

# Absolutely Animals News

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

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PURRFECT

**G** Hi everyone, and welcome to the August issue of my newsletter.  
**R** Summer's really flying by and I hope you're taking full advantage of the weather to enjoy lots of activities with your furry little friends. You and your pet are probably spending lots of time outdoors.  
**O** That's fantastic if you are, but there's an ever increasing concern for pet owners that you might want to think about – your pet running off or disappearing. On page 2 I've included an article on  
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this that may help you.

Before that I just wanted to tell you about what's been happening in the salon. Recently we started cat grooming 2 evenings per month. The reason for these 'Cats Only' sessions is solely for the cats. The evening environment is less stressed for the cats plus it's easier for you as well.

Would you like to give your Cat a make - over today? Well if you do remember we will groom your cat to purrfection! Even though cats spend most of their time washing themselves they do require additional help to keep their coat in tip top condition. Your cat's coat care is extremely important as indeed it is for you as well.

Grooming removes loose coat and debris, preventing hairballs, matting, parasitic infestations, improving circulation and also entices bonding time and frequent health checks. So why not make sure your cat is in tip top condition and leave them feeling fresh and clean with a makeover today.

The other day I got a lovely letter from a client after I'd groomed her cat Twinkle Rose. It was so nice of this lady to write that I thought I'd share the letter below for everyone to read.

So that's it for this month. The rest of the newsletter is packed with useful information for you so please enjoy. Speak to you soon.

Heidi

**A kind letter from Judy & Twinkle Rose**

*Hello Heidi,*

*Just wanted to drop you a line to say thank very much for looking after me and Twinkle so well today!*

*I was very apprehensive when I arrived as I thought Twinkle might be totally freaked out by the noise and new smells, let alone the grooming! However, I was truly amazed at how well she coped with it all, your gentle but firm handling seemed to work wonders on her, I can't believe she just sat there patiently while you lifted her paws and trimmed her tummy!*

*Thank you so much - I learnt a lot from the day and I would never have believed how well Twinkle tolerated the grooming if I had not witnessed it myself!*

*I am really looking forward to coming again on the 15th, I will probably bring Twinkle again. Anyway, thanks again she was the real star of the day!*

*Best wishes  
Judy*

## Are you new to this Newsletter or trying to find a good Pet Groomer?

If you're reading this newsletter for the first time or are looking for a Pet Groomer, please read page 2. There you'll find out how we could really benefit you and provide you with exactly what you're looking for.

## INSIDE THIS ISSUE:

- \* Puppy Facts!
- \* Is it Time to Shed the Pounds?
- \* Choosing the Style that Fits Your Lifestyle!
- \* Pet Humour!
- \* Caring for Our Pet's Basic Needs!

## It's an Animal's World!

! A new pet-only airline has been launched in the US. Pet Airways is the first airline to carry pets in the main cabin of the aeroplane rather than the cargo hold.

The furry 'pawsengers' won't have to put up with annoying human travelers either, as it's only pets that travel on these flights!

The pets are monitored during the flight where fresh airflow and temperature in the cabin are maintained. This ensures the pets arrive at their destinations happy and healthy.

## MICROCHIPPING!

You can get your pet microchipped for only £5 when you pay to have a full groom done. That's a really good deal so please tell all your friends.



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 Fellow Groomers:

We are a Premier Pet Care Trust Accredited Grooming Training Centre.

## Absolutely Animals Dog Grooming

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Your pet getting pampered in a bath full of bubbles, groomed to perfection & given plenty of cuddles!

## **Microchips are reuniting lost Pets with their worried Owners!**

Whilst every dog owner is legally obliged to ensure that their dog is wearing a collar and identification disc, thousands of owners have now taken more positive steps to ensure their much-loved companion can also be identified through microchip technology.

The technology for microchipping pets has been available in the UK since 1989. During this time over 2 million dogs and cats have been microchipped, and this number continues to grow at an estimated 7,500 registrations per week.

The method of microchipping is now recognised as the most effective and secure way of permanently identifying a pet. Once microchipped, the unique identification number is registered to the animal and the owner's details are placed on a national database. If you have ever lost your dog, you will know just how distressing it can be.

Sadly, the reality is that of the many thousands of dogs that go missing each year, it is estimated that less than half of them are reunited with their owners. Don't wait until it's too late. Get your dog microchipped and have the assurance that should he become lost (or be stolen), he is more likely to be returned to you safe and sound.

So, what are microchips and how do they work? Below are the most common questions asked, with all the best advice to enable you to decide if microchipping is the best form of identification for your pet.

