being helped to rear her three pups by a chicken. According to Southeast express, the hen moved into the kennel soon after the pups were born and it refuses to leave them and even warns off strangers if they venture too close.

! Edi, a 24 year old Dachshund was unfortunately knocked down and killed on his way to get cigarettes. According to his owner in Graz, Austria, Edi had always fed on 10 cigarettes a day from when he was a puppy. On the day he was killed he had been on his way to his favourite tobacconist's shop. Vets say that while nicotine is poisonous for dogs, Edi obviously developed an increased tolerance due to his ability to eat so many cigarettes over all those years.

Did you ever notice when you blow in a dog's face he gets mad at you? But when you take him in a car he sticks his head out the window!

~ Steve Bluestone

Five important benefits that any good Groomer must provide for you!

It's important to remember that not all groomers are the same and the service they provide will not always be what you'd expect. It's so important to you and your dog that who you choose to groom and care for them is doing it to the highest standard. Having confidence in this person is critical so in this section I've highlighted the five most important benefits that a good groomer must provide for you:

- 1. They should leave you without any doubt that the Care and Welfare of your dog is their top priority.** Any good groomer will be first and foremost a dog lover, where caring for your little buddy is second nature and top of their to-do list. This caring approach should be given at all times while your dog is in their care. The clipping and bathing process should be stress free and little breaks should be given to your dog during the process. A good groomer will ensure that they are always safe, secure and never left unsupervised and will take care of their basic needs, such as providing them with clean drinking water.
- 2. They should groom your dog to a high standard and put the needs of your dog and you first.** A good groomer should be able to demonstrate the ability to provide a groom and finish on your dogs coat that is of an adequate standard and an appropriate look for your pet. They should also be able to advise on different options available on style and finish, as other options may sometimes suit your needs better. To do this they must have the ability to correctly determine your needs. A good groomer will never inflict unnecessary pain or stress on your pet just to achieve a certain finish or look.
- 3. They should have an ability to read and understand the different temperaments and characters of different dogs.** As not all dogs are the same they cannot all be approached and handled the same. For example a shy, backward, slightly fearful dog must be approached and handled a lot differently than a lively, bouncy, friendly dog. A good groomer will be able to adapt their approach and handling of different dogs to reflect their nature so that all stress or worry is removed from their grooming experience.
- 4. They should always use the best products and systems to leave your dog looking great but without risking him in any way.** A good groomer will never compromise on the quality of the products they use on your dog. There are cheap dog products available everywhere but many can cause severe problems with your dog's health. Therefore you need to be confident that the products being used on your dog have been properly tested and are of the highest standard. A good groomer will make sure they are always using the best and safest products. Plus, they will never cut corners in grooming your dog just to save money.
- 5. They should be able to provide you with advice, knowledge and information about other aspects of dog ownership.** It is important that you have someone to turn to when you have a problem or need advice on anything to do with your dog and a good groomer can be this person. While it wouldn't be expected that they would be able to have all the answers they should at least be able to point you in the right direction. A good groomer should also look for and be able to see changes in your pet that may indicate health worries. They should be able to advise you of the direction to take. This can mean so much to you as early detection of ailments in your pet can make all the difference in their recovery.

The above five benefits are the basis of everything I do for you and your dog in my salon. All of what I do everyday comes from my adherence to these principals. So you can be assured that by bringing your dog to me to be groomed, you are getting the best of these benefits and will receive what you and your dog deserves.

Honey we're killing the Dog!

It's a really sad fact but it's estimated that 25 – 30% of dog owners are letting their dogs become overweight, which is leading to severe health issues and an early death for many of them.

Unfortunately there's no Jamie Oliver of the dog world to highlight this but just as in humans, preventing this problem in dogs is down to common sense.

The main issues associated with obesity in dogs are diabetes, heart conditions, joint disorders, greater likelihood of injury and increased complications if surgery ever has to take place.

The standard of the life for an overweight dog is also reduced due to their inability to run around, exercise and do normal doggy things without breathlessness, excessive panting and becoming tired quickly. All of this is leading to higher stress in the dogs, more ill health and shortened lives.

This is really horrifying given that we have them for such a short time as it is!

While there are a small amount of breeds that are prone to weight problems the vast majority of overweight dogs are that way for one reason only – their owners are overfeeding them!

Some owners feel that the dog should be fed whatever the rest of the family are having but this is so wrong and so bad for the dog.

Ok it's difficult I know, you're sitting down to a meal and the dog is sitting their looking up at you with drooling lips and eyes firmly fixed on whatever you're eating. But trust me you're not doing him any favours by giving him that last piece of sausage or the crust from your bread.

In fact feeding human food of any sort can cause real problems in your dog, even if he isn't overweight!

It's also important to remember that even when feeding your dog with proper good quality dog food that you carefully measure out the amount you give. Giving too much every day will also lead to obesity.

