



# Absolutely Animals News

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



It's such a great feeling to get started in with a new year and, when thinking back on all that's happened in our lives over this last year, it really is exciting to plan for all that we hope to accomplish in 2010.

One of the many excellent ways to keep focused on plans for the new year is to make New Year's resolutions, because they're almost always about the things we put off for another day but really want to work on for ourselves. Of course, we all know how long those resolutions tend to last, but that's no reason not to give them another go this January. In fact, one of your New Year's resolutions could be to stick to your resolutions! So, what is it that you'd like to do for your own self this year? No plan is ever too big or too small, because it's really all about setting your sights on something you hope to do for yourself, whether it's something to accomplish in this new year or something to work towards for the whole next decade.

And while it's fantastic to reach a goal you set for yourself, you can help make it an even more fulfilling experience by rewarding yourself along the way. Say you make a resolution to be more organised in 2010. That can be a big task to take on, but won't it be more rewarding if you treat yourself to something pleasant for every step you take towards that goal? For example, say you need to sort through that huge stack of papers on your desk as a step towards organising your things. Having that done will bring you a bit of stress relief, which is great, but knowing a treat is waiting for you afterwards can give you lots more motivation to get it done and to take the next step towards achievement of the larger goal. There's no need to worry if your resolutions are reached or not—what's much more important is taking the time and steps to do something positive for yourself.

People often find that they're able to reach goals more easily when

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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:

- Grooming is Always Kinder!
- Caring for Older Dogs!
- Don't Forget About The Mutts!
- Introducing a New Dog!

## Great News for 2010!

Heidi is now a member of Groom Team England and will be competing with a Poodle.

## 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.

*"My best friend is what we hear, so how will you treat them this New Year!"*

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they've got a partner who is also trying to achieve a goal, so you can be accountable to each other. Dogs too can make it much easier to stay focused! Walking your dog more often this January will help you keep a clearer mind and keep focused on all the good things you're going to do for yourself this year. Not only will that keep you and your dog in better spirits, it'll help you both stay fit and healthy too. And won't it feel terrific to spend more time doing fun things with your dog?

The end of every year brings us all to a new beginning, and I'm hoping everyone has a lovely New Year and greets 2010 as a fresh start into doing all the wonderful things you deserve to do for yourself and your best little friend.

Heidi

### **A Wonderful World of Animals!**

! Five white tigers in Chongqing Wild Animal Park have become so tamed from their domesticated lifestyle that they're now afraid of live chickens. According to Ananova.com, the tigers ran for their lives when an unconscious chicken woke up and squawked at them. The park is changing the tigers' routine in an attempt to toughen them up a bit and bring back their natural predatory instincts.

! Paddy, a 10-year-old English bull terrier, has recovered from a life-threatening incident with a plastic egg. According to K9 Magazine, Paddy's owner feared the worst when she fell gravely ill, because she's been undergoing treatment for heart disease. But when staff at Stoke PDSA PetAid Hospital took a look at Paddy's emergency, they discovered that her new symptoms were from a lodged plastic egg she had swallowed. Though the operation was dangerous, it was a full success for Paddy and her owner.

### **Did You Know?**

Russian scientists completed a study on canine telepathy and found that dogs can sense unspoken commands from their owners more often than not.

Dogs pant to increase air flow to their noses, because it's actually the cooling of nasal gland secretions that keeps their bodies from overheating. So, the bigger a dog's nose, the better his internal air conditioning.

### **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**

### Grooming is Always the Kindest Option!

Although all dogs feel and look much better when they get the regular grooming they need, some owners often put it off because they worry that grooming is stressful on their dog. For some dogs it can seem that way and, of course, no one wants to put their dogs through anything that could make them unhappy. But regular grooming actually has quite the opposite effect when approached with care from both the owners and groomers.

Having a matted coat and overgrown nails is much more stressful for dogs than the brief time it takes to have them groomed properly. Hair mats can be awfully painful and uncomfortable for dogs, because they pull on their skin and don't allow any air circulation through their coats, which can cause sores and infection. So, even when a dog isn't thrilled about taking a trip to the groomer's shop, they'll feel much better from having clean and tangle-free hair. The same goes for their nails too. Some dogs do dislike the nail clipping process for a variety of reasons, but it's far better to do this as needed than it is to let them get overgrown, because this can lead to puncture wounds in their paws and can even cause joint and muscle pain throughout their entire bodies.

What many people don't realise is that their own anxiety is often the reason for their dog's anxiety. Dogs sense the energy of their owners, and if they perceive that their owners are nervous about something, they can become jittery and worried too. So, it really is important to keep in mind that a good groomer takes very special care in ensuring the comfort and safety of your dog. It's essential to a dog's mental and physical health that they have a positive association with grooming, and there are plenty of good techniques used to help nervous dogs feel more relaxed throughout the process.

If you find yourself putting off grooming or feeling anxious before coming to your dog's appointment, try taking a walk with your dog beforehand. A walk will help you both relax, and you'll both enjoy the clean and healthy time afterwards!

