

# Eden Grooming News

Tips, advice and some fun facts about our best little friends who mean so much to us!



Hi again and welcome to another monthly newsletter. It's a little scary how quickly the months are going by. It seems that every five minutes it's the start of a new month. But I guess that's the way it goes and just shows us that we really should be enjoying every minute. I know I'm trying to!

Speaking of fun, did they get you on April Fools day? If they did, I hope it wasn't too embarrassing. I've heard of some incredibly elaborate pranks in previous years. I was going to tell you about a few but I've changed my mind. I wouldn't want to give any of you any ideas to think that you might use them to catch me out!

But isn't it great that the clocks have changed and it's daylight much later? I have to say I really love the long evenings. It's so much more fun to be out with the dogs when it's still daylight. Don't you just get so much more done when it's light outside?

I've been meaning to say a big thank you to everyone who has contributed their ideas to this newsletter. It's lovely to get feedback and many of the ideas have been great. Please keep them coming, as I'd like to make sure that I'm filling this newsletter with the most helpful information.

So Easter is just around the corner. Hmm chocolate Easter eggs, yet another excuse to eat some more chocolate! But please don't forget not to give any to your dog. Chocolate contains some substances that can make dogs seriously ill or even kill them! So please don't be tempted.

Thanks for taking the time to read this newsletter, and I'll be back next month with another one.

Have a lovely April and a Happy Easter.

Carol



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### Are you new to this Newsletter!

If you are a new client or this is your first time reading our newsletter you'll be able to find out lots more about us on page 2 and will see how we can benefit you and your dog.

### INSIDE THIS ISSUE:

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- \* April a Month of Wonderful Nature!
- \* National Pet Month!

*"If you can look at a dog and not feel vicarious excitement and affection, you must be a cat."* ~ Author Unknown

### More Fascinating Facts about Dogs:

- ! A puppy's eyes normally do not open until they are 10 to 15 days old. It usually takes about four weeks for their vision to be complete.
- ! Just like babies, Chihuahuas are born with a soft spot in their skull, which closes over when they get older.
- ! Franklin Roosevelt sent a destroyer ship to the Aleutian Islands to pick up his Scottie dog, costing him \$15,000.
- ! Newfoundlands have webbed feet, which makes them great swimmers.
- ! At the end of the Beatles' song "A Day in the Life", Paul McCartney recorded a high-pitched dog whistle for his sheepdog.

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.

If you are registered disabled and think you may have difficulty accessing my studio I offer a collection and delivery service for your dog.



*"Man's best friend that's what we say, so how will we treat our friends today?"*

This page is for new clients or anyone who is reading this newsletter for the first time.

### **Five important benefits that any good Groomer must provide for you!**

It's important to remember that not all groomers are the same and the service they provide will not always be what you'd expect. It's so important to you and your dog that who you choose to groom and care for them is doing it to the highest standard. Having confidence in this person is critical so in this section I've highlighted the five most important benefits that a good groomer must provide for you:

#### **1. They should leave you without any doubt that the Care and Welfare of your dog is their top priority.**

Any good groomer will be first and foremost a dog lover, where caring for your little buddy is second nature and top of their to-do list. This caring approach should be given at all times while your dog is in their care. The clipping and bathing process should be stress free and little breaks should be given to your dog during the process. A good groomer will ensure that they are always safe, secure and never left unsupervised and will take care of their basic needs, such as providing them with clean drinking water.

#### **2. They should groom your dog to a high standard and put the needs of your dog and you first.**

A good groomer should be able to demonstrate the ability to provide a groom and finish on your dogs coat that is of an adequate standard and an appropriate look for your pet. They should also be able to advise on different options available on style and finish, as other options may sometimes suit your needs better. To do this they must have the ability to correctly determine your needs. A good groomer will never inflict unnecessary pain or stress on your pet just to achieve a certain finish or look.

#### **3. They should have an ability to read and understand the different temperaments and characters of different dogs.**

As not all dogs are the same they cannot all be approached and handled the same. For example a shy, backward, slightly fearful dog must be approached and handled a lot differently than a lively, bouncy, friendly dog. A good groomer will be able to adapt their approach and handling of different dogs to reflect their nature so that all stress or worry is removed from their grooming experience.

