



Absolutely Animals News

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

Hello again and a warm November welcome to my newsletter.

With winter fast approaching and the wet, colder weather setting in, many of you may be wondering if getting your dogs groomed at this time of year is really necessary. After all, won't they be cold if they get their hair cut in the winter months?

This is understandable—no one wants their dog to freeze—but what you may not realise is that grooming is just as important in winter as it is in every other season, for short- and long-haired dogs alike.

When out walking our dogs, their coats are exposed to rain, snow and dampness from the ground. For a dog with a thick coat, getting wet is like us wearing wet clothes—we soon get cold and start to shiver! It takes much longer for the coat to dry when it's thicker, so they're left cold and shivering for longer. Plus, even a little bit of moisture is enough to cause matting, and we all know how dreadful those hair mats are for our dogs. A long coat is far less comfortable for a dog when it's full of mats and knots, as it pulls on the skin and can cause

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Pudsey's Getting a Makeover at Absolutely Animals!

This year we're doing our bit for Children in Need by doing some creative styling on my standard poodle, "Charlton". We're going to put Pudsey on his side and make him look all pretty and nice by putting dots over him and dyeing his head and poms pink.

This is a fantastic charity and having children of my own it's close to my heart. Plus, it's a chance to have a little fun as well.

I'm confident we'll do well for the charity as I've got so many great clients. So if you can help by donating a little bit of money, it could mean all the difference to a few neglected and less fortunate children.

Thanks so much!



Heidi

Absolutely Animals are helping Children in Need and we'd love it if you could help too!

Absolutely Animals Dog Grooming

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

If you're reading this newsletter for the first time or are looking for a Dog 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:

- Walking Safely at Night!
- The Basics of Doggy Paw Care!
- Reasons Why it's Great to be a Dog!
- Thanks to You!

Miracle Dog Walks Again!

! A smooth-haired Miniature Dachshund has taken his first steps after pioneering treatment by scientists at Cambridge University. According to ananova.com, Henry was left paralysed after discs ruptured in his spine last November.

Using a new treatment that is hoped to one day help humans with spinal injuries, cells were taken from Henry's nose and were injected into his spine.

His jubilant owner, Sarah Beech from Birmingham, told how Henry is now walking and wagging his tail again.

"It's incredible. I didn't think Henry would ever be able to walk again, but over the last few months he has been wagging his tail and taking small steps. The vet told me to put him to sleep because he wouldn't have a very good quality of life and he was very depressed. But this treatment has really helped."



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.

From Little White Westies to Large Red Setters, we treat them really well yet they treat us even better!

painful irritation.

But, how will they stay warm without lots of hair? The same way we do! When they spend most of their time indoors with central heating, it's really not necessary that they have a thick winter coat. In fact, having such a thick coat indoors is like us sitting in our living rooms with the heating on and wearing our warmest coat.

When going for walks outdoors, it's easier to put them in a little doggy coat or sweater than it is to manage an unruly coat of knotted hair. Plus, if the coat or sweater gets wet, we can easily remove it when we return home so our dog is not sitting with wet hair for hours.

Winter grooming also helps keep their ears and paws free from extra hair while ensuring healthy nail length. When spending more time indoors, dogs' nails don't wear down as quickly as they do with regular walking on a pavement.

By keeping the same grooming routine in winter that you would during any other part of the year, you can prevent a lot of the mess and discomfort that comes from matting, damp weather and less frequent grooming. Better to keep up with it now than to wait until spring returns with warmer weather. Your dog will definitely be so much happier with a lighter, cleaner and matt-free coat!

If you have any questions or concerns about keeping your dogs warm and clean through the winter, please ask. Together we can find the best routine to make this cold season healthy and delightful for you and your best little buddy.

Christine Comes 3rd at Groomer of the Year 2009



Christine with our "Beckham"

Huge Congratulations to Christine our budding new dog groomer. She won her class at the 2009 Groomer of the Year - Junior Section, and then went on to come second overall in the Juniors Section. Christine was put forward for the scissoring award (only one ticket was given in the juniors) and she came 3rd overall.

