



WE'RE MOVING!

But don't worry – we're not going very far!

Hi Again,

Well this month I'm really excited because I've a very big announcement to share with you all. I'm moving the salon to new premises. Our new location is 38 Shortmead Street which is just a few doors up from the old shop, going towards the town. The doors open at our new location on Tuesday 22nd September.

This move has come about because we've outgrown our current location. Our new premises are bigger and better and will give us loads more room for the dogs. Even though it's all been a bit hectic getting everything organised for the new salon and getting everything moved from the old one, it'll all been well worth it. Once we're settled in it'll be great to have the space to be able to keep improving the things we do for you.

But that's not all of the exciting news. When we were planning out the new salon I decided to install a new custom built 'Forever Stainless Steel' bath tub (as seen on Animal Planets 'Groomer Has It').

We are the first in the UK to install one of these fantastic baths and it will make such a difference. The bath incorporates our hydromassage system for a relaxing bath time for all our customers and it will happily accommodate even the largest breeds with ease and total luxury!

The next few months will also see more exciting things going on at Hollywood Dogs. I'll keep you posted on all the updates in your monthly newsletter.

Finally I would like to give a big thank you to every one of you for all your support and custom over the last 3 and half years that we have been in Biggleswade. Without you none of this would have been possible! Thanks

Rachel

CLOSED FOR HOLIDAYS!

The salon will be closed for holidays from Friday 11th September and re-opening on Tuesday 22nd September

Could we also remind you that we are now taking bookings for Xmas appointments (it's coming round quicker than we think!), particularly the Saturdays leading up to the Xmas break are filling up fast. If you know that you would like an appointment for Xmas then please contact us.



Hollywood Dogs

38 Shortmead Street, Biggleswade SG18 0AP

Tel: 01767 600 212

Mob: 07899 787799

Email: info@hollywooddogs.co.uk

www.hollywooddogs.co.uk

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.

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A Wonderful World of Animals!

! A blind collie has got himself his own guide dog. Clyde, who is completely blind, relies totally on his companion, Bonnie, who is also a collie. Bonnie stays close to Clyde all the time and guides him to his food and water and when they're out for walks.

The pair were given up for adoption to Meadow Green Dog Rescue centre in Loddon, Norfolk, UK and are looking for a good home where both of them can go together.

Centre manager Cherie Cootes said, "*Clyde would be lost without Bonnie and [they] have to be rehomed together. If Clyde's unsure where he is, he will suddenly go behind her and put his face on her back so she can guide him where he is going. He totally relies on her the whole time. When she walks she tends to stop and make sure he's there - she does look out for him.*"

! A Chinese family borrowed a pet cat from their neighbour to catch a mouse which had invaded their home - only for them to become best friends.

According to ananova.com Mr Li, of Changchun in north east China, borrowed the cat who quickly caught the rodent but let it go after smelling it

"*they just started playing together*" said Mr Li, "*Now they are friends and the cat even cuddles up with the mouse to sleep,*" he said.

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 little friend you shout aloud, groomed to perfection so you can be proud!

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**

The Correct Way to Brush Your Dog!

You've no doubt heard me talk quite a bit about the importance of keeping your dog brushed regularly. It stimulates their skin, removes excess hair and helps to prevent tangles and matting. Whether your dogs have short or long hair, they really do benefit from having a full-body brushing whenever possible.

But while it's important to brush your dog regularly, it's even more important to brush your dog thoroughly using the right brush. A quick run with any old brush over your dog's back and sides will not be enough.

For longhaired dogs or for hair that easily tangles, it's ideal to brush them daily. Shorthaired dogs will also benefit from a weekly brushing.

But what type of brush should you use, and what exactly does a thorough brushing include? The type of brush you should use depends on the length and thickness of hair, as well as susceptibility to tangles.

If your dog's hair is medium to long in length or tends to mat, it's often best to use a slicker brush. These brushes usually have a square or rectangular head of thin wire bristles and they're available in all sizes. For shorthaired dogs, consider using a rubber currycomb. When used in light circles, these feel great on a dog's skin and help you remove excess, dead hair. For curly and thick-coated dogs, you can use a wire-pin brush but it's recommended that you also use a rake if your dog has a thick undercoat.

Of course, brushing should be an enjoyable experience for our dogs, which is why it's important that we're always gentle. This can be difficult when the hair mats or tangles, so think of it as a tangle in your own hair. By holding onto the tangled portion of hair with one hand placed close against the skin and brushing with the other, you can prevent the painful pull to their skin as you would on your own head.

When brushing your dog, you can begin by brushing from the back of the head to the base of the tail. Then brush the chest and sides by going with the grain from top to bottom. If your dog has a very thick undercoat, you can also brush against the grain to remove some excess hair.

Then comes the tricky part! Many dogs end up with mats on their stomachs, in their armpits and on the backs of their hind legs. For large dogs, encourage them to lay down so that you can thoroughly brush out their stomachs. For small dogs, you can hold their front paws with one hand to help them stand on their hind legs whilst you brush their bellies with your free hand. But also try to get under that tail if they'll let you!