#### **4. They should always use the best products and systems to leave your dog looking great but without risking him in any way.**

A good groomer will never compromise on the quality of the products they use on your dog. There are cheap dog products available everywhere but many can cause severe problems with your dog's health. Therefore you need to be confident that the products being used on your dog have been properly tested and are of the highest standard. A good groomer will make sure they are always using the best and safest products. Plus, they will never cut corners in grooming your dog just to save money.

#### **5. They should be able to provide you with advice, knowledge and information about other aspects of dog ownership.**

It is important that you have someone to turn to when you have a problem or need advice on anything to do with your dog and a good groomer can be this person. While it wouldn't be expected that they would be able to have all the answers they should at least be able to point you in the right direction. A good groomer should also look for and be able to see changes in your pet that may indicate health worries. They should be able to advise you of the direction to take. This can mean so much to you as early detection of ailments in your pet can make all the difference in their recovery.

The above five benefits are the basis of everything I do for you and your dog in my salon. All of what I do everyday comes from my adherence to these principals. So you can be assured that by bringing your dog to me to be groomed, you are getting the best of these benefits and will receive what you and your dog deserves.

### **A LITTLE ABOUT EDEN GROOMING AND ME!**

If you are a new client or if this is the first time you've come across this newsletter, here's a little about what you can expect from me and the services I provide.

**This Newsletter:** Every month I do this free newsletter which is always full of interesting, useful and fun articles and facts about our four legged friends. I do it to give a little bit extra back to my clients and to say thanks for their loyalty.

I really hope you enjoy reading the information included here and that you get a little something from it that will help you and your dog. Hopefully there will be a few laughs for you as well!

#### **What you can expect from me!**

I simply love dogs. All dogs - big, small, old and young. Smelly dogs, dirty dogs, hairy dogs and even little cheeky chappies.

This love for dogs ensures that if your dog visits me to get groomed, it will get the best care and kindness going.

Also, as I'm a member of the Pet Care Trust and the British Dog Groomers' Association you can be reassured that the welfare of your dog must be my top priority at all times.

Come and see my facilities for yourself and we'll discuss the needs of your dog. You'll be able to take a no obligation look around and decide if I'm the right person to meet your needs.

**What your dog can expect from me!** Regular grooming should be a pleasant, enjoyable experience for your dog and you should feel confident that he's in the safest of hands. Not only does he want to look and feel good but he also wants to be pampered and to enjoy his time getting groomed.

I make sure he's having fun so whilst with me getting groomed you'll be able to relax knowing that he's having a great time. He'll be provided with a calm, caring environment. He'll have regular toilet breaks and fresh water will always be available. When he is groomed and looking and smelling great he'll get to have a little play or take a snoozy nap.

Needless to say, cuddles and tickles are provided free of charge and are readily available to all our doggies.

To find out more call me on **07988453958** or visit my website **www.edengrooming.co.uk**

### **Eden Grooming.**

- ✓ **You can be assured that your pet will be groomed to a High Standard using the most advanced and safest techniques.**
- ✓ **Environmentally friendly, organic and pesticide free bathing products which contain no soap or detergents. Your dog will be thoroughly clean and will be left smelling great with a super shiny coat!**
- ✓ **Only fully vaccinated dogs are brought into the salon so you'll never have to worry about your pet 'picking up' something.**
- ✓ **A Safe, Relaxed & Clean Environment for your best friend where only the Best Quality and Safest products are used on your pet.**
- ✓ **A loyalty scheme where after 5 visits you will be entitled to a FREE Bath and Dry**
- ✓ **A Calm, Relaxed, 'tender loving' approach where Patience, Praise and Kindness towards your pet is assured.**
- ✓ **A standard of grooming that will make you so proud of how your pet looks.**
- ✓ **Your dog will all get the Care and Attention that all dogs deserve and you'll be able to relax knowing that he's in the safest of hands.**

**Call for an appointment today. Tel: 07988 453958**

## Do Short-Haired Dogs need Groomed?

Many people think that Dog Groomers only ever groom long-haired dogs whose hair needs cut and styled. But in fact it's necessary to groom all types of dogs to ensure that their coats are in tip-top condition. Short-haired dogs like Boxers, Labradors, Dalmatians and Jack Russells etc. all benefit from regular grooming as well. Plus, it can make things a lot better for the owners.

