



Happy New Year

At the start of yet another year it's truly a blessing to be in the company of dogs as they've always plenty to teach us and help us with. One of these things is helping us to get fit and reduce our stress a little. Dogs always need their exercise to keep in shape and if done with the right attitude this can also get us into shape as well.

Fitness and stress management are closely related, as regular exercise reduces anxiety and depression while also boosting levels of energy and 'feel-good' factor. This is as true for dogs as it is for us, only it leaves them with *less* energy to devote to destructive and undesirable behaviours, such as chewing, jumping, and barking.

Although the proper type and amount of exercise varies for each person and dog, the slightest bit can bring remarkable improvement in both mental and physical health. About 30 to 60 minutes of exercise per day is ideal for us and our dogs, but it's equally beneficial when separated into 10- or 15-minute increments. This is good news for those of us who are also working to improve our schedules and time management!

While you may not have a spare hour to set aside for fitness each day, you can find small bits of time that quickly add up. Maybe try waking up 15 minutes earlier than usual for a 10-minute walk with your best little friend. And if you've resolved to spend less time doing other things, such as household chores and watching television, the time that you've delegated to others or taken from an unproductive pastime can be put towards exercise and training with the dog. Documenting the time that you currently spend on various activities can also help you see where some spare time may be hiding.

It's important to remember with resolutions that drastic change does not occur overnight. Begin with small steps and be sure to reward yourself for every bit of improvement. This can help you hang onto the motivation you first felt, and before you know it, the benefits of the activity become the reward and motivation you once needed.

May you and your family have a blessed and happy New Year in which you achieve all that you set out to accomplish. And may the companionship of your beloved dogs help you along the way!

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:

- Living in the Present
- Look at Old English Sheepdogs
- Reiki Healing for Dogs
- Old Tricks: Roll Over!
- Winter Weather Paw Care

A Wonderful World of Dogs!

! Angelyne, an Australian Cattle Dog, is delighting young children who share something in common with her: they're both deaf. Angelyne's owner, Melvin, discovered that she was deaf after adopting her, and then went on to teach her 40 hand signals and nonverbal cues, according to *Loveland Connection* in Colorado.

He now takes Angelyne to an afterschool program to visit children, who connect with her and learn more about coping with disadvantages.

Join us on :



We now have our own facebook page where we'll be posting photos of our furry friends and keeping you up to date with what's going on in the salon. We would love you to become one of our fans!

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.



"Love and Praise in this New Year, is what your Dog will love to Hear!"

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**

Keep In Touch With Hollywood Dogs!

We love to keep you informed about all things doggy that are happening in the Salon, since starting our Facebook page only a few months ago we now have over 100 friends and growing every day, its a great way of keeping in touch with you all! We love to see your doggie pics so feel free to post them on our page or if you would like your furbaby to be a 'Hollywood Dogs Star Of The Month' then e-mail a cute photo and it could be your pet taking the limelight next month in our newsletter!

An exciting addition to our website this year will be our new blog with lots of interesting information for all you pet lovers out there, we will be running an 'Ask The Groomer' feature so if you have any doggie related questions then feel free to ask away and I will answer them for you!

Tell Us What You Think!

If you are happy with the service that you and your pet receive from us then we would love to hear from you! As part of the changes to the website this year we would like to include some Testimonials so that prospective clients can hear about the salon from our existing customers. If you would like to have your say and have the time to spare to write a few lines we would be really grateful! Please send to info@hollywooddogs.co.uk

A Look at the Old English

The Old English Sheepdog (OES) is also known as a 'bobtail' because of their short docked tails, which once signified that they were working dogs.

This large, fluffy breed has been around since the early 19th century and has quite a large fan club of devoted OES owners. Although these dogs may appear to be leisurely and perhaps clumsy due to their size and build, they are actually remarkably agile and energetic.

Bred to herd livestock, they love to round up other animals and objects, yet they easily train to do the jobs of other working class dogs.

Although their coats are long and thick, they are relatively easy to maintain with regular brushing and grooming. A full clip is sometimes necessary for severe mats or desired in certain climates, but their long coats do remain soft and mostly mat-free with routine care.

Reiki Healing for Dogs!

Reiki healing, which is a form of holistic energy work that originated in Tibet, is becoming increasingly popular among those who own or work with dogs. While this relaxation method is typically used with people, it shows a lot of promise and benefits to animals.

