

# Pawcasso

Professional Cat & Dog Grooming



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



Hi again everyone,

Here we are in February already, the most romantic month of the year. So many people will be looking forward to the 14<sup>th</sup> as it's a really special day in the month. It's so nice to think of the romance of it all – the flowers, the chocolates and the nice romantic meal. Sounds just delightful.

But to be honest I'd just be as happy to put the dogs in the car and head out for a long afternoon walk somewhere. For me nothing could be better than being out in the open air, surrounded by beautiful countryside and having the company of a little four legged friend or two who love us more than life itself. That's my idea of a really fun date. Best of all you don't have to wait around all year for it either. You can head out at any time!

Anyway, how are those New Year resolutions going? Hopefully you're sticking hard at them. For me I've not had much time to think about resolutions. January was busier than ever and you know with everything that's going on in the country I have to say I'm so lucky. Having clients like you who are such good pet owners and who look after your cats & dogs so well, is a real blessing! It means I can sleep just a little bit easier at night. But I never take it for granted, you can be assured of that.

This month I've packed a whole load more tips and ideas into this newsletter, so hopefully you'll get plenty from it.

Thanks again and have a fantastic February.

Morag & Star. XXX

## The Wolf in every Dog!

Believe it or not there's a wolf in your dog and everyday it's likely that he acts out the very traits of his wilderness roaming ancestors.

The most prominent of the wolf traits in your dog is the pack mentality. Your dog believes that you and your family is its pack and just like any pack there needs to be clearly defined hierarchies. Without a clear understanding of each pack member's position your dog will choose to rank itself high and will dominate all your family members, including you. This domination can lead to aggression and many other obsessive behaviours. For example, a dog that growls when you tell it to get off the furniture has already determined itself to be higher than you in the pack. If you then back off and let it be, this reinforces in your dog's mind that it's more important and should get its own way.

Allowing the dog to dominate in the pack is the root cause of so many basic behavioural problems that dog owner's face, especially when it comes to grooming.

In order to prevent such problems it's really important to you, your family and to your dog that you establish yourself as the pack leader and through proper training teach your dog to be subservient to everyone else, including children.

This training should take place in the first 18 months of your dog's life but even if it has passed this age proper training can correct any problems that have developed.

*Did you ever notice when you blow in a dog's face he gets mad at you? But when you take him in a car he sticks his head out the window!*

~ Steve Bluestone

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*"There are few things in life more heartwarming than to be welcomed by a cat"*

- Tay Hohoff

## More Fascinating Facts about Dogs and Cats:

- ! Cats are attracted to the cave-like appeal of a clothes dryer. Always look inside before closing the door.
- ! President George Washington owned 36 foxhounds and even called one of them Sweetlips.
- ! Cats land on their feet because they have a flexible spine
- ! It is estimated that more than 1 million people in America have their dog named as their primary beneficiaries in their wills.
- ! The only sweat glands that dogs have are between the pads on their paws.
- ! Many disorders in dogs' feet are due to overgrown toenails.
- ! Cats sometimes have a hard time accepting a new cat because cats don't usually crave companionship in quite the same way a dog does
- ! It is estimated that 58% of people include their pets in family portraits.

## Pawcasso Grooming

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**Email: enquiries@ pawcassogrooming.co.uk**

We are approved members of the Pet Care Trust and British Dog Groomers Association. So you can have peace of mind knowing that while your dog is in our care it will be groomed to the highest standard and will be given the greatest level of care at all times.



**City & Guilds Qualified**

*"Man's best friend you shout aloud, so we groom them well to make you proud"*

## **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.

## **Meet the Pawcasso Staff!**

Hi,

My name is Lyn. That's me in the photo. I have been working at Pawcasso as a Bather & Groomer's Assistant for 18 months now and I'm so delighted that I have a job doing what I really love. I have always loved animals and really wanted to work with them.



**Lyn hard at work drying a Cavalier King Charles.**

I own a Collie Cross called Ben who loves coming to work too! I got him from Milton Cat and Dog Home 3 years ago. He likes walks in the park and playing with his toys and friends. We attend Bearsden Dog Training Club every week where he has great fun socialising with all the other dogs and learning new things. Ben has a severe skin allergy which makes him itch a lot, however we have a great shampoo specially designed for dogs with skin problems. It's called Dr Hypo. This is helping to soothe his skin and make it less irritable, which makes him a much happier dog.