Here are some of the reasons why you should get your short-haired dog groomed:

- Grooming removes the undercoat and loose hairs from your dog's coat. So not only will your dog feel much cooler coming into the summer months but you'll have a lot less cleaning up of hairs from around your home. Just imagine you'll be able to pet your dog or have him rub up against your clothes without you or your furniture being covered in hairs.
- The shampoos and conditioners that we use nourish your dog's coat and skin. Not only will their coat look healthy and shiny, it will prevent that dusty, flaky dandruff. Plus your dog will be left smelling lovely, so no more doggy smell around your home.
- It's a chance to get their nails cut and to thoroughly clean their ears so that nasty infections are avoided. It's also a great opportunity to give them a good check over for lumps or bumps that shouldn't be there. Grooming can detect ailments that may otherwise go unnoticed, thereby ensuring early treatment of a condition.
- Just as we feel great after a shower or bath, so do our dogs. The grooming process helps your dog's overall well-being by removing dead hair and nourishing the coat. Improved circulation, elimination of itching and soothing of skin are also sure to leave your dog looking and feeling great.

## Dogs in the News!

! A conscientious mother hen has adopted two orphaned puppies in China. According to Ananova.com, the hen took over the parental responsibilities of the two pups after their mother was poisoned. Owner Cao Fengying said that the hen and mother of the pups had been great friends for two years. After the dog died, the hen took the puppies into her coup and kept them warm. She defends them if anyone approaches and ensures that they eat first during meal times.

! Two dogs in West Yorkshire were left with a sour taste in their mouths when they chased what they thought was a cat. However, they soon turned tail when they discovered they were actually chasing a skunk. According to the Bradford Telegraph, the two dogs suddenly shot off after the animal, leaving owner Dave Bennett standing. Luckily, the two dogs didn't actually catch the skunk but they still managed to get sprayed. "They smelled awful," said Mr. Bennett. "I've bathed them and they still smell really bad." The skunk, which is a rare sight in the UK, is being cared for by the RSPCA until he finds a new home.

## Match the Clue to the Breed!

The following are nicknames and clues of common breeds of dogs. Can you match what clues go with each breed?

i.e. **1F.** Have a go without looking at the answers on the back page.

- |                            |   |                       |
|----------------------------|---|-----------------------|
| 1. The Live Wire           | } | A. Siberian Husky     |
| 2. The Flusher             |   | B. Lakeland Terrier   |
| 3. The Team Racer          |   | C. Papillon           |
| 4. Marched with the Romans |   | D. Rottweiler         |
| 5. The Stylish Breed       |   | E. Norwegian Elkhound |
| 6. The "Butterfly" Dog     |   | F. Wire Fox Terrier   |
| 7. War Dog of the Vikings  |   | G. Poodle             |
| 8. The Showman             |   | H. Sussex Spaniel     |

## It's the time of year for Moulting!

The change of the seasons from Winter, to Spring and then to Summer has always been the natural time of year for dogs to cast their winter coats. In the wild, a dog's natural instincts would have sensed the rise in temperature and the lengthening of the daylight hours. So the process of moulting began readiness for the warmer summer months.

Our domesticated friends still induce this process at this time of year. However, in the last few decades with more dogs living indoors in a centrally heated environment, their senses have gotten somewhat confused. Being inside the warm house stimulates the dog to cast off its coat. Yet, going out into the cold winter air has the opposite effect.

According to a recent UK survey conducted by Dog World, in association with Yumega, this has accounted for 58% of owners saying that their dogs cast their coats all year round. The survey also indicated a sharp rise in the amount of hair that each dog sheds. It is estimated that the extra hair left on furnishings in the home requires an extra half hour of vacuuming every week.

Each hair on your dog will be at one of three stages at any given time.

- The growth phase where the hair is continually growing.
- The resting phase where it has stopped growing but is still attached to the hair follicle. At this stage, the hair can easily detach if touched or rubbed against furnishings or clothes.
- The final phase where the hair is dead and falls out by itself to make way for new hair growth.

So how can you stop this process? Well you can't actually stop the process of your dog's hair growing, just as you can't stop your own hair growing. However, you can certainly assist to remove unwanted dead hair and reduce the nightmare of dog hairs all over your home.

Firstly, your dog's nutrition has a major affect on the condition and strength of his coat. Hair that doesn't receive a balanced level of nutrients soon becomes dull, loose and falls out prematurely. Therefore, oils such as Omega 3 and Omega 6 in your dog's food help nourish the hair and skin by keeping it moist, supple and healthy.

