



## October: A Month of Beauty and Celebration!

The leaves are beginning to change colour while the days are getting shorter and shorter—it's that time of year again! Autumn is here and with the chillier weather she brings delightful scenery, which is a wonderful time for walking our best little friends outdoors. But she also leaves with a host of ghouls and frightening goblins, so we've got to prepare our dogs for the sight of people in scary costumes and masks, as well as the noise of fireworks.

So this month I've included some good tips to help you and your dog through this frightening time of year. Of course, when combined with a little consideration for our dogs' needs, it's also a fun time of year, so I do hope that you and your dogs have a lovely time this month.

As usual enjoy the rest of this newsletter. I truly hope it brings you helpful and enjoyable reading for the changing season.

Rachel

## Christmas Appointments!

Christmas is nearly upon us and the salon is already getting very booked up over the Xmas period, please book your dogs appointment as early as you can to avoid disappointment, as from past experience we know that you all like your best friend to be looking their best whilst opening their Christmas pressies!

## How to Stop the Demons Getting to Your Pet!

Even if we're having lots of fun on Halloween and Guy Fawkes Night, it can be absolutely terrifying for our pets. Some pets dread the noise so much that they'll do anything to escape and can even injure themselves while trying to find safety. That's no reason to forego the festivities, though, because there are things you can do to help your pets relax and enjoy the evenings along with you.

- Desensitization: This is more of a long-term process that helps pets adjust to loud noises, but it's never too late to start! You can play a recording of fireworks, thunder or gunshots in your home, beginning at a low volume, to introduce the noise to your pet. Slowly increase the volume over time so that they can adjust. Reward them when they remain calm with the noise and they'll associate it with good things.

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## Hollywood Dogs

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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:

- Stop the Demons Getting to your Dog!
- Grooming Nervous or Frightened Dogs!
- Don't Drop that Fruit!
- Keeping Your Dog's Ears Clean!

## A Wonderful World of Animals!

! A Tibetan mastiff has reportedly become the most expensive dog ever sold. According to ananova.com, the dog named Yangtze River Number Two, was sold to a woman in the Chinese province of Shaanxi for around £350,000. This price beats the previous record by a staggering £260,000.

! A Border Collie puppy named Pixie is learning sign language after it was discovered that she is profoundly deaf. Liz Grewal, who has been an owner of deaf dogs for six years, is teaching the youngster to recognize hand commands. So far the bright young pup has learned to sit, lie down and come on command with hand signals.

! A cat weighing two-and-a-half stone is believed to be the heaviest cat in the world. According to Ananova.com, Chubby, who comes from Qingdao, in northern China's Shandong province, has a 27inch waste – which is bigger than some humans. The obese feline is gaining weight at a rate of 2lbs per year which is likely to be due to her love of raw pork instead of fish.

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.



Groomed really well and left so nice, gasps from your friends they're sure to entice!

# 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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- **Limit Affection:** This is the hardest thing to do when our dogs are frightened, because we want to comfort them and let them know that everything is OK. But when we pet them and say, "It's alright," while they're in a state of panic, it reinforces the behavior. Instead, use commands such as "sit" and reward them for following your direction. They'll soon understand that listening to you means nothing bad will happen to them, which helps them stay calm.

- **Remain Calm:** Dogs often mimic what they sense in us, their owners, so when we're anxious or fearful of loud noises, you can bet they will be too. By ignoring loud bangs (when possible) and staying relaxed, we help our dogs do the same.

Most importantly, we must not punish pets for their fears, as this only makes it more stressful for them.

These things help our pets get used to the noise, but taking some extra precautions will ensure they stay safe. To lessen the impact of fireworks, you can draw your curtains and let them stay in an area that helps them feel safe—even if it's under the couch! But if they'll be out in the garden or if there's any chance of them escaping your home, be sure to lock your gates and have proper identification attached to their collars. This is the worst time of year for pets running away, so it's important that we do all we can to keep them home safely.

If you'll be seeing lots of masks and costumes around your home this year, try wearing one around your pet beforehand so that they can get used to the sight of it. To do this, let them sniff the mask before you put it on and let them watch you do this. Stay calm and cheerful while letting them sniff at your hands; reward them with a little treat if they stay relaxed at the sight of you in a mask. And if you have little ones, remind them not to jump out at the pets while in their costumes. But because some dogs can become aggressive when frightened, it's best to keep them on a lead and under your calm command if you'll be around costumed strangers.

### **Grooming Nervous or Frightened Pets!**

While grooming is a pleasant experience for most pets, a few can become very nervous. They may not like getting bathed, having their hair blown dry, their nails trimmed or even just the strange settings and various grooming tools.

This can happen for many reasons; unfortunately, some pets may have had a bad experience with less than reputable groomers or weren't introduced correctly to grooming during their first visit. Others just have anxiety over things they're not overly familiar with.

When pets become nervous during grooming, it can make the process a bit difficult, as they can be fidgety or even become aggressive from their fear. When this happens, extra special care and consideration is required. It's so important that grooming is as pleasant and stress-free as possible, and thankfully, there are methods to use in the shop and at home that help pets overcome any fears they may have.

The following list of strategies is the at-home version of methods we use during grooming, which can make the whole process feel like second nature for your best little buddy.

\* Whenever you run a bath or use the sink, you can cup a little bit of water in your hand and let your dog sniff and lick at it. Eventually, you can run the little bit of water over their heads and down their backs, while praising their calmness, so that they find it a relaxed and enjoyable experience.

