

Absolutely Animals News

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



Isn't it great that March has arrived and it's so good that Spring is just around the corner. With a little luck we've seen the back of all that snow and cold weather for a while. Hopefully you weren't affected by it too badly.

While it did cause problems I have to say it was lovely to see all the children out playing in the snow. Kids' doing what kids should be doing is great and of

course, there were plenty of 'big kids' out building snowmen and throwing snowballs too! Oh what fun!

But now Spring is coming and I can't wait. That's what I like so much about March, it always feels like a fresh new month where there's an expectation of change and better things to come, (warmer weather at least I hope!). The lengthening of the evenings marks an end of the dark winter months and the change of the season brings with it a sense of newness and hope for the year ahead. Even just seeing the early buds on the trees and the flowers starting to appear seems to lift everyone's spirit.

March is also a really eventful month. Wales and Ireland celebrate their Patron Saints, there's Mother's Day, the changing of the clocks and a few more events to boot. So many that I thought I'd list them on the back page for you.

Oh and speaking of Mother's Day. That's at least one day that all you Mothers out there should be able to put your feet up, sit back and enjoy being looked after for a change. Come on all you Fathers, Sons and Daughters, give Mum a nice Mother's Day (Sunday Mar 22nd) - you know she deserves it!

Anyway, as always I've tried to pack this newsletter full of fun, interesting and useful information for you and your dog. So why don't you go make yourself a cup of tea, sit yourself down, relax and enjoy the rest of this newsletter.

Have yourself a lovely March and I'll speak to you soon.

Heidi

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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:

- * Why does my Dog bark so much?
- * Dogs in the News!
- * Caring for Older Dogs!
- * Puppy's First groom!
- * Don't Delay your Dog's Grooming!
- * Doggy Word Search!
- * March – A fresh New Month!
- * Doggy Thinking!

"Dogs are miracles with paws"

~ Attributed to Susan Kennedy

More Fascinating Facts about Dogs:

- ! Basset Hounds cannot swim.
- ! It is thought that obesity is one of the most common health problems among dogs.
- ! It is estimated that approximately 70% of Americans sign their pet's name on greeting and holiday cards.
- ! The bible mentions dogs 14 times.
- ! It is thought that the oldest known breed of dog is the Saluki - trained by Egyptians to help them track game.



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 we love lots, keep them brushed to remove those knots"

This page is for new clients or anyone who is reading this newsletter for the first time.

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.

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

Don't delay your Dog's Grooming!

It's really important that your dog gets groomed regularly in order to help keep him happy and healthy.

Different breeds of dog require different intervals between grooming. But experience has shown that leaving even one or two weeks extra between your dogs grooming appointments can create a lot of problems. Here are just a few of the most common:

! A build up of matts and knots on your dog.

The longer your dog's hair gets to grow between appointments then the more likely that it will become knotted. Even with daily brushing it can be much harder to get those knots out. They can easily develop into solid matts which can cause irritation to your dog's skin and damage their coat. Plus when a dog's coat has gotten too long and has become matted then the only option may be to clip off the entire coat. But this will leave your dog looking much, much different!

! Excess hair means more cost to you.

Obviously your dog's hair continues to grow between grooming appointments. So the greater time between clipping then the longer and thicker your dog's hair will be. In most cases it then takes longer to wash and clip, especially if it's matted. This extra work in grooming can therefore result in extra cost for you.

! Potential health issues for your dog.

Not only can matts cause problems for your dog but there are also other potential health problems as well. Ear infections can easily occur because of the extra time between appointments. Hair and dirt will build up in your dog's ears which can cause them pain, irritation and infection which could lead to expensive vet's bills.

Your dog's nails can also grow longer than they should which may lead to complications, especially with dew claws.

! Unnecessary discomfort for your dog.

Most dogs will spend much of their time in the house along with you, where no doubt the central heating will be on to keep you all warm. But just imagine sitting in your living room wearing your warmest outdoor coat with the heating on. You'd feel pretty uncomfortable! But it's no different for your dog when its hair is allowed to grow longer and thicker than it should be. To them it's like wearing a wooly coat on a warm summer's day! Not very pleasant as you'd imagine!

! Reduced chance of finding problems early.

During the grooming of your dog we are always on the look out for any lumps, bumps, cuts or anything that may be a concern to your dog's health. These are things that you may not easily see yourself, especially under a thick coat. But early detection of health concerns can mean all the difference when it comes to your dog recovering again. Therefore, that extra couple of weeks when issues are not detected could be disastrous for your dog!

Overall, allowing more time between your dog's grooming appointments is likely to cost you more money. But most worryingly it may cause discomfort, pain and even lead to health issues for your pet. And that's just not worth it, especially if you add in the worry of having to pay extra vet's bills as well!