Try to be firm with family members, friends or neighbours by not allowing them to feed your dog "extra little treats" or scraps from the table.

And also, just as it's important for us humans to exercise, your dog also needs his regular exercise. Because overweight dogs tend to lie about more it's even more important to make sure he gets exercise. So get your walking boots on and get out there with him. It'll do you the world of good too!

Jumbled Up Dog Quiz!

Can you unscramble these dog breeds? Answers are given on the last page.

1. eaaicvrl nigk lscerah
2. oihbnc srefi
3. eiledraa rertrei
4. hinlsg eocrcek inslepa
5. rebedda leoicl
6. madantail
7. ransatdd rhazensuc
8. tnieabt liseapn
9. xudoonfh
10. Inaiyamha gephoesd

If Dogs could write to God!

Dear Lord, when I go to heaven can I get up on the seat or is it the same old story?

Dear Lord, is it true that the bones are bigger than cats up there?

Dear Lord, speaking of cats and not that I do this of course but I suppose chasing them around the fluffy clouds all day is out of the question?

Dear Lord, if I bark down at the earth will I finally get a response and not some silly old dog across the street barking back, like I do here.

Dear Lord, if I meet a postman in heaven do I have to apologise?

Cheaper is not always better when it comes to Pets!

In the current climate it's easy to see why people might be tempted by cheap offers for pet products and services. I can completely understand this but I also worry about the quality and safety of these cheaper products for our pets.

The thing is if we buy a product or service for ourselves we can immediately see when it's inferior and stop using it. But when it comes to our pets they can't tell us if something we've bought for them is doing them harm, or a service that we asked someone to provide for them is causing them stress, pain and even long term damage.

And the really sad thing is that if people don't know what it's doing to their pet they'll probably keep on buying it as they think they're getting a great deal.

But how gut wrenching would it be to find out that the thing you thought was a good deal was actually harming your pet!

Unfortunately this is becoming a problem in the world of grooming. Some people are taking advantage of the current situation and are grooming dogs on the cheap, and I mean cheap!

But to groom a pet the right way, using the best and safest products and taking the time to provide the necessary care while doing it, there is an obvious cost involved. This cost cannot suddenly be reduced. There is no magical new system or new product that can cut the time and cost out of grooming a dog correctly. There are no fancy techniques available or secret ways to cut a groomer's overheads. Believe me if there were I'd know about it.

Therefore, if a groomer is charging a client less than what it actually costs another 'good' groomer to do the job right then there is only one way they can do this – by cutting corners! And cutting corners is not good for you or your pet. You don't get what you pay for and more importantly your pet doesn't get the care they deserve and the quality of products they need to keep them safe.

I simply worry about the dogs whose owners decide to take this risk thinking that all groomers are the same. Believe me all groomers are not the same, especially when it comes to the care and welfare of your pet. Cheap is cheap and you only ever get what you pay for in grooming!

The most affectionate creature in the world is a soaking wet dog!

~ Ambrose Bierce

February – a month for Romance!

The shortest month of the year is definitely not short on romance. When St Valentine left that note for his jailer's daughter all those centuries ago he could never have imagined the impact it would have on the world.

I guess that's the power of love and as the song title goes, "love is all around us".

Yet many simply expect to be loved without giving much in return. But in my view it's so important to allow yourself to be loved and even more fulfilling to give a little love and kindness. I suppose that's why our little four legged friends give us love in abundance – maybe they get as much from giving as they do from getting it back.

"Love and kindness are never wasted. They always make a difference. They bless the one who receives and they bless you, the giver."

~ Barbara De Angelis:

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.

- ANSWERS
to Quiz**
1. Cavalier King Charles
 2. Bichon Frise
 3. Airedale terrier
 4. English Cocker Spaniel
 5. Bearded Collie
 6. Dalmatian
 7. Standard Schnauzer
 8. Tibetan Spaniel
 9. Foxhound
 10. Himalayan Sheepdog

Did You Know!

- ! If your dog has bad breath it's likely he needs his teeth cleaned.
- ! When a dog buries his food it's just part of his natural feeding ritual. Shaking his head vigorously when he has something in his mouth is just part of his natural hunting ritual.
- ! If your dog scratches his bottom along the ground it's likely that his anal glands need to be checked.
- ! Because of their pack nature dogs need petting, closeness and touching to help them feel content, secure and happy.
- ! If your dog keeps scratching his ear and shaking his head it's possible that he has an ear infection.

Your business is appreciated!

It's so important that you know I really do appreciate your business and just love seeing you and your dog at every appointment. I fully realise that you have other options available but yet you continue to choose me to groom your dog. For that I am always thankful and I also really appreciate all the referrals you give me. Please continue to send people my way and if you can, please pass this newsletter on to anyone who you think might enjoy and benefit from reading it.

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.

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