

Absolutely Animals News

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



I know it's hard to believe that another issue of this newsletter is out already. It seems like only five minutes ago that I was getting the last one out. I guess that's what's good about being busy – you never get bored!

Anyway, how did you enjoy Easter? I hope you had time to have a nice break and to spend some time with family and friends. I think it's really

important to do that, plus it's good to get the batteries recharged from time to time, don't you think?

So summer is coming. Isn't it wonderful? I think it's going to be a great summer this year. I'm looking forward to warm summer evenings, barbecues and just good old fashioned outdoor fun. I feel excited and reinvigorated just thinking about it!

Anyway, back to the present. In this month's issue, I've given you the usual mix of useful tips and helpful articles. I think you might particularly enjoy the 'Dogs in the News' section this month. There are some really heartwarming stories there.

It's also the time of year when we see many dogs with fleas, so I've included an article, which should help if your dog is unlucky enough to get them.

Please remember to share your thoughts and ideas about this newsletter, as I love getting your feedback. Let me know if you like the articles and find them useful and interesting. That way I'll know what to keep doing and what to change to make it even better for you. And please do pass the newsletter to someone you know once you've finished with it. You'd be really helping me, and your friends will appreciate it as well. As always, thank you so much for reading. Speak to you soon.

Heidi

Dogs in the News!

! A cat in China has adopted two puppies and is now teaching them how to catch mice. According to Ananova.com, the cat, who had recently given birth to three kittens of her own, took over the caring duties of the two orphaned puppies. Their mother had died while giving birth to them. The pets' owner says that the cat is looking after the pups very well. *"Each day she feeds them and is showing them how to pounce from behind the sofa and it's clear that she's teaching them how to hunt mice."* Unfortunately, the two little canines lack the agility and speed needed to copy their feline foster family.

! A pet dog has been found alive and safe after being lost at sea for four months. According to the BBC, an Australian cattle dog, Sophie Tucker, was lost overboard on a sailing holiday off the northeast Queensland coast. She somehow managed to swim to a deserted island and she survived for four months on a diet of baby goats. Visiting rangers found Sophie and reunited her with her ecstatic owners. *"She surprised us all,"* said Mrs Griffith. *"She was a house dog and look what she's done, she has swum over five nautical miles, she has managed to live off the land all on her own. We wish she could talk, we truly do."*

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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:

- * Meet the Staff!
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- * My Dog Jumps up on People!

"The best way to get a puppy is to beg for a baby brother - and they'll settle for a puppy every time." ~ Winston Pendelton

Fascinating Facts about Dogs:

! On average, taking account of all the various sizes, mixed breed dogs live, on average, 1 year longer than purebred dogs.

! Dog breeds that tend to live the longest include Toy Poodles, Border Terriers, and Tibetan Spaniels.

! Dachshunds were originally bred for fighting badgers.

! Bernese Mountain Dogs were first used as farm dogs to draft sheep and cattle in the Swiss Alps. Remarkable given the huge size of the breed!

! Sexual maturity in both male and female dogs tends to happen between 6 & 12 months of age. Although in some large breeds, it can take up to 2 years.



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.

"This is my dog you can shout aloud, we make them gorgeous so you can be proud!"

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

Meet Darren Tyler!

Darren Tyler has been grooming for the past 10 years and joined the team in September 2008

He attended the college of West Anglia and completed the NVQ level 3 in animal care and dog grooming which is recognised by the Pet Care Trust and the British Dog Groomers Association.

Darren ran the level 2 dog grooming course, the 10 week short course and shared the week-end courses at Writtle College in Chelmsford. He then started working towards his CertEd completing his first module (PTLLS) level 3 7303. He also completed the 7750 PCT Advanced Cert in Dog Grooming gaining 2 credits and 2 passes on the exams.

Whilst on the first exam he met Heidi who was examining, they talked about competition grooming and Heidi mentioned Absolutely Animals. They talked about the globalpetgrooming.com web site and the chance to work with herself and Colin Taylor to train to do competition grooming.

Darren worked at the College for a year and had heard that Heidi was looking for a groomer to work at her salon, teaching and grooming. So he took the opportunity to work with Heidi and Colin which he says was too good an opportunity to miss.

