



Hello again. With the arrival of June, many of us turn our thoughts toward summer holidays. Many more of us are taking our pets along on holiday, so this month, I'm going to jump straight into offering advice and a few tips for travelling with your pet.

What could be better than heading off with our little friends on a nice relaxing holiday? With many more hotels allowing pets, and with the easing of restrictions on taking your pet abroad, it really is much easier to do this nowadays.

But it's just not as straightforward as gathering up a few bowls and telling your dog to jump in the back seat of the car or campervan! Taking your pet with you on holiday requires a little more thought, especially if you plan to go abroad. Here are a few important tips:

\* Before you go, make sure that all your pet's vaccinations are up to date. Travelling can be quite stressful on a pet, which is also affected by health and age, so it's worthwhile to have the vet give your pet a good overall checkup beforehand.

\* Do your homework on the area you plan to visit. Check that there are no increased health risks for your pet in that area. Some countries or areas can have an increased risk of ticks, fleas, worms or other serious canine ailments.

\* If you plan to take your pet out of the country on your holiday, you'll need to ensure that certain 'DEFRA' regulations are complied with and that the correct certificates are obtained. You'll also have certain obligations to undertake when coming back into the country, such as having your dog treated for fleas, ticks and worms. Speak to your vet or go online to find out more about pet travel regulations.

\* Increase their comfort by taking along familiar items, such as their bed or favourite toys.

\* Remember to monitor the temperature in your vehicle, as the weather may be very warm on your journey. Don't ever leave your pet in a vehicle on a warm day, even when stopping for quick lunch on the way. The temperature inside your vehicle can soar quickly. As always, make sure they have plenty of water to drink on the journey.

\* When you arrive at your destination, try not to let the excitement of the new place let you slip your guard with your pet. In unfamiliar surroundings, it's really important to closely monitor your pet so that he doesn't wander off and get lost.

Of course, one of the most important things to do is to have fun! So if you're off on your holidays in June, I really hope you have a great time.

Rachel

**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:**

- \* Why I'm the Right Choice to groom your Pet.
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- \* Will Swine Flu affect my Pet?
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- \* Keeping your Pet's Teeth Clean.

*"I have studied many philosophers and many cats. The wisdom of cats is infinitely superior."* - Hippolyte Taine

**Funny Animal Quirks:**

! A cat in Norwich has become a vegetarian. According to the Daily Mirror, Becky Page rescued Dante from near starvation when he was just a kitten.

When Becky tried feeding him the usual food that cats like, he just turned his nose up at it. Then one day she found him tucking into a plate of organic vegetables that were left to be thrown out. Now Dante refuses to eat anything other than organic vegetables. It's very rare for cats to be vegetarian as they are obligate carnivores.

! A cow decided to take a bath in a swimming pool in Buckinghamshire. According to the Daily Telegraph, Mark and Zoe Ryder were shocked to find the cow swimming around in their pool after it had broken through the garden fence.

The couple called the fire brigade and RSPCA but the cow calmly walked out of the pool and returned to the field when they arrived.

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.



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*"I love grooming your pet I'm sure you can tell, for me it is fun and I get cuddles as well!"*

# 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**

## My Dog Growls At Me When He's Eating!

If your dog snarls, growls or even snaps when you go close to him while he's eating, then you have a fairly serious problem. With this behaviour there is a clear dominance issue going on in your pet's mind. You can imagine it as being similar to a pack of wolves in the wild when they feed. The more dominant members of the pack get to eat first and if any lower members of the pack try to get close, they are growled and snapped at.

In your dog's case, they see everyone else as lesser members of their pack, so they claim the dominant position when eating.

While you may be careful around your dog when he's eating or even be ok with this behaviour, it's a problem that you really must address. Say a child or a visiting toddler unwittingly ventures too close while your dog is eating--the consequences could be very serious. But also, your dog is not in a happy relaxed state when he's eating like this. Wouldn't it be better to see him relaxed and happy when he's eating rather than gulping down his food while being tensely on guard all the time?