\* To help them with the noise of dryers and clippers, you can

turn on a hair dryer or hair clippers while they're in the room with you and calmly talk to them. Once they approach you, praise them. If they remain calm, continue praising them as you blow a light whoosh of air over them with the dryer or hold the handle of the vibrating clippers near to them. What's important here is that they don't perceive it as being a "big deal".

\* Handle their paws as often as possible, as this encourages them to be less protective of their feet.

When dogs have a great deal of anxiety at home or with grooming, one of the best things we can do for them is give them lots of exercise. If you're concerned about your dogs' nervousness or behaviors during grooming, try taking them for a walk before their appointment—this gives them a chance to relieve themselves and to get rid of some excess energy. 30-45 minutes of walking is ideal, but of course, there's not always time for that, so any little bit can help.

If you have any questions or concerns about your dog's comfort level with grooming, please let me know, and we can figure out the best course of action to make it the most pleasant experience for all of us.

### **Doggy Humour!**

A traveler was checking into his hotel when he noticed a dog sleeping on a chair close by. He asked the rather grumpy receptionist, "*Sir, does your dog bite?*" to which the receptionist replied, "*No*". The traveler reached out his hand to pet the dog and it immediately leapt from the seat and sunk its teeth into the man's hand. "*I thought you said your dog doesn't bite!*" exclaimed the traveler. To which he got the reply "*Sir, that is not my dog*".

### **Don't Drop that Fruit!**

Last month we talked about the toxic effect that chocolate has on dogs, but unfortunately, it doesn't end there. There are actually fruits that can make dogs very ill, too. All unripe fruit can make dogs sick and should be avoided, yet there are ripened fruits that they shouldn't eat either.

Two of the biggest culprits are grapes and raisins. You may have already fed some of these to your dogs without seeing any harmful effects, but they can and do poison dogs. Grapes and raisins contain a canine toxin that has not yet been identified—what has been identified is kidney failure resulting from these two foods. So even though they may love them, it's best not to let them have any whatsoever.

Two other harmful fruits are avocados and black cherries. Again, it's best not to let dogs eat any of these, as it's too dangerous. But if your dogs are fond of apples, it is okay to give them the occasional slice so long as it doesn't have any seeds or stem attached—seeds contain a tiny bit of cyanide which can cause illness. And if that weren't enough, the pits of peaches and plums are harmful, too!

Dogs love to share our favorite treats, but with chocolate and these fruits, it's just not worth the risk.

### **Let Us Help You Advertise!**

Do you have any puppies for sale or anything doggie related that you would like to advertise? Maybe a dog show you would like to tell everyone about? We can help. We've a new information board in the salon and we're happy to put up your adverts/notices free of charge. Just pop into the salon and we will be happy to put them up for you.

## Hollywood Dogs 'Star of The Month'



Hollywood Dogs Star of the Month is Junior the Great Dane who is looking pretty cool posing in his red hoodie! Junior is just one month older than our Dolly, and he is one of her favourite customers!! Junior has had a poorly leg recently and we all wish him a 'Get Well Soon'. Junior's favourite activity is cruising around in the back of his Dad's pick up truck watching the world go by!

Well Done Junior!

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)

### Word Search!

The following Word Search contains 8 common words relating to pets. The words are listed below:

M P T U N E U T E R G O D P  
U S E G I G Y Z P X R C C M  
S O Z S M O Q S I P A D M L  
S E I L I U G A H V T A J I  
N B L B F C I R C M O F G H  
D V A S I I R Z O K L R O S  
A H I M A G T E R O M X O U  
W I C O W W C E C T M U L R  
C W O M J M K T I X E W F B  
Q O S B I C R E M G E K L E  
K K X V Z A A N M A J P F U  
Z T E D I I Y S C T O O L P  
D B R N O A S H A A P J H S  
X B E T A N I C C A V L Q D

**Groom, Neuter, Vaccinate, Microchip, Brush, Exercise, Socialize, Train.**

### Newsletter Copyright!

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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 given a newsletter from another groomer with similar information and articles, I'd be grateful if you'd let me know.

## Keeping Your Dog's Ears Clean!

Something that can easily go unnoticed in dogs is the cleanliness of their ears, because unlike us, most of them have flaps hanging down over the openings. But their inner ears can develop a build-up of dirt and waxy residue that can lead to problems, such as ear infections. To complicate matters, some breeds grow an enormous amount of hair from their inner ears that can trap this dirt and wax.

To prevent infection from dirt and debris, it's important to keep their ears clean and to pluck out excess hair. Some dogs, such as poodles, require hair plucking more often than others, but it's usually best to do it monthly.

Hair plucking requires a gentle process with specialized tools, so it's best to leave this job for the groomer. To help keep their ears clean between appointments, you can use cotton balls and canine ear solution to wipe dirt and wax away from their inner ear flaps. But be sure to avoid their deep inner ear and to use large cotton balls rather than the little swabs. However, monthly grooming is usually adequate for clean ears.

If you notice any strange odors from their ears or if they're scratching at them and whining, it's best to contact your veterinarian, as this could be from mites or an inner ear infection.

### Did You Know!

! A single pair of cats and their kittens can produce as many as 420,000 kittens in just 7 years.

! When out walking your dog it's better to choose different routes as much as possible. Walking is great for your dog's physical health, but taking them to new places where they can find new scents and smells can really help keep them in good mental shape as well.

Most dogs need plenty of mental stimulation to keep boredom at bay. So letting them experience new things and new places will really help perk them up, get them excited and keep them from getting bored.

! The domestic cat is the only cat species able to hold its tail vertically while walking. All wild cats hold their tails horizontally or tucked between their legs while walking.

### 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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