Darren will be competing at Euro groom on the 4th May 2009. Check out the next issue to see how Darren got on.



Interesting Dog Breeds!

Samoyeds, those large white fluffy dogs with smiling faces, were bred in Siberia to herd reindeer. Their thick coat and strong independent character made them ideal to withstand the harsh arctic conditions.

The herdsman also used them to pull sleds across the snow, and at night, they slept close to them to help keep warm.

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

Sad, but True!

In some parts of the world where predatory animals live, such as wolves, coyotes, tigers or leopards, dogs end up becoming a food source for them.

- * In Croatia, wild predators kill more dogs than they do sheep.
- * In Russia, wolves frequently attack and actually control the number of feral dogs.
- * In Wisconsin, USA, paid compensation for dogs lost to predatory animals is higher than that of livestock.
- * And in some parts of India, hyenas kill many village dogs in remote areas.

Did You Know!

Male dogs frequently sniff and urinate while out walking, as it's a form of communication with other dogs. Their urine contains pheromones that tell other dogs if they're male or female. It also reveals their dominance and what stage they are at during their reproductive cycle, if they're female.

Females only tend to scent mark during their season. But males try to communicate as much information about themselves as they can, as often as they can. Dogs that live in the country tend to scent mark less than those in towns do.

Why Dog Grooming is Not Like Hairdressing!

Dog grooming and hairdressing may seem similar (it's all about haircuts, right?), but they differ greatly from one another, which is why you may notice differences in price and the amount of time it takes.

Here's a little list of the big differences between hairdressing and dog grooming.

* Firstly, when you go to a hairdresser you know exactly what to expect, so you're rarely apprehensive. Your dog, however, may not be so sure of what is happening when he comes in for grooming. Therefore, it's really important that we take the time to be as gentle as possible to avoid any unnecessary stress.

* Every part of your dog needs to be washed thoroughly, but your hairdresser only needs to wash the hair on your head!

* You no doubt wash your own hair every few days but it's usually 8 weeks or more since your dog's last wash. So it requires good technique, quality shampoos and above all the time to thoroughly clean its coat.

* We cut your dog's nails, clean wax and dirt from his ears and boogies from his eyes - services that hairdressers are unlikely to provide!

* Many hairdressers offer hair waxing for eyebrows, upper lip, and the "bikini area". Our version of the "bikini wax" (which is included in the service) includes shaving around the private areas of your pet. This sometimes requires removing fur-matted excrement – not a pleasant task! But our focus is not only on style, but also the health, safety and welfare of your pet.

* Hairdressers can dry your hair quickly. Although dogs' coats come in various lengths and density, most require significant time and physical labor to get them completely dry. A thick undercoat can act like a sponge!

* It's likely that you sit very still for your hairdresser, but it's seldom that dogs do so for us! It requires a high level of patience and specific skills for us to safely groom dogs of all energy levels.

* In the hairdressers you follow direction of where to sit, how to bend and when to move etc. Whereas dogs must be lifted onto the table, carried to the bath and moved when required. This is physically intensive work, which in some cases means lifting pretty heavy dogs!

* Scratches, bites and cleaning up little accidents are a common daily occurrence for dog groomers. Your hairdresser is unlikely to face these problems or at least we hope not!

As you can see, grooming differs greatly from hairdressing so you'll understand why they cannot be compared with each other!

Fleas - It's Their Time of Year!

In some countries and areas, fleas can be present all year round but they do prefer warmer, humid conditions. Therefore, with the rise in temperature as we move from Spring to Summer, there is always an increase of flea infestation on pets at this time of the year.

Many people feel a little embarrassed about the presence of fleas on their pets or believe that only dirty, unwashed pets get fleas. This is definitely not the case. Any pet, no matter how well looked after, can pick up Fleas if the right precautions are not taken. Your pet can get fleas from just being close to another infested animal or an area where an infested animal spends a lot of time. Therefore, your pet could easily get fleas from outside in the garden where animals such as hedgehogs, rabbits, squirrels or badgers have been. Even meeting another pet while in a park or out for a walk can allow fleas to easily transfer from one pet to another.

While fleas do not have wings and cannot fly, their powerful legs allow them to take huge leaps. In fact, they can jump over 300mm, which is over 100 times their body length. This also allows them to easily transfer from a pet's bed, onto their body and back again. Fleas live on and suck the blood of any warm-blooded creature so they can and do transfer onto humans as well.

