



Firstly I would like to thank everyone for their lovely cards and gifts this Xmas, it was so kind of you all, thank you!

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 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.

Rachel



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### 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:

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

### 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.

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.



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

# 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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### **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!

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### **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

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### **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.

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### **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.

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### **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.

If you are looking for your forever friend here are a couple of Rescue Centres who may be able to help. Chilterns Dog Rescue Society - We always have an up to date list of dogs looking for homes on the notice board in the salon, you are welcome to come in and take a look, their number is 01442 876 009

Appledown Dog Rescue Kennels - I worked here for many years and know from first hand experience the great work they do, there are always lots of lovely dogs looking for homes at Appledown. Their number is 01525 220 383

### Hollywood Dogs 'Star of The Month'



'This month we have chosen Roly the Labradoodle as our star of the month, Roly is a happy lad who likes nothing better (as you can see!) than having his photo taken! We always look forward to Roly's visits to the salon and we think he loves coming here too! Well Done Roly'

If you would like your dog to be featured as next months 'Star' then please e-mail a photo and some fun facts about your best little friend to [info@hollywooddogs.co.uk](mailto:info@hollywooddogs.co.uk)

### Hollywood Dogs Website!

Have you checked out the salon website lately? There's always a copy of your monthly newsletter on there for you to share with your friends. The gallery is always changing and maybe there is a picture of your four legged friend on there?

If you have a photo of your dog that you would like to see on the website then please e-mail it to me at [info@hollywooddogs.co.uk](mailto:info@hollywooddogs.co.uk). I'm always happy to hear from you so drop me a line with any suggestions, it's great to get feedback from you all!

Thank you to everyone who has told me how much they are enjoying the newsletters every month, its great to hear that they are a success!

### 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.

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

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

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