



Absolutely Animals News

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



Hello again, and welcome to the February edition of this newsletter. I hope you're having a fantastic new year and making great progress with any resolutions you'd set for yourself. Hopefully you haven't sworn completely off sweets or chocolates, though, as Valentine's Day can bring lots of delightful treats! It really is a terrific feeling to spend time with a loved one, so go on, indulge in cosy evenings with a sweetheart. But if you'd rather dote on your little dogs instead, don't forget they just love getting lots of exercise and playtime. Have a great month and a happy valentines day.

Heidi

Caring for Dogs in the Cold Winter Weather!

Winter weather can be unpredictable and, with all the heavy snow and freezing cold temperatures lately, there's lots of hazards and problems that your dogs can face at this time of year. Luckily there are also plenty of precautions you can take and things you can do to help keep your dogs safe, comfortable, and as clean as they can be in wintry weather.

The biggest risk is the cold, of course. If your dog is kept outside be sure that they have a good warm shelter that is always easily accessible to them. If your dog is used inside the house then maybe

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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:

- When Does My Dog Need Groomed?
- Living in the Moment!
- Indoor Exercise for Dogs!

Did You Know?

*It's not the taste of food that gets a dog begging for more—it's the scent. Dogs actually have a poor sense of taste.

*It's only a myth that a dog is sick if he's got a dry or warm nose.

*A wagging tail doesn't always mean a dog is happy—it can be a sign of aggression!

20% Discount on Grooming in January & February.

Everyone who brings this coupon to us will get 20% off their grooming appointments in Jan and Feb 2010.



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.

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

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put a little coat on them when going outside, especially if they've had their own hair clipped off recently. This will keep them warm and stop some of the snow from getting into their hair. And because a wet coat can quickly become a tangled mess of mats, it's helpful to dry them off and give them a really good brushing after they've been outside.

Although frequent brushing is always beneficial to dogs, it can make a remarkable difference to their skin and coat during this frigid weather. The brushing will stimulate oils in their skin to stop it from drying out, though you may also want to consider a leave-in conditioner or food supplement to further promote healthy skin and shiny hair.

But perhaps the most important area to care for in winter weather is your dog's paws. They'll still need out for walks to get their exercise, yet the ice and salts can cause matting and painful irritation around their paw pads. You'll not be able to convince most dogs to wear boots, but they don't usually mind a quick wash of their feet! Simply wipe their paws with a cloth and warm water after walks to remove snow and irritants, and then dry them off as much as possible.

There's no stopping the mess that comes with some winter weather, but your dog will love the extra attention and brushing that keeps them in good shape between grooming appointments.

A Wonderful World of Animals!

! A cat surprised his owners when he disappeared from his home in Hampshire, and turned up in Spain! The tom had crawled onto a ferry, according to Ananova.com, and the owners were notified when authorities checked his microchip. He can't return home just yet, as he has to be quarantined, but the ferry crew treated him like royalty. Salmon, chicken and a private cabin made it quite the holiday for him!

! Hunter, a Border collie, saved three girls who were trapped in the earthquake in Haiti. According to PR Newswire, Hunter caught the girls' scent, though they were beneath four feet of broken concrete, and barked to alert his firefighter companion, Bill. Hunter and Bill had been paired by the National Disaster Search Dog Foundation for search and rescue missions. The girls were removed from the rubble and treated for their injuries.

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**

Dog Training Tips!

Walk your dog for at least 30 minutes before you practise tricks or obedience commands. Train them for 15 minutes after walking, and then for another 15 minutes later in the day.

Reward the dog with a treat occasionally, but not every time they follow your command, because some dogs will learn to only obey for treats!

When Does My Dog Need Groomed?

Most people will say that you should have your dog groomed "when they need it". But when exactly do they need it? This is an excellent question, as the answer can vary widely from one dog to the next and it really all depends on the individual needs of your dog.

Of course, it's pretty clear that a dog needs to be groomed when it's got overgrown nails and a coat full of mats. But you never want to let it get to that stage because that can be very stressful on them and cause all sorts of problems.

You may read in books or hear from dog breeders that dog grooming should be kept to specific intervals, such as every 6, 8 or 12 weeks. And while yes, it is important to keep dogs on a regular grooming schedule, the time between grooming appointments cannot just be based on a general figure for a particular breed. Each dog is different and there can be differences in the type of hair on dogs of the same breed. Even their age, health, lifestyle and your own specific requirements can have an impact on the timing of your dog's grooming. Basing your dog's grooming needs on a 'general' basis can end up being too little or too much for your particular dog's needs. For example, an energetic puppy with high-maintenance hair may benefit from more frequent grooming because it will help them get used to the process from a young age. A short-haired adult dog that walks every day on paved roads may only need a bath and nail trim every two months. But there's no standard schedule that applies to certain types of dog, because there are many factors to take into account.