Well done to Christine.

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**

Call for an appointment today. Tel:020 8857 2888

Walking Safely at Night!

Longer nights and colder weather make it a little more difficult to get out for all of the exercise our dogs need. But a dark evening can actually be a nice time to go for a stroll with your best furry friend, because the crisp air and exercise can be quite refreshing for you both, especially if you've spent lots of the day indoors.

Safety for you and your dogs is of the utmost importance, though. If the evenings are the only chance you have to get out for exercise, it's good to be cautious and to have a plan in place for returning home safely.

Firstly, you want to be sure that you are both protected from the cold weather. If your dogs have short hair or if they've been groomed recently, it's good to dress them in sweaters to keep them warm and clean. It's also better for you to have extra layers of clothing that you can take off if you get too warm.

Try to find a brightly lit area to walk when you're going at night. This helps protect you, but it also makes you and your dog easier to see for people who are driving through the area.

If you'll be walking near traffic, remember to dress your dog and yourself with highly visible clothing. You can purchase reflective dog leads and collars to make them stand out, and you can also put reflective stripes on your own clothing. Light colors and reflective materials will immediately jump out to drivers. But let your dogs walk near the hedge rather than the edge of the street, because they might try to jump at something or slip their feet into the roadway. Try to always walk on roads with pavements, but if you need to walk on roads with no pavements, always walk on the side where you'll be facing oncoming traffic. Facing the traffic means you can quickly step out of the way if a car is coming too close to you.

Think about packing a little bag of items that could help you out during a late-night walk. Plastic bags and a poop scoop are necessary if your dogs relieve themselves along the way. A whistle, flashlight, some money and a mobile phone are also good to have in case of an emergency. You might even take a little snack for you and your friend in case your pleasant walk takes you a bit further from home than you had planned.

Try to walk with a friend or family member whenever possible. If you have no one to walk with, let someone know where you're going and when you plan to return. That way, they'll know that you may be in need of help if you haven't checked in with them by a certain time.

While we need to take extra care when walking our dogs in the winter, the most important thing is to have fun with our little friends. Taking these few extra precautions will mean that it's safe for us as well as fun.

Mixed Up Dogs Quiz

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

- | | |
|------------------------|---------------------|
| 1. tianrmeui zehnrcsua | 5. rekocc esiapln |
| 2. edr tretse | 6. ansaakl Itemamau |
| 3. lbcka rdrlarbao | 7. drdaeeb lciioel |
| 4. erebsen | 8. nahsudhdc |

Doggy Humour!

A police dog handler was getting out of his van when he noticed that his dog was barking loudly. Then he saw a little boy staring at him.

"Is that a dog you got back there?" the boy asked.

"It sure is," the policeman replied.

Puzzled, the boy looked at the officer and then towards the back of the van. Finally the boy asked,
"So... What'd he do?"

The Basics of Doggy Paw Care!

The proper care of dogs' paws is so very important to their health and happiness. Their feet require a lot of attention throughout the year, but the winter months beg for extra attention to foot and paw pad care. The ice, snow, road salt and cold air can hurt a dog's paw pads, and extra time spent indoors means their nails usually require more frequent trimming.

When they're unable to walk comfortably, their everyday lives suffer from the soreness, so it's really important that their feet receive routine care and that we take extra precautions when needed.

Nail trimming: If you're not able to trim your dog's nails, it's best to have them done monthly at the groomer's. When they spend extra time indoors, they may need it as often as twice monthly. If you can hear their nails clacking across the floor, or if they're beginning to curl inward, it's time to have them trimmed as soon as possible. The quick, which is a tiny blood vessel, can actually grow longer when nails aren't trimmed regularly, which makes it very difficult to keep them at a healthy length. Dogs can also get muscle and joint pain, so try keeping their nails trimmed all year long.