Frequent brushing provides a nice bonding time between you and your dog, but it also saves you both from a lot of hassle that comes from mats and tangles.

If you think you need some spray-on conditioner to help with tangles, or need a little more advice on brushes or brushing technique, please just ask, I'll be happy to help.

*"Cats know how to obtain food without labor,
shelter without confinement, and love without
penalties"*

~ Walter Lionel Georg

Famous TV Dogs Quiz!

The following dogs are all TV stars. Can you guess their stage names? Answers are on the back page. Don't be looking!

1. This Poodle was owned by Den Watts in Eastenders
2. This Neapolitan Mastiff has been a star in the Harry Potter films since 2001
3. The slobbering St Bernard who stars in this film of the same name
4. The little Cairn Terrier who went with Dorothy to the Land of Oz
5. This Belgian Shepherd was rescued by Robbie Jackson in Eastenders and more recently looked after by Gus
6. This Bloodhound struck it rich along with the Beverly Hillbillies in the 1960's
7. The Pug who starred in both 'Men in Black' films
8. The most famous Blue Peter dog who was inseparable from John Noakes, who would say, "Get down????"

Choosing a Bed for Your Best Friend!

Many of us don't mind at all when our dogs sleep in our own beds with us; that is, of course, until they start stealing our pillows or taking up more space than we do! But when they sleep elsewhere or if they're not allowed on the furniture, a doggie bed is the next best thing.

There is an unbelievable selection of dog beds on the market, from simple and low cost to extravagant and expensive designer beds. But choosing the right bed is more than a matter of taste; it really all depends on your dog's needs.

When shopping for a bed, it's important to consider your dog's size, how they lay when sleeping, whether they have any health issues and the average temperature of where they sleep.

For smaller dogs that like to curl up in a ball, it's usually best to get a circular or donut-shaped bed that has a nice cushion. You can get a plastic one with a liner or one that is cloth and filled with stuffing. Larger dogs or dogs that like to stretch out will enjoy a larger mat-style bed, doggie mattress or a lounge.

When it's colder, you do have the option of buying a heated bed but they're really not necessary. Dogs are thrilled to have a little blanket and this helps them choose their preferred amount of warmth. If your dog stays outdoors in a shed or kennel, it's often best to get an elevated plastic bed, as this allows for air circulation and keeps them above any wet ground.

You'll find that there are a few different bed filler options, such as foam or stuffing. When testing out beds, look for something that is dense enough to hold your dog's weight but soft enough to provide some comfort. This is especially important if your dog has hip problems or any type of health or age-related soreness. Although some of the nicer fillers raise the price of the item, they tend to last longer and endure more wear and tear.

Last but not least, it's better to opt for something with a removable and washable cover. This is great for when our dogs get dirty, shed a lot of hair or bring those dreaded fleas home! Plus, with all the gorgeous designs, it's nice to keep them looking great in our homes.

But of course what's most important is that our dogs have a comfortable place to rest their little heads for a nice long doggie snooze.

Hollywood Dogs 'Star of The Month'



Congratulations to Alfie Mc Robert for making it to Septembers' Hollywood Dogs star of the month. Little Alfie used to have a phobia about coming to the groomers but as you can see he is now a happy boy when it comes to having his haircut. Plenty of TLC and cuddles did the trick! Well done Alfie, don't you look gorgeous!

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

Please Pass This Newsletter Around!

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.

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 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.

Answers
to Quiz

1. Roly
2. Fang
3. Beethoven
4. Toto
5. Wellard
6. Duke
7. Frank
8. Shep

The Devil Dressed in Disguise!

'A limerick about a mischievous little puppy dog'

Because I'm a puppy I know I look cute
So I'm sure you're not really going to give me the boot,
I know you'll forgive me just as those times before
Because with a wag of my tail your heart melts to the floor.

You get all alarmed at the things that I do
But for me it is fun when I chew that big pot of glue,
And what's the big deal if I poop in your shoe
I thought I was being nice leaving it right there for you!

Why don't you have fun when we go to the park
You get to run through all that mud and stay out 'til it's dark,
I thought we were playing chase when you had that big fall
That's why I ran off and refused to come when you called.

When I ate all that chicken I'd forgotten the rule
With it there on the counter I had started to drool,
And I couldn't have known the cat would say no
Maybe I shouldn't have but boy did he go.

I really didn't mean to burst that little boy's ball
You looked awful scared when you saw his dad was that tall,
Maybe it didn't help when I peed on his leg,
It seemed really painful the way he then made you beg.

Ok I'll admit I know I could do better
I'll stop eating the plants and chewing your letters,
I'm sure I'll get forgiven when I flash my big puppy eyes
Even though you keep saying I'm the devil dressed in disguise.

- M.J.Hill

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. 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!

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:

Hollywood Dogs

38 Shortmead Street, Biggleswade SG18 0AP

Tel: 01767 600 212 Mob: 07899 787799

Email: info@hollywooddogs.co.uk

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