To help stop your dog from being territorial with his food, here are a few tips. But please note that when your dog is extremely aggressive and threatening physical harm toward you, you'll need to get advice from a reputable dog trainer.

- First of all, to show your dog that you are the dominant member of your pack you must "own" the food, so that he's only allowed to eat with your permission.

- To do this, command your dog to sit before placing the food down. If he tries to move toward the food without permission then physically block him (stand between him and the food). Keeping very calm but assertive, tell him to sit again.

Depending on your dog's dominance and determination, this can take a lot of repetition.

- If your dog growls while he's eating, step between him and his bowl. It's so important that you don't snatch the food away from your dog as that creates a game and makes him pursue it more. Again, it's so important to remain calm but assertive during this training.

- Your dog may try to circle around you to get to the bowl, so to counteract this, just circle around with him while continuing to face him and blocking access to the bowl.

- If you have two or more dogs, make them sit before placing the food on the floor. You should then stand between them while they eat from their separate dishes. Carry out the above corrections if one becomes aggressive.

Over time when their behaviour improves, you can reduce the need to monitor them as they eat. But at any sign of this behaviour returning, repeat the corrective actions again.

*"I wonder if other dogs think poodles are members of a weird religious cult."*

~ Rita Rudner

## Will Swine Flu affect my Pet?

All the recent media publicity and worry over Swine Flu has been centered on it affecting humans, but could our pets also be at risk from such a virus?

Well the good news is that at the time of writing this there is no evidence to suggest that Swine Flu will affect dogs or cats. So there's no need to worry just now.

While dogs and cats do have their own versions of influenza viruses, historically there never has been any known transmissions of these types of viruses from humans to dogs/cats or vice-versa.

But all viruses can change, so it's best to keep an eye on the news and, of course, if we hear anything we'll be sure to let you know.

Please note: If you happen to own a pet Ferret you may want to seek further advice. Ferrets are generally susceptible to human influenza viruses. Speak to your vet to get more information.

## Famous Dog Owners?

Can you guess the breeds of dogs that these famous people own or have owned in the past?

- |                      |                       |
|----------------------|-----------------------|
| 1. Justin Timberlake | A. Chocolate Labrador |
| 2. Mariah Carey      | B. Cocker Spaniel     |
| 3. Minnie Driver     | C. Rottweiler         |
| 4. Roy Rodgers       | D. Black Labrador     |
| 5. Bill Clinton      | E. Yorkshire Terrier  |
| 6. Will Smith        | F. German Shepherd    |
| 7. Oprah Winfrey     | G. Bichon Frise       |
| 8. Barbara Streisand | H. Shih Tzu           |

## Mats! - Why Are They Such A Big Problem?

Mats are formed in your pet's coat when individual hairs tangle together. These tangles, if left un-brushed, tighten into thick knots that then become resistant to brushing.

Tangles in the hair can be caused by something as simple as the daily activities that your pet gets into. If the coat gets wet and muddy, or if debris such as little twigs, grass, grit or dirt gets into the hair, tangles can form. Even the way your pet lies down can be enough to tangle the fur in certain areas of his body.

Mats are more common on medium to longhaired pets but thick undercoat on shorthaired pets can also become matted. So what's the big problem? Surely, if mats form we can just brush them out—right? Well no, we can't because if the tangles have already formed into mats, it's too late as we've got to think about your pet's welfare!

When tangles form into mats, they become tighter and thicker over time. So if they're left, it becomes impossible to untangle the hair by pulling a comb or brush through the coat. If you then try to force the brush through the mats, you will simply be pulling on the remaining hair that is attached to your pet's skin.

Ask a friend to grab a small amount of hair on the side of your head and pull it as hard as they can—that's how mat pulling feels to a pet! While you shouldn't really have a friend do this, you can imagine how painful it would feel. By allowing mats to form in their coat, and then by trying to brush them out, it causes a lot of pain, which is just too cruel!

So what's the solution if the coat has become matted? If your pet's coat is already tightly matted, then in most cases, it requires the entire coat to be clipped off. At this stage there is really little choice as it's the kindest option for your pet.