### **What is a microchip?**

A microchip is a small electronic device, which is the size of a grain of rice. The microchip is coded with a unique number that can be read by a scanner. A microchip works through radio wave frequency.

### **How is the microchip implanted?**

Using a specially designed implanting device the microchip is injected through a sterile needle under the dog's skin.

### **Where is the microchip implanted?**

In dogs, the microchip is implanted under the skin, between the shoulder blades.

### **Does it hurt?**

No anaesthetic is required and the procedure should cause no more discomfort than a standard vaccination.

### **How does the microchip stay in place?**

Once the microchip has been inserted, the dog's body tissue surrounding the microchip attaches itself, preventing movement of the chip.

### **Why does the body not reject the microchip?**

The microchip is encased in the same material (bio-compatible glass) that is used in human pacemakers. The microchip and the implanting equipment are sterilised before use, so that the dog's body does not reject the microchip.

### **How is the identification number read?**

Microchips work when a scanner is passed over them. This is because the scanner produces low frequency radio waves that passively activate the microchip, allowing the unique number to be read.

### **Who has a scanner?**

It is estimated that there are currently over 10,000 scanners in use throughout the UK. These can be found at most veterinary practices, local authorities and animal welfare groups. The Authorities and animal welfare groups use scanners to check stray dogs to see if they have been microchipped. If the dog has been microchipped he can then be returned to the owner easily and quickly.

Continued on page 3.

## **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**

Continued from page 2.

### How are the owners traced?

If an animal is found to have a microchip, the Local Authority, Vet or animal welfare organisation contacts a national database to find the owner's details. The owner then can be contacted and reunited with their dog.



### Where can I get my dog microchipped?

You can get your dog microchipped here at Absolutely Animals. We offer to microchip your pet for only £5 when you pay to have a full groom done. That's a really good deal so please tell all your friends.

### Doggy Word Search!

The following Word Search contains the names of 8 breeds of dogs. The breeds included are listed on the back page but can you find them first before looking at the names.

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

### Is it Time to Shed the Pounds?

Does your pet look at you with longing eyes as you're trying to eat your own food? It can be difficult to say no to your best friend when they want a bite of whatever you're eating, but it's really important to keep their weight in mind.

Just as we can experience a host of health problems from being overweight, so can our pets. Obesity in dogs or cats can lead to diabetes, heart conditions, joint pain, decreased immunity, difficulty breathing and a range of other concerns.

To ensure the highest quality of life for our beloved friends, it's essential that we find the proper balance between exercise and food intake. Exercise becomes much more difficult for pets when they pack on extra pounds, which makes it harder to meet their physical and psychological needs.

If you're wondering whether your dog is at a healthy weight, just take a look at their rib cage. You should be able to feel your dog's ribs without feeling a thick layer of fat. Dogs, depending on breed, should also have a visible inward curve between the chest and hind end.

Any concerns about a pet's weight should be discussed with a veterinarian, as weight problems can result from or lead to illness. But to help your pet stay fit, you can reduce the amount of snacks and treats given and provide food portions appropriate to his level of physical activity.

Although most pets love to munch on anything they can get their paws on, it's up to us to decide on what they can eat and to keep them fit and trim!

### Choosing the Style that Fits Your Lifestyle

We've all heard about choosing a dog breed that fits our lifestyle (highly active vs. laid back, etc.), but we must also consider the lifestyle of our own and of our dogs when choosing an appropriate style or haircut for them.

Although the fluffy or long and shiny coat on a show-quality dog is astoundingly beautiful, it's not always practical for the everyday activities of dogs and their owners. Of course, your dog should always look great after being groomed, but it's really important to choose a style for which the amount of maintenance works for both you and your dog.

For example: Many people love the long and glossy look of a full-coated Shih Tzu, Maltese or Yorkshire Terrier; however, maintaining the look of this coat is very time consuming for dog owners, as it requires extensive daily brushing.

Because most dogs love to get into messes or run around the garden, it's not always practical to keep them in a long, high-maintenance coat. If your dog always finds herself frolicking outdoors or if you don't have the time for a lot of daily upkeep on their coat, you can always keep them in a shorter, yet stylish haircut.

There is actually a variety of styles to choose from for many dog breeds, so there's no need to worry about choosing between practical and stylish – you can easily have the best of both worlds. I'd be happy to talk with you about different options that would suit the lifestyle shared by you and your dog.

Perhaps you prefer a longer length on the overall body but wish your dog would stop getting water and food stuck in their beard; you can always opt for shorter hair on the face blended into a longer coat on their body.