Did You Know!

! Brushing your dog regularly will not only help to keep your dog's coat in great condition but it'll also help your dog to bond with you. Grooming and close contact with its pack members is a very natural process for your dog.

! You should never leave any dog alone with young children or small animals no matter how well you think your dog gets on with them. A dog has a natural predatory instinct which cannot be totally controlled, so in some situations a split second left alone could be tragic.

Caring for older Dogs!

Just like people, when dogs get older they need to be cared for a little more delicately. But that doesn't mean that all the fun will end! After all, they'll be a wiser old dog and with the passing years are likely to be even more loyal.

It just means that you'll have to make adjustments in your lives to take account of their ageing bodies.

Dogs can also sometimes be older than we think especially if we didn't get them as a pup. Different breeds have different ageing patterns. For example, a Great Dane is considered old at six whereas a terrier may be 10, 11 or even 13 before showing major signs of age.

The important thing is to notice the signs and take into account the age of your pet when doing your normal routine with them. That four mile walk they were able to do last year may be just a little too much for them today.

But you don't need to completely wrap them up in cotton wool. Minor adjustments to account for them getting a little older may be all that is needed. Don't cut out exercise completely as obesity and diabetes are two major health issues in older dogs.

Making sure they have a good routine, a healthy diet, regular checks and the correct exercise to reflect their age, should be enough to make sure their golden years are long and happy.

Dogs in the News!

! A Jack Russell in Wolverhampton has become an expert tree climber. Penny, who was recently featured on the BBC news channel, has decided that's it's much more fun to scale the trees in her local park than have a run around on the ground like most dogs. Penny's owner Gwen told the BBC that Penny likes to chase squirrels in the trees, even though she has no chance of catching them. For passers by it's quite a spectacle seeing a dog run along the branches of a tree, 30 feet in the air!

! An Italian woman had to call police to retrieve part of her nose after her dog had bitten it off! According to Annova.com, the woman was asleep in bed when the pet Poodle inexplicably bit off part of her nose. Police had to chase the Poodle around the owner's garden to retrieve the nose before surgeons could sew it back on. The woman, who will have to undergo a lot more reconstructive surgery, has forgiven her pet but is refusing to let it sleep in her bed again!

Doggy Word Search!

The following Word Search contains the names of 10 breeds of dogs. The breeds included are listed on the back page but can you find them first before looking at the names.

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

March – A Month of Freshness and Hope!

In the Roman calendar March was officially the first month of the year, which was only changed in 1752 to January. In lots of ways March does feel like it's the start of something new. It certainly is a month full of freshness and hope.

Traditionally associated with the Wild Daffodil, March is also a busy month with plenty of events to get us out and about enjoying ourselves. Here are some of them:

Mar 1st – St David's Day (Wales)

Mar 8th – International Women's Day

Mar 9th – Commonwealth Day

Mar 17th – St Patrick's Day (Ireland)

Mar 20th – First day of Spring

Mar 22nd – Mother's day

Mar 29th – Changing of the Clocks

Doggy Thinking!

Dogs seem to have a great sense of fun. That's maybe why when they're soaking wet and covered in mud, they insist on finding the lightest coloured piece of furniture you have, stand on it and then shake themselves. - *"It just isn't any fun doing it outside because then my master doesn't get to chase me around the house with a towel!"*

Thank you for All Your Referrals!

It's always overwhelming and really fantastic to see that so many of you are kind enough to refer me to others. You really are helping to keep my business moving along and for that I am so grateful. Thank you so much.

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

Boxer
German Shepherd
Scottish Terrier
Whippet
Shetland
Sheepdog
Rhodesian
Ridgeback
Old
English
Sheepdog
Irish Setter
Lhasa Apso
Jack Russell

Puppy's First Groom!

For a puppy it's so important they learn as soon as possible that grooming is nothing to be feared. Getting them used to being brushed, bathed and even the noise of clippers at a young age, can mean such a difference to them when they get older.

While the actual need for grooming of a puppy will vary from breed to breed, the important thing is to get them used to their surroundings and the process of grooming. This should happen as earlier as possible. Anytime soon after they've had their puppy vaccinations.

Waiting till a puppy is 7, 8 or even 11 months old before having their first groom, will be so much more stressful on them. Indeed, it's a lot harder and more work for the groomer as well.

Most situations of dogs being nervous about grooming can be blamed on their first few grooming experiences. That's why I take extra special care with puppies so they learn that grooming is a fun and exciting thing to have done. Oh, you can also be sure that kisses and cuddles will abound when the little cuties are around me!

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.

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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If you no longer wish to receive this newsletter please let us know.