However, the good news is that your pet's hair will grow back again. By taking the necessary steps to keep a coat tangle and mat free, you will be able to avoid full body clipping in the future!

Please note, however, that when allowing several months to pass without grooming or regular brushing, many pets' coats become a matted mess. Some form into one solid pelt that resembles that of a sheep, which is painful and distressing for your pet. Mats tighten into the skin, thereby restricting movement and possibly making the pet unbearably warm.

Severe skin irritation, hair loss and other health issues are common with matted hair on pets. Taking all precautions against hair matting is vital to the good health of your pet, which will surely please both you and your pet.

So how can you keep your pet's hair from becoming matted? Well, the key to keeping your pet's coat mat free is to straighten out the tangles before they form into mats! This requires regular brushing, sometimes as often as every day. But that's what it may take to ensure the knots come out!

Mats can form in very hard to reach areas, so daily care may require specialised brushes and technique. I'm happy to advise you on the correct tools and techniques, as I know that you, your pet, and certainly I will all be thrilled with a mat-free coat!

## Keeping Your Pet's Teeth Clean!

You may not have realised it but pets can have dental problems too! Tartar and plaque can build up on your pet's teeth, just as it would on your own if they were not kept clean. This can lead to gum disease from which bacteria can lead to other more serious health issues.

If your pet's breath constantly smells bad, it's possible that they have a dental problem. Taking care of your pet's teeth is just as important as any other aspect of their health care.

One of the biggest effects on your pet's teeth is the food you are feeding them. In the wild, dog and cat teeth were naturally cleaned by the food they ate. The tough, fleshy fibers of other animals would "scrub" their teeth as they bit through hair and skin. This 'scrubbing' effect, combined with a high flow of saliva in their mouths, would help keep all the teeth clean and free from the build up of plaque.

However, in many manufactured pet foods there is no provision for this natural cleaning process. In fact, soft and sticky canned food can contribute greatly to the build up of plaque on your pet's teeth. So it's important to brush your pet's teeth regularly. When possible, try to do this 3 times weekly.

There are various types of pet toothpastes available, which unlike human toothpaste, don't contain fluoride, can be safely swallowed by your pet and don't froth during brushing. You can also use a wet washcloth to scrub his teeth if you do not have any toothpaste available.

It's important to try to make brushing your pet's teeth fun for them, so start when they are young and make it enjoyable for them. This will make it much easier for you too.

Also try to provide your pet with the opportunity to create the natural teeth 'scrubbing' process. This can be done by giving them dental type chews or toys such as Kongs. As they chew and bite into these, the plaque will be naturally scrubbed off their teeth.

To ensure that your pet's teeth get a thorough cleaning I can provide this service for you. It will only cost £5.

If you're in any doubt about your pet's dental hygiene, please give me a call.

## 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, I'd be grateful if you'd let me know.

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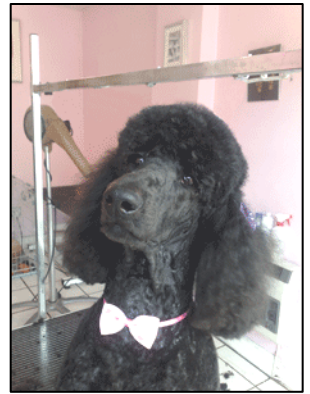
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Answers  
to Quiz

## Hollywood Dogs 'Star of The Month'

This months Hollywood Dogs star is Tiffany, the standard poodle, who is a regular with her step brother Billy. Doesn't she look pleased as punch with her new haircut. She gets our vote for June's prettiest pin up! Congratulations Tiffany!

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)



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If you know of anyone who you think could benefit from my services or who may like to read this newsletter, please pass this copy on to them.

Maybe when you've finished reading it, you could leave it in a place where others might get to read and enjoy it as well. How about in your hairdresser, dentist or doctors' reception? Or could you take it to your work so that your colleagues could benefit from it as well?

It's always good to reuse and recycle so by passing this newsletter on, or leaving it where others could get to read it, everyone would really benefit.

## 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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