Therefore, us groomers consider age, breed, health, lifestyle, skin and coat condition, as well as your own personal preferences, when determining the best grooming schedule for your dog. Once that is determined it's best to try to stick to the same intervals between grooming. However, as things change, especially as your dog gets older, it may mean making slight changes to the timing between appointments. This will ensure that your dog is always getting the right grooming to suit them.

Living in the Moment!

There's good reason behind the idea that life's greatest lessons can be learned from dogs, because they've naturally mastered some of our own greatest struggles, such as living in the moment. A dog is always "in the now", whereas people are usually thinking on the past or future. And this difference between dogs and humans is quite frustrating for both, as it causes lots of confusion! For example, a dog has no idea *why* they're in trouble if you scold them for something they've done in your absence. They'll sense your anger and therefore shy away or show submission, but they don't connect your reaction to their behaviours unless they're caught in the act—caught in the moment!

Their ability to sense human emotion and frame of mind is rather fascinating, but it can also be quite frustrating if you're training them or working on behaviour problems. For example, dogs typically get anxious or aggressive when they sense fear and anxiety in humans. So if you're filled with worry, your dog may become overly timid. But because dogs yearn for stability and follow the strongest leader in the wild, they'll try to be your leader if they sense anxiety from you consistently.

Thinking on past or future events is the main cause of anxiety, so you and your dogs could actually benefit if you thought more like they do! Of course, it's best that we don't think too much like our dogs, but remember to take a deep breath and calmly focus on the present the next time you're working with your dog or feeling out of sorts. It's not always easy to live in the moment or overcome anxiety, but every effort and success in doing so can greatly boost your confidence and strengthen your leadership role with dogs.

Doggy Humour!

A dog saw someone putting money into a parking meter and reported to the other dogs, "*They're putting in pay toilets!*".

Word Scramble

Rearrange the letters to find a dog breed!
The answers are on the back page.

- | | |
|---------------|----------------|
| 1. GPU | 7. HAHCIAU |
| 2. NAAREMNOIP | 8. WOCHWOCH |
| 3. LAMTEES | 9. HDNUASDC |
| 4. TASMIFF | 10. WEERINRAAM |
| 5. REERIRT | 11. ROADALRB |
| 6. RETWORLETI | 12. GLEBEA |
-

Ensuring Care for Your Dog!

It is so very unfortunate that some dogs are left with no one to care for them when their owners pass away or become too ill to look after them. While it's sad to think of others in this situation what many of us don't realise is that our own dogs could actually end up in the same situation. Sadly, illnesses and accidents can happen to anyone, and there may also come a time when we're no longer able to care for our pets. Of course, this is something we'd rather not think about, but it really is important that we have a plan in place for the care of our dogs.

Try talking this over with friends and family, as there may be someone in your life who would gladly take your dogs into their own home if something should happen to you. There's always the option of arranging something with a rescue organisation, too, as they may be able to provide temporary care to your pets or find a good family to adopt them. Hopefully this is something you'll not ever need to worry over, but you can worry a bit less if you've got a plan in place to ensure your dogs are cared for if you no longer can!

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.

Answer To Quiz:

1. Pug
2. Pomeranian
3. Maltese
4. Mastiff
5. Terrier
6. Rottweiler
7. Chihuahua
8. Chow Chow
9. Daschund
10. Weimaraner
11. Labrador
12. Beagle

Indoor Exercise for Dogs!

Foul weather can make dog walking difficult or unpleasant but, because they need their exercise in rain or shine, there are some things you can do indoors to keep them active and happy.

Toss one of your dog's toys back and forth with someone else for a game of "Keep Away". The dog will run back and forth between you to try and catch it, though they may lose interest quickly if you don't let them catch it every so often. If you've got a dog with lots of energy, toss a ball down the stairs for them to chase and bring back to you.

Give them plenty of mental exercises, too! Hide toys and treats around the home for a game of "Hide and Seek", or practise tricks and obedience commands with them. Although there's no way to replace all the benefits of outdoor walks, these games and exercises will keep them from getting bored (and into trouble!) as you wait for the foul weather to pass.

Doggy Humour!

Upon entering a small country store, a stranger noticed a sign saying DANGER! BEWARE OF DOG!. Inside a harmless old hound dog was asleep on the floor.

He asked the store manager, "Is that the dog folks are supposed to beware of?"

"Yep, that's him," he replied.

The amused stranger inquired, "That certainly doesn't look like a dangerous dog to me. Why would you post that sign?"

The owner responded, "Because, before I posted that sign, people kept tripping over him."

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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