Daily brushing is also important to remove the hair in a controlled manner. Brushing stimulates the natural oils in your dog's coat. However, the type of brush you use can dramatically affect the quantity of hair removed during brushing. Please ask if you need help with choosing a good quality brush that will give you great results.

Grooming your dog at this time of year will greatly help removal of dead hair and undercoat. A deep wash combined with professional shampoos will strip out the unwanted coat leaving the healthy and shiny top coat. The shampoos also condition the remaining hair so that it's stronger and less likely to fall out. If you're having trouble with your dog moulting, please give us a call for more advice on coat care.

*"Anybody who doesn't know what soap tastes like never washed a dog."*

~ Franklin P. Jones

## Did You Know!

! A dog that is aggressive to people, animals or other dogs is likely to have an underlying problem. Causes of aggression include accidental mistreatment, poor basic training or its perceived role within your pack.

Regardless of the cause, it's imperative to correct any form of aggressive behaviour. Consult a reputable trainer or canine psychologist for help and advice. As with all behavioural issues in dogs, they can be corrected. But it requires the right approach and is likely to take time, persistence and patience. However, it will be worth it to ensure that the aggression does not spiral out of control.

## **April – A Month of Wonderful Nature!**

April is the month when Mother Nature truly stretches up her arms as if awakening from a deep lingering sleep. It's so impressive to watch as spring kicks into full flight and decorates the landscapes and countryside with gorgeous colours.

In April animals end hibernation, emerging from their nests and burrows. The migrating birds return from the south and start preparing for their families. And Butterflies and Bees begin to gather nectar from the wonderful array of early spring flowers.

It really is lovely to see nature take full flight in April, and to witness the unstoppable flamboyant changes that take place all around us as we head toward the summer months.

Sometimes though in our hectic lives and busy schedules, we miss out on seeing this wonderful spectacle that nature provides. Maybe we should try to take a little time to sit back and enjoy it. It's nature's poetry, a shame to miss.

## **Please Pass it On!**

If you know of anyone that you think could benefit from my services or who may like to read this newsletter then 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. What about in your hairdressers, dentist or doctors' reception. Or could you take it to your work so that your colleagues could benefit from it as well.

## **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.

Much of the information and articles have been sourced from a Dog Grooming publication company and it is strictly copyright protected. So I'm afraid it can't be copied or re-used. If you are ever given or offered a newsletter from another groomer with similar information and articles, I'd be grateful if you'd let me know.

**Answers  
to Quiz**

**8B 7E 6C 5G 4D 3A 2H 1F**

*"If your dog is overweight, then you're not getting enough exercise!"*

~ Author Unknown

## **National Pet Month 2009!**

National Pet Month (NPM) is returning from 4th April – 4th May 2009 to put the wag back into the tails of the United Kingdom's pet population with the theme 'Healthy Pets Make Happy Pets'.

As well as donating money to numerous animal charities, this year's campaign will also seek to raise awareness of the importance of pet health... after all, healthy pets make happy pets!

National Pet Month encourages pet owners to host and join in a variety of events across the nation.

2009 sees the return of the National Pet Month Photographic Competition, in conjunction with Your Dog and Your Cat magazine, in which pet owners can enter snaps of their favourite pet moments in the hope of making their furry, feathered or scaly friend a celluloid star at the climax of National Pet Month. The Ultimate Pet show will be held from 2<sup>nd</sup> – 4<sup>th</sup> May.

Why not get involved in National Pet Month 2009 and show everyone what great pet owners you are. And of course it's lots of fun as well.

## **Your Business Really is Appreciated!**

Thanks to you, and all the other great dog owners who bring me your dogs to groom, I'm busier than ever. It's great that I can say this given the times we currently face. I really do appreciate that you give me your business and you can be assured that I'll continue to give you and your dog the best possible service that I can. Thanks also for all the referrals.

*"I would maintain that thanks are the highest form of thought, and that gratitude is happiness doubled by wonder."*

~ G.K. Chesterton

## **Get this newsletter every month!**

To continue providing you with information, help and a little bit of fun about dogs, we publish this newsletter at the beginning of every month. There will always be a copy available for you.

If you'd like your newsletter emailed to you every month just leave me your email address or request your newsletter by sending me an email. Once you're on my list I'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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