### True or False Dog Quiz

Dogs stare at objects to show aggression	T	F
The tallest dog breed is the Irish wolfhound	T	F
Puppies can see and hear when one week old	T	F
The smallest dog breed is the toy poodle	T	F
All dogs descended from wolves	T	F
Dogs typically have 5 toes on their front paws and only four toes on their hind paws	T	F
Large dogs usually have a longer life expectancy than small dogs	T	F

### A Dog's New Year's Resolutions!

I will not run to fetch the ball before the human throws it, and I will watch to see where it lands too—there'll be no more running in the wrong direction or making my owner search for hours trying to find my ball for me.

I'll stop snacking in the cat litter tray between meals, and I'll also try to understand that the cat runs away when he does NOT want to play.

I will not roll my toys under the sofa or behind the fridge and then bark at them for hours because they're out of my reach.

And I will always take time from my very busy schedule to stop and smell the behinds of all the dogs I meet.

### Caring for Older Dogs

We can always tell when our dogs are getting older, though it's something we don't ever really want to think about. Maybe they start showing grey hair around their muzzles or they aren't so quick to run and jump around as they used to be. Dogs' mental and physical abilities do deteriorate as they grow older, just as our own do, but there are plenty of things you can do to help older dogs maintain a high quality of life throughout their golden years—it's a matter of changing routine to match their changing needs. The needs of an aging dog include changes in grooming, diet, exercise and overall health care.

A dog's skin and coat usually gets dry or extra oily with old age, and their nails typically get thicker but become brittle. So, it's usually best to keep them groomed for practical purposes rather than worrying too much about keeping them in a fluffy hairstyle. Brush older dogs every day to keep their skin stimulated, and keep them bathed regularly to promote healthy skin and coat condition. By trimming a bit off their nails every couple of weeks and by keeping their hind ends free from hair and mats, you help them stay healthy and comfortable.

Older dogs also tend to put on extra weight due to having less physical activity. You may need to cut back on the food given to them or feed them something entirely different, but keep in mind that exercise is still really important to their mental and physical well-being. Exercise may have to be something different than usual due to pain and difficulty from arthritis and other age-related ailments, but short walks and daily play helps them stay in shape. Low-impact exercise, such as swimming, can be a real treat to an older dog too.

What's most important, though, is that an elderly dog gets the care and treatment recommended by their veterinarian. Sometimes a good teeth cleaning or medicated shampoo can greatly improve their health and comfort, and medical treatment for their aches and pains can help them feel up to the exercise that keeps them healthy and happy.

### Doggy Dictionary

Sniff: A social greeting custom similar to the human hand shake!

Thunder: A signal that humans can't interpret—it means the world is ending!

Bump: A method for getting the human's attention; use it when they're holding a hot cup of Tea!

### **Don't Forget About The Mutts!**

Lots of people shy away from the idea of adopting or rescuing a mixed-breed dog, and they tend to stick with their favourite dog breeds when deciding on a new pup to bring home. Of course, there is lots of fun and excitement with getting a purebred dog and they do have many special characteristics that set them apart from each other. But, there are actually just as many benefits to having a mixed breed dog as there are to having a pedigree dog.

Mixed breed dogs are much less susceptible to the diseases and illnesses that affect purebred dogs, because their mixed genetics generally make them biologically stronger. And even though you can't be sure of their inherent characteristics, they are usually quite moderate in both temperament and personality. They can also be trained just as easily as purebreds and some are even easier to care for than those that are bred for special traits.

Many dogs that end up in shelters are usually in there through no fault of their own. Some people get dogs for all the benefits of having one but don't realise how much care and attention they need, and so they abandon them rather than giving them the necessary care. You may think that rescue dogs have something wrong with them since they were given away by their owners but, truth is, they usually make really great pets once they're adopted into a loving and caring home.

### **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.

### **Fun Exercise Tip - Hide and Seek Treats!**

Dogs love a good challenge to keep them occupied and, since they love treats too, they have lots of fun looking for treats you've hidden from them. Show them a treat and then hide it within their reach in another room. Tell them to seek it and then praise them when they've found it. Or, place treats in an upside-down container or inside of a treat toy so that they can play and work towards their reward. This will help to keep their minds well stimulated.

### **Introducing a New Dog to the Family**

If a puppy or adopted dog will be joining your family in 2010, get them off to a great start by giving them a proper introduction to their new environment. Here are a few tips for easing a dog's transition into your home:

Walk the dog on a lead around the neighborhood and around the outside of your home before entering the door. This helps you both establish a bond and decrease any anxiety the dog may have. Also, walk the new dog with your other dogs to introduce them to each other before they go inside—this will lessen the chance of aggressive behaviours and relax everyone through healthy exercise.

Keep the new dog confined to one area until they're comfortable and settled enough to explore the rest of your home. A new home brings lots of excitement and lessons to learn, so it's helpful to start off with plenty of exercise and direction to help them adjust to their new environment.

### **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.

ANSWERS  
to Quiz  
1 - T  
2 - T  
3 - F  
4 - F  
5 - T  
6 - T  
7 - F

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