The signs that your pet has fleas are quite obvious. Sustained and obsessive scratching is the most obvious. This is due to the itching caused as the flea bites into and sucks the blood from your pet's skin.

Another sign is a layer of dusty, ash type substance on your pet's coat or bed. Although fleas are hard to see, if you look closely at your pet's skin you will be able to see them. They are between 1.5 and 3.5mm long.

To prevent fleas from getting on your pet in the first place, it's important to use a regular flea treatment, such as a 'Spot-on' treatment. But when a pet has already become infested, you should first bathe your dog with flea control shampoo. This will kill the immediate infestation. You must then wait 3 days before applying a spot-on treatment because it requires bodily oils to transfer throughout the fur.

Please note, washing a pet in ordinary shampoo will not get rid of fleas. Plus, even washing your pet in a flea shampoo will not prevent them from catching fleas again. For every flea that's on your pet there will be many more in and around your home and where your pet sleeps. So it's also vital that you treat your pet's bed and areas where they spend a lot of time. Also check your other pets and around your garden for signs of wild animal nests or areas where fleas might be coming from.

Also, wash all bedding in hot water to eliminate fleas and eggs and thoroughly vacuum your floors and furniture. Be sure to immediately discard the vacuum bag because fleas can crawl back out of your vacuum cleaner.

If your pet has also been in contact with your neighbour's pets it may also be a good idea to speak to them as well.

Where Do They Come From?

Can you match these dog breeds to the countries they originally came from? Answers are on the back page.

- | | |
|-------------------|-------------|
| 1. Red Setter | A. Scotland |
| 2. Labrador | B. Croatia |
| 3. Basset Hound | C. Canada |
| 4. Bearded Collie | D. China |
| 5. Boxer | E. England |
| 6. Chow Chow | F. Germany |
| 7. Dalmation | G. Ireland |
| 8. Jack Russell | H. France |

May – The Month When Summer Begins!

With May comes another change of the seasons from Spring to Summer. The warmer weather is just great as it makes everything so much more pleasant. The gardens and countryside look so lovely as the warm sunshine starts to perform her magic on everything.

May also has lots of historical importance. Many events occurred in May. Here's a few of interesting ones:

3rd May - 1494 Christopher Columbus first spots the America's (Jamaica).

5th May - 1818 Napoleon died.

6th May - 1840 The world's first postage stamp, the 'Penny Black' stamp, became valid for use in the UK.

6th May - 1954 Roger Bannister ran a mile in less than four minutes.

8th May - 1945 VE (Victory in Europe) Day.

10th May - 1994 Nelson Mandela became the President of South Africa.

15th May - 1970 The Beatles' last LP, Let It Be, is released.

29th May - 1953 Edmund Hillary and Tenzing Norgay became the first to reach the summit of Mount Everest.

29th May - 1917 John F. Kennedy was born.

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.

8E

7B

6D

5F

4A

3H

2C

1G

Answers
to Quiz

"A dog can express more with his tail in seconds than his owner can express with his tongue in hours"

~ Author Unknown

My Dog Keeps Jumping up on People!

It always happens when your friends or family come round with their best clothes on! Your dog has just been wallowing in the dirtiest, wettest part of the garden, sees your friends and decides it's time for a hug. Or worse, he does it to strangers in the park! What can you do? You're left embarrassed and desperately apologising and they're left with a new muddy stain on their nice clothes!

Well this is something that needs correction. Not only can it cause you embarrassment, but an over-exuberant dog can cause fear in many people. Also, the legal implications need to be thought about if he happens to knock someone over and hurts them.

Like everything with your dog he needs training and management so that he learns that jumping up is unacceptable behaviour. This starts with making sure that your dog fully complies with your command to 'Leave' and returns to you when instructed. If they understand and adhere to this command then you will have the control needed to then teach him to stop jumping up on people. As always, talk to a knowledgeable and reputable trainer before training your dog.

Thank You!

Thank you so much for putting your trust in me to groom your little friend. I always strive to reward your trust and please know that I never take you or the business you continue to give me for granted.

Should I ever fail to meet your expectations please do let me know. Thank you.

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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