



Welcome to the September issue of the newsletter. If you've yet to have any summer fun with your best little friends, now is the time to do it! Cooler weather and the season of family festivities will be here before we know it, which means lots more time spent indoors—and an abundance of treats for us all.

Because the seasonal changes usually affect our lifestyles, this is an excellent time to prepare a health and fitness regimen for ourselves and for our dogs. It's certainly tempting to lounge around and fill up on goodies as we greet the cooler weather, but then, as you know, we tend to regret it come springtime!

You may have noticed your dogs eating less over the past few months, as some of them tend to have a smaller appetite during the summer. Your dog may have even stopped eating altogether for a few days, which is normal so long as they act and appear healthy otherwise. But towards the end of this month, they'll likely be eating as much as they can get their paws on.

You'll not want to give your dogs as much as they feel like eating, of course, and you may need to adjust their food portions depending on their size, age, breed, and level of activity. A twice daily, measured feeding is a good way to prevent overeating, and you'll want to restrict the number of treats they get as well.

To help them keep a healthy weight and a nice look to their coat through this transition, be sure to give them quality foods, routine grooming, and enough exercise to burn any extra calories. An intake of extra energy (food) with a lower level of output (exercise) can leave us all feeling sluggish and overweight.

So, ask yourself what you can do to make this a fun and healthy transition. It's never too late to get on with an exercise schedule, and autumn really is a lovely time for going on long walks with the dogs. If you have difficulty convincing yourself to get out there each day, (we all do sometimes), remember that rewards are just as motivating for us as they are for dogs. Reward yourself with a special treat for keeping your dogs active, and you'll find it all the more rewarding when you're both feeling and looking great!

For more information on healthy feeding, please see Page 3 of this month's issue. Hopefully you'll find the information here very helpful, and that you have a wonderful time with your dogs until we meet again.

Rachel



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Important Notices!

! Price Increase

We will be having small price increase this month which will be the first increase since 2008. Please feel free to contact me if you would like to know the price of your pets' next groom in advance.

! Christmas Bookings

It's nearly that time again! By the time you receive this newsletter there will be only 15 Saturdays until Santa comes down the chimney! As most of you know Xmas is one of the busiest times of the year in the salon and appointments are booking out fast. So please contact me early if you would like your best friend looking their best for the festive season! Booking early means you can pick an appointment time that is best for you!

! Fleas

Due to the hot summer we have seen more fleas this year than ever before, so can I take this moment to remind you the importance of a scheduled flea treatment, Frontline or the equivalent recommended by your vet is by far the best option. Garlic added to your dogs feed will help to make your pet less tempting to fleas as well as having other health benefits. If you have any questions about the management of fleas I am happy to answer any questions, just pop in for a chat.

! Facebook

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!

Join us on :



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 is what we say, so give your friend a big treat today"

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.

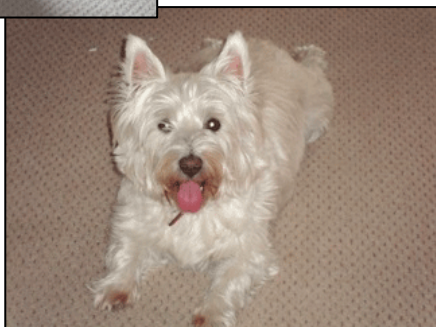
"Expert in leaving your pet looking gorgeous"

- ✓ **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**

Hollywood Dogs 'Star of The Month'



Milly Clark, a 3 year old West Highland Terrier, is our September star of the month. According to her owner Amber she's a real TV addict and just never stops watching. She also says she loves coming to Hollywood Dogs to get pampered and we love having her too!

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.

Word Scramble Answer:

'Dogs are not our whole life, but they make our lives whole.'

Breaking the Separation Anxiety Bark

If your dog tends to bark nonstop at the door after you leave your home, it's likely that they're suffering from separation anxiety. This is a common problem with dogs nowadays because many of them spend lots of time alone as their owners are away at work.

If you wish to break this behaviour, one of the best things you can do is exercise all that excess energy out of the dog before you leave. A long daily walk gives them time to bond with you and helps them relax.

Following that, you can desensitise them to your absence by 'flooding' their senses with all the cues that you're about to leave. Pretend that you're leaving by following your usual routine, and then walk back in a few minutes later. Repeat this throughout the day, but do not talk to them or pet them when you're coming in or out of the home.

During the next practise session, walk back into the house only when the dog stops barking. This teaches them that you return when they're quiet.

Having another dog will not cure this condition, so it does take some behavioural training to overcome it.

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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