



As the dead leaves of winter make way for green growth, blue skies and colourful flowers, spring creates a nice sense of optimism for the warmer, brighter days ahead. It really is so lovely to think that the longer evenings will soon be with us and it'll be so much more pleasant to head out in the evenings with our little four legged friends.

March really is a month for huge change so please take as much time as you can to get out and about to see nature stretch up her arms and reveal her beauty. Have the most wonderful month and I'll speak to you soon.

Rachel

Preparing for the Arrival of a Puppy!

Puppies are simply delightful and with lots of love and extra guidance from their owners they can settle into their new lives quite nicely. But, of course, it's not always easy to raise a puppy and, although all dogs thrive from lots of care, they really need heaps of attention and direction during their younger years. As they wean from their mother's milk and care, it's up to us to provide them with all they need for health and happiness.



High-quality puppy foods benefit their **nutritional** needs, and it's important that they never receive dairy milk as a substitute for their mother's. A set feeding schedule can go a long way with **houstraining**, too, as you'll know to take them out soon after they've had each meal—and of course lots of times in between!

Positive reinforcement is helpful in all types of training and is often much more effective than scolding them for bad behaviour. Dogs strive to please their owners, so it's usually a matter of showing them what it is that you expect from them. But because they're naturally driven to some destructive activities, such as **chewing**, it's always good to direct those behaviours towards something harmless and acceptable from the very beginning. Praise them for chewing on their toys, and keep them away from anything that could hurt them, such as electrical wires.

Tired dogs are really the most well behaved dogs, so give them lots of **exercise** each day and praise every little bit of obedience they show you as you work on **obedience commands** afterwards. Many people are concerned that their puppies will cause trouble or be frightened at the groomers, but this is something you can prepare for and prevent in most cases. Play with their paws and gently wet their hair with water to prepare them for **grooming**, and get them in for their first appointment as soon as they're old enough. It's much easier for you, your dog and the groomer if the dog gets used to grooming before getting into a muddy or matted mess!



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Exciting New Brand – Pet Esthe Now Available At Hollywood Dogs.

Pet Esthé®

As you already know I have always sought out the very best products to use in the Salon, we are now proud to be using Pet Esthe shampoos and conditioners which come all the way from Tokyo in Japan. We guarantee that you will be as impressed with the results as we have!

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.



"Man's best friend that we all love lots, keep them well brushed to remove those knots"

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**

First Aid for Dogs!

It's normal to feel alarmed when your dog has suddenly fallen ill, got into something dangerous or had a serious accident, especially when you don't know what to do to help them. These emergencies often require veterinary care, but first aid can lessen pain and damage, and even save their lives. Preparing for these emergencies can help you stay calm and focused should they need immediate help. First aid is not a substitute for medical care, though, so it's important that you ring your vet for help as soon as possible.

The goal of first aid is to stabilise the situation, so it's good to keep a few supplies on hand in case your vet instructs you by phone to use them. First aid items include water, sterile cloths, saline solution, a digital thermometer, saline eyewash, Benadryl (for allergic reactions), and peroxide (for some cases of poisoning).

Keep your vet's phone number on hand, and ring them immediately, especially if you see your dog drinking or licking a chemical, poisonous food or medication. Let the vet know exactly what the substance was and they should be able to advise if you should induce vomiting or take them in for medical care. Whatever you do don't wait to see if your dog has any symptoms before ringing the vet. Just like in humans the sooner that they are treated the better their chances are.

Use caution when approaching an injured dog, because they may become aggressive from pain or fear—you may also need to muzzle them to apply first aid and get them to a vet safely.

Common first aid procedures include:

- * Applying pressure with a sterile cloth to reduce blood flow from a wound. However be very careful if the wound has been caused by glass, as there may be some glass still in the wound.
- * Flushing fire and chemical burns with cool water.
- * Gently placing them in a blanket or on a hard surface for transport if you suspect broken bones.
- * Keeping them warm if they go into shock.
- * Wiping the stomach, armpits and neck with cool water for heat stroke.

The variety of emergency situations can make it difficult to prepare yourself for anything that may arise, but it's good to look over such procedures and to learn about CPR for dogs, too—it can really make a difference in the event of unfortunate circumstances.

Reminder!

A daily brushing does wonders for your dog's skin and coat, and it's an excellent way to spend some quality time with them. For best results, go for brushes that suit the texture and thickness of your dog's hair, and get into those hidden spots!

Doggy Humour!

Mrs Smith dropped by her neighbour's home to tell him she saw his dog out chasing a young boy on a skateboard. When she asked what he planned to do about the dog's rotten behaviour, he turned to her and said, "Well I know for a fact that my Rufus wasn't out doing such things—he doesn't know how to ride a skateboard!"

A Look at Golden Retrievers

The golden retriever got its start over 100 years ago in the Scottish Highlands, and is now one of the many popular breeds among dog owners.



A look at their traits, skills and overall needs can provide some insight to these gorgeous dogs.

Although they were originally bred for hunting, golden retrievers also do search and rescue, and serve as seeing-eye dogs. They're widely known for their pleasant and friendly temperament, and they've often got quite the charismatic facial expressions.

Retrievers benefit from lots of exercise and from activities that entertain their high level of intelligence. They are unfortunately prone to a few health conditions, such as cataracts and joint problems, so it's important to be on the lookout for such things.

Keeping the thick coat in tiptop shape is usually a matter of monthly grooming, but this can vary by the dog. A good daily brushing helps control the shedding and can prevent mats from forming in their coats.

Quiz

Can you match the dog breed to its place of origin?

- | | |
|------------------|-------------------|
| 1. Chihuahua | A. Cuba |
| 2. Saint Bernard | B. England |
| 3. Basenji | C. Afghanistan |
| 4. Havanese | D. Mexico |
| 5. Beagle | E. Central Africa |
| 6. Afghan Hound | F. Egypt |
| 7. Dachshund | G. Switzerland |
| 8. Saluki | H. Germany |

Hollywood Dogs 'Star of The Month'



Here is a super picture of Bertie the Japanese Chin enjoying his time posing in the window here at Hollywood Dogs, this little character is one of our favourites but don't be fooled, this is no lap dog! Bertie's playmates of choice are Weimeraners and he would prefer to be charging across the fields as he is not one for a quiet life. Well Done Bertie for being our Star of The Month!

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. D
2. G
3. E
4. A
5. B
6. C
7. H
8. F

Did You Know?

! The most likely reason why your dog barks at the postman is because he's guarding your house! When the postman comes to the door and tries to get in (or so your dog thinks) he barks and then the postman leaves. In their mind they're just guarding your home!

! If your dog likes to roll in disgusting smelling animal droppings, he's doing it to make his scent stronger. In dog language it is widely believed that the stronger and more foul a dog smells the more superior he will appear to other dogs.

This may explain why a dog likes to roll around the garden or rub up against furniture straight after getting bathed.

Dog Appreciation!

We sometimes lose sight of the special bond we share with our dogs, and as the days run into weeks and years, we can end up taking them for granted. But because it's so very important to them—and us—that we make the best of our time together, it's a great idea to go look for new and exciting activities to do with your dog.

Some dogs may love to join an agility course, training program, or just to go for a swim. A walk through a new area can be the highlight of a dog's day, too, so it doesn't always take lots of time or innovation to find fun and healthy activities to do with them.

What's important is that you're able to look back on the time you shared with them and think, We really had a great time together! So go on and set aside some time in your schedule for one-on-one activities with your dog, or maybe even try a weekly training or activity time with your dog and the whole family. Each endeavour is one more bit of valuable time spent with your best little friend.

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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