Dewclaws: The dewclaws are the tiny toes on the inside of a dog's legs. These claws are not necessary and are sometimes removed when a dog is still a young pup. But a lot of dogs have them, and they're not always noticeable. These claws can curl into a circle or even puncture the inside of a dog's leg, so they must be trimmed as often as the other nails. If they do become completely curled or if they've burrowed into the skin, a trip to the veterinarian is in order. These can become painful and infected, so they often require treatment or surgical removal.

Paw Pads: Paw pads will crack or dry out from ice, road salt, allergies, fungal infection or chemical irritants. Be sure to wipe your dog's feet off with a wet, warm cloth when you both return from a walk outdoors. This will remove any irritants and can prevent the skin from drying and cracking. In the winter months, consider protecting their paw pads with doggy boots or a paw pad balm that provides a layer of moisture. In the case of severe puncture or irritation that persists, please see your veterinarian for treatment.

Extra Hair: Hair grows from between the toes and out from paw pads without regular grooming. By keeping this trimmed, you greatly reduce the risk of painful mats and lodged debris. This is especially important in winter, because ice, rain and snow can leave a mess between their toes and paw pads.

Regular grooming and preventative care will keep your dog's feet healthy and comfortable to walk upon all year.

Top Reasons Why it's Great to be a Dog....

1. If it itches, you can reach it. And no matter where it itches, no one will be offended if you scratch it in public.
2. Who needs a big home entertainment system? A bone or an old shoe can entertain you for hours.
3. You can spend hours just smelling stuff.
4. No one ever expects you to pay for lunch or dinner. You never have to worry about table manners, and if you gain weight, it's someone else's fault.
5. It doesn't take much to make you happy. You're always excited to see the same old people. All they have to do is leave the room for five minutes and come back.
6. Having a wet nose is considered a sign of good health.
7. No one notices if you have hair growing in weird places as you get older.
8. No one thinks less of you for passing gas.

Take Your Dog's Flatulence Seriously!

While it may just seem like a smelly problem that ends up with your dog being moved to another room for an hour or two, flatulence may indicate a deeper issue. In most cases it's due to no particular reason. However, it may be a sign of infection or inflammation in their bowels. If your dog also shows changes in their motions or has lost their appetite at the same time, you should speak to your vet immediately.

Diet, and your dog's age, can also play a big part but please do take any noticeable changes seriously.

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 Quiz**

1. Miniature Schnauzer
2. Red Setter
3. Black Labrador
4. Bernese
5. Cocker Spaniel
6. Alaskan Malamute
7. Bearded Collie
8. Dachshund

Dog Owners Tip!

To be completely sure that you are doing the best for your dog, do a little research into what your dog's breed was originally used for. This will give you a great understanding of your dog's mental and physical needs. For example, Terriers were bred for digging out vermin, Springers & Pointers for flushing out birds, German Shepherds for guarding, etc. Reading up on your dog's background will make it much easier for you to choose the right sort of exercise and games they need to keep in tiptop mental and physical shape.

Thanks to You!

Traditionally, November is the month for giving thanks for the harvest gathered in during the summer months. While 'Thanksgiving' is celebrated more in the United States than here, it is always good to take some time to remember all the things we are thankful for in our lives.

I'm thankful for lots of things—my health, my family and, of course, all of my fantastic clients. I'm thankful that I get to do the job I love and spend each day with lots of dogs.

I'd like to give thanks to all of our dogs! They fulfill our lives, and they may even make us better people. Dogs bring us a lot of joy and laughter through the time they share with us, and their loyal companionship really does make them man's best friend.

Thank you for supporting my business through your visits and referrals. And thank you for giving me the opportunity to provide my service to you. You are appreciated for all that you do and for taking such excellent care of your beloved dogs.

I hope that you enjoy the month of November and that you too have a lot to be thankful for in your lives.

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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