



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.

Rachel

### 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 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 soft, 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.

### 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:

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

### Collection and Delivery Service!

Did you know we now offer a collection and delivery service?

We are now able to collect your pet and deliver them back safely to you in our fully equipped Hollywood Dogs van. We cover most local areas so if you are unable to get your dog to us or simply don't want your muddy pooch in your car then please give us a call and we will be happy to give you a price for this service. We are also available to you as a pet taxi service for vet and kennel runs etc, where we can take both you and your pet. Please call us if you would like to take advantage of this service.

### Announcement:

**Please note that due to ongoing problems with our credit card machine we are now only accepting cash payments, I hope that this does not inconvenience you.**

I'm an approved member of 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.



## Hollywood Dogs

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

# Why I'm the Right Choice to Groom your Pet!

## Five Important points to look for when choosing a good Pet Groomer!

It's important to remember that not all groomers are the same and that the service they provide will not always be what you'd expect. It's so important that the person who grooms and cares for your dog or cat does so to the highest standard. Because it's critical that you have trust and confidence in this person, I have highlighted the five benefits that a good groomer will provide to you:

### **1. Assurance that the care and welfare of your pet is their top priority:**

Any good groomer is first and foremost a pet lover, so caring for your little buddy comes as second nature to them and is given at all times. By providing breaks during the clipping process and by never leaving your pet unsupervised, they reduce unnecessary stress while ensuring safety and security. They also attend to your pet's basic needs by providing them with such things as fresh drinking water.

### **2. Grooming of the highest standard that reflects the needs of you and your pet:**

A good groomer must be able to demonstrate the ability to groom your pet to high standards and to provide an appropriate look for your pet. They must have the ability to accurately determine your needs while advising you on different options for style and finish. A good groomer will never inflict pain or undue stress on your pet just to achieve a certain style.

### **3. Understanding of the different temperaments and characteristics of pets:**

As not all pets are the same, they cannot all be approached and handled the same. For example, a shy and slightly fearful dog requires calmness and patience, while a lively bouncy dog may require immediate leadership. A good groomer will be able to adapt their approach to meet the psychological and behavioral needs of different pets to ensure minimum stress during the grooming process.

### **4. Quality products and methods that do not risk the health of your pet:**

A good groomer will never compromise on the quality of products they use on your pet. Cheap pet products are available everywhere, yet they can cause severe health problems for your pet. Therefore, you must be confident that your groomer uses quality controlled professional grooming products. A good groomer will never cut corners with their products just to save money or to provide cheaper prices.

### **5. Advice and information on all aspects of pet ownership:**

It's important that you have someone to turn to when you need advice or help with your pet, and a good groomer will be this person. While groomers cannot offer all of the answers, such as a medical diagnosis, they should be knowledgeable enough to offer some assistance and to point you in the right direction. A good groomer will always attempt to identify and inform you of any physical or behavioral changes that may indicate a health problem. This can make all the difference in recovery, as early detection ensures early treatment.

As a groomer, the above five benefits are the guide by which I provide my services. Dog, cats and grooming are my passion, not just my business. By bringing your pet to me for grooming, you can be assured that you and your pet will receive all five benefits as well as the care and service that you deserve.

## What you can Expect if you Bring your Pet to Me!

Would you like your dog or cat groomed so that she's looking gorgeous and left just the way you want her to look? Do you want her coat smelling delightful so there's no more 'pet' smell in your home? Would you like her coat feeling as soft as velvet and just a dream to cuddle? And above all, do you want reassurance that your pet is getting the same gentle care and kindness during grooming that you give her at home?

Well, you've just found a groomer that can provide everything you want, plus much, much more!

With me, you can be sure that your pet will be groomed to the highest standard. You'll be so pleased with how she looks that you'll be proud to walk her down your street and show her off to your neighbours - just like the many other clients I have.

When I advise you on grooming styles for your pet, I always take your preferences, lifestyle and your pet's character into account. The health, safety and welfare of your pet are always my priority, so you can have peace of mind knowing that you'll get the best advice available to help you choose the right options for your pet.

As a good and caring pet owner, you'll want your pet to be healthy and happy. Therefore, it'll be reassuring to know that with me you'll have someone looking out for potential health issues and changes in your pet - some that may only be noticeable during grooming. Early detection of worrying ailments can make all the difference to your pet, so I make sure to keep a close eye during grooming.

Your pet will be well looked after and will always get the 'one to one' attention that she needs. You'll always feel confident that she's in the safest of hands with me; I can assure you of that.

Your pet deserves the best so I only use the best and safest products that will get her coat looking gorgeous but won't ever harm her. Others may choose to use cheaper, inferior products in grooming but that's something I simply will not compromise on.

With me, you'll also have someone to turn to if you have issues or worries about your pet. Advice and help is a free extra service I'm more than happy to provide. You can call me if you ever have any problems or just need to chat about your little friend.

So if you're looking for a groomer who will leave your pet looking fantastic then give me a call. You'll be over the moon when you see what I can do for you and your little furry friend.

## **Hollywood Dogs Dog & Cat Grooming.**

*"Expert in leaving your pet looking gorgeous"*

- ✓ **Have your pet gorgeously groomed so that she is left looking and smelling wonderful. You'll be delighted with how she'll look and you'll be so proud to show her off to your family and friends.**
- ✓ **You'll never have to worry when you leave your pet with me. She'll be groomed in a clean, relaxed environment where only the best and safest products are used.**
- ✓ **As a customer of mine, you'll get the respect and service from me that all good pet owners like you deserve.**
- ✓ **Help and advice is freely given so you'll always have someone to turn to if you ever have a problem or a worry about your little friend.**
- ✓ **I use a calm, 'tender loving' approach when grooming, where patience, praise and kindness is assured.**
- ✓ **And of course, kisses and cuddles for your little buddy are provided in abundance. She'll just love being groomed with me and you'll love how she looks afterwards!**



Call for an appointment today. Tel: **01767 600 212**

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## 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!

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## When Does My Dog Need To Be 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.

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## 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.

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## Doggy Humour!

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

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## 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     |
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## 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.

The information and articles are strictly copyright protected. So I'm afraid they can't be copied or re-used in any form. If you're 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 to provide you with information, help and a little bit of fun, 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 us your email address or request your newsletter by sending us an email. Once you're on our list we'll send you a copy every month.

To make an appointment or if you just want to ask a question please contact me at:

# Hollywood Dogs

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