Rather than being an invasive or stressful yet therapeutic procedure, Reiki is a gentle, hands-on approach to both physical and mental distress. The Reiki practitioner has learned to channel energy through their touch, which they then use to unblock or improve the flow of energy in their patient, thus facilitating the healing process.

A Reiki session promotes full-body relaxation in dogs. With a lower level of stress hormones, the dog's immune system can perform at greater levels to aid physical wellness. When dogs reach this state of relaxation they are also free from anxiety and other stressors that lead to behavioural problems. Dog owners can learn Reiki or take their dogs to trained practitioners for this.

A Lesson from Dogs: Living in the Present

While reflecting on the past and planning for the future this New Year, perhaps we could all take a lesson from our dogs and resolve to live in the present.

The concept of living in the present—or in the 'now'—is quite popular in both ancient and new-age spirituality teachings, including those from author Eckhart Tolle. The idea has only recently worked its way into the mainstream, and is something with which people often struggle at first, yet it's a healthy outlook that comes naturally to dogs.

Rather than dwelling on the past (which cannot be changed) or worrying over future outcomes (which cannot be predicted), you focus only on what is immediately before you. This requires a bit of practise, as the mind is naturally inclined to wander, but routine use of a present outlook can reduce anxiety significantly.

Living in the now not only helps us with stress management, it gives us greater perspective and leverage in dog psychology and training. Dogs focus only on what is immediately before them. And while past experiences can in fact shape their behaviours, they do not linger in the dog's mind.

When we train our own minds to view life from this perspective, we're better equipped to act appropriately with our dogs. We realise they're not even aware of *why* we're upset when we catch them after the act of doing something. We're also better able to handle them with confidence near people, places or things that were once associated with something negative.

As we promote this positivity in our own lives, we can, in turn, create stronger and healthier bonds with both our dogs and other people! Give it a go—you'll be pleasantly surprised how much happier you'll feel.

Doggy Quiz

Match the breed to its skill or classification group

- | | |
|--------------------------|-------------------|
| 1. Old English Sheepdog | |
| 2. Weimaraner | |
| 3. Dachshund | A. Gundog |
| 4. Pointer | B. Working |
| 5. Beagle | C. Toy |
| 6. Pekingese | D. Hound |
| 7. Border Collie | E. Terrier |
| 8. Pomeranian | |
| 9. Australian Cattle Dog | |
| 10. Schnauzer | |

Hollywood Dogs 'Star of The Month'



This month's 'Star of the Month' is Millie, the Min Schnauzer. Below is a lovely email I got from her owner

"Hi Rachael

I thought I'd send you a little before and after shot I took of Millie today (25/11/10). No prize for guessing the before shot. After getting home from her pampering and posing for the camera once more Millie tucked into a lovely Jumbone to round off her day. Now just the evening in front of the wood burner to look forward to. What a life!!

Kind Regards

Alan"

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

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. B
2. A
3. D
4. A
5. D
6. C
7. B
8. C
9. B
10. E

Winter Weather Paw Care!

Since we'll all be braving the cold and murky weather each day for a good walk with our best friends (we will be, right?), let's have a look at all the things we must keep an eye on for the health and comfort of our dogs' little paws.

Firstly, it really is important that their nails be kept short—or about as short as they'll go considering the length of their quicks. Lots of walking on pavement will help maintain this length, but they should still be trimmed and filed regularly. This prevents them from having aches in their legs and paws due to long or broken nails.

Also, especially if you'll be out walking in damp or snowy areas, it's good to keep the hair trimmed out from between their nails and paw pads. Otherwise, their paws can become traps for mats and other debris that can be painful and are sometimes difficult to remove.

An easy solution for keeping their paws clean and comfortable between grooming appointments is to wipe them with a damp cloth after walks. This removes dirt and road salts while also helping you keep an eye on the health of their paw pad skin.

If you notice any dryness or irritation, maybe try some paw pad moisturizer. And, of course, have them checked by a vet if the problem persists or appears severe. You can always put them in some doggie boots for snowy walks, too, though your dogs may not be too thrilled with that option!

A Dog's New Year's Resolutions

- * Get into the bag of dog food and decide for myself how much is too much to eat.
- * I will not be obliged to run whenever I hear the squeak of a toy or the rustle of food packaging.
- * I will not run unless the ball is actually *thrown*.

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:

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