Perhaps your larger dog is always getting mud and mats in the wisps of fur on their belly but you don't want to clip their coat off; you can always keep the belly stylishly trimmed whilst keeping the overall coat intact.

By styling your dog's coat in accordance with lifestyle, you really cut down on the amount of time and maintenance required for a certain look.

So please take some time to think about the ordinary lifestyle of your dog as well as the amount of time you have to devote to coat maintenance.

By knowing your needs and talking it over with me, it can save you and your dog a lot of aggravation between appointments!

### Puppy Facts!

- When puppies are born, they are both deaf and blind and have a very poor sense of smell. These senses develop over the first few weeks of their lives. Puppies naturally group together and stay close to their mother for warmth.
- Puppies do best when they remain with their mother until they are at least eight weeks old. In that time they will learn lots from their mother and their characters will develop.
- Puppies sleep 90% of the day for their first few weeks.

### Did You Know?

Dogs are omnivorous, which means they eat meat as well as plants. Although no one is 100% sure why dogs eat grass, it's thought that one reason is because they get a craving for greens. In fact, some dogs graze on grass every day. Others may just eat grass occasionally and it's thought that some do so because they have an upset tummy and want to make themselves sick.

*"Dogs come when they're called; cats take a message and get back to you later."*

- Mary Bly

### Pet Humour!

! The chief constable of a small English town was also an expert veterinary surgeon. One night his telephone rang. "Is Mr. Smyth there?" said an agitated voice. Mrs. Smyth answered, "Yes, do you want my husband in his capacity of veterinary surgeon or as chief constable?" "Both, lady," the caller replied. "We can't get our new Bulldog to open his mouth, and there's a burglar in it."

! Six things Cats think about:

1. I could have sworn I heard the can opener.
2. Is there something I'm not getting when humans make noise with their mouths?
3. Why doesn't the government do something about dogs?
4. Hmmm ... If dogs serve humans, and humans serve cats, why can't we cats ever get these stupid dogs to do anything for us?
5. This looks like a good spot for a nap.
6. Hey that really was the can opener and I'm sitting here wasting time talking to you!

! Maureen Perlmutter, the happy Hancock Park homemaker, tells about Darby, a Dachshund who loved country sausages. When he begged hard enough, his mistress wrote out an order for a few, and the dog grasped it between his jaws and trotted off to Barney's Butcher Shop with it.

In time, Barney took Darby's appearance as a matter of course and counted off a half-dozen sausages without even consulting the order the Dachshund dropped at his feet. One day the dog showed up at the store four times and Barney decided to check. The paper was absolutely blank. Whenever he wanted sausages, the wise old dog simply snatched up any piece of paper and trotted off to the butcher's shop with it.

*"When a dog barks at the moon, then it is religion;  
but when he barks at strangers, it is patriotism!"*

~ David Starr Jordan

### 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.

### Answers to Word Search!

Afghan Hound, Westie, Bull Terrier, Chinese Crested, Irish Wolfhound, Lhasa Apso, Pug, Samoyed

### Four of Our Pet's Basic Needs

Pets are our best friends through both good and bad times and all they ask in return is that we take care of their basic needs.

Unfortunately, many people do not realise that a pet's basic needs go beyond that of food, water, and shelter. So, what else does a pet need for a happy and healthy life?

#### **-Exercise-**

All dogs and cats need exercise. For a dog it's a minimum of 30 minutes physical activity per day, more for larger or highly energetic dogs. Otherwise, they release their pent up energy in destructive ways or develop psychological / behavioral problems. People often believe that because they have a big house or a big yard that their pet has plenty of room to exercise itself. But this is not true. We go stir-crazy at home and so do our pets, because it begins to feel like a cage.

#### **-Mental Stimulation-**

There is a reason that pets love games! Just as we like to have a purpose in life, so do our pets. Most pets require some level of psychological challenge to stay mentally healthy and this is especially important for dogs that are bred for specific activities. Retrievers love to retrieve; hounds love to track scent, and so on.

#### **-Attention and Affection-**

Dogs and cats are social creatures and they do become lonely without companionship. When left alone for long periods, they become depressed and often develop psychological / behavioral problems to cope with the stressful situation. While they do appreciate a good belly rub, their favorite form of attention is that of activities and exercise with their owners.

#### **-Grooming-**

An unkempt coat causes many more problems than just an odor or unsightly hairdo. When mats form in a pet's fur, it becomes very painful as the mats pull the skin. Unattended mats will actually leave open sores on a pet's skin, and these open sores are prone to infection. Regular grooming prevents this from happening while also preventing overgrown, painful nails.

### 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 give me your email address or send me an email. Once you're on my list I'll send you a copy every month.

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