**Ben relaxing with his good friend Star.**

In the Salon my job consists of bathing dogs, de-matting and brushing them out which prepares them for grooming. I also assist the groomers with difficult dogs, answer the phone, input computer data and help deal with customers. I get great job satisfaction seeing the animals going back to their owners all clean and tidy. I also enjoy meeting all the new and regular clients as we get to know and love them all.

During a typical groom I start by assessing the dog's coat type and skin condition. After selecting the appropriate shampoo for the coat, I then wash the dog thoroughly. As we stock Kelco and Showseasons, a range of premium quality shampoos from the USA, it's easy to get the dog scrupulously clean. After washing I use a machine called a Blaster to blast the coat. This removes most of the excess water and reduces the drying time. Then the dog is dried in a cabinet drier until about 90% dry which most dogs just love. Of course I supervise them at all times so if they aren't happy, for whatever reason, I remove and dry them by hand. After that I de-mat and stretch-dry the coat with a variety of combs and brushes and using a large stand hairdryer. This leaves them ready to be styled by the groomer. At this point the dog will be free of matts but it's so important that to keep them this way that you brush them regularly to get all the knots out of their hair.

I really hope you are pleased with our work and I look forward to seeing you in the near future.

Lyn and Ben

**It's not just our clients who enjoy reading these newsletters. Star likes to take some time out of her busy day to catch up on what's happening. To be honest I think she just likes to see what we're saying about her.**



## Honey we're killing the Dog!

It's a really sad fact but it's estimated that 25 – 30% of dog owners are letting their dogs become overweight, which is leading to severe health issues and an early death for many of them.

Unfortunately there's no Jamie Oliver of the dog world to highlight this but just as in humans, preventing this problem in dogs is down to common sense.

The main issues associated with obesity in dogs are diabetes, heart conditions, joint disorders, greater likelihood of injury and increased complications if surgery ever has to take place.

The standard of the life for an overweight dog is also reduced due to their inability to run around, exercise and do normal doggy things without breathlessness, excessive panting and becoming tired quickly. All of this is leading to higher stress in the dogs, more ill health and shortened lives.

This is really horrifying given that we have them for such a short time as it is!

While there are a small amount of breeds that are prone to weight problems the vast majority of overweight dogs are that way for one reason only – their owners are overfeeding them!

Some owners feel that the dog should be fed whatever the rest of the family are having but this is so wrong and so bad for the dog.

Ok it's difficult I know, you're sitting down to a meal and the dog is sitting there looking up at you with drooling lips and eyes firmly fixed on whatever you're eating. But trust me you're not doing him any favours by giving him that last piece of sausage or the crust from your bread.

In fact feeding human food of any sort can cause real problems in your dog, even if he isn't overweight!

It's also important to remember that even when feeding your dog with proper good quality dog food that you carefully measure out the amount you give. Giving too much every day will also lead to obesity as well.

Try to be firm with family members, friends or neighbours by not allowing them to feed your dog "extra little treats" or scraps from the table.

And also, just as it's important for us humans to exercise, your dog also needs his regular exercise as well. Because overweight dogs tend to lie about more it's even more important to make sure he gets exercise. So get your walking boots on and get out there with him. It'll do you the world of good as well!

## Please do your homework before getting a Dog!

**SHE HAS A LIFE SENTENCE  
- WITH NO PAROLE  
HER CRIME??**



**BEING BORN!!!**

**ONE VOICE . ONE AIM**

**HELP US PUT AN END  
TO PUPPY FARMING**

[www.dogs-r-us.org](http://www.dogs-r-us.org)



### **Showseasons Conditioning Spray –**

Every day you can have your dog looking like he's just stepped out of the salon with the Sparkle Coat Conditioning spray (the product us Groomers use!) Only £15

### **Showseasons Grapefruit Cologne –**

Or have him smelling lovely everyday. (You don't have to put up with doggie smells any more!) Only £9



## Cheaper is not always better when it comes to Pets!

In the current climate it's easy to see why people might be tempted by cheap offers for pet products and services. I can completely understand this but I also worry about the quality and safety of these cheaper products for our pets.

The thing is if we buy a product or service for ourselves we can immediately see when it's inferior and stop using it. But when it comes to our pets they can't tell us if something we've bought for them is doing them harm or a service that we asked someone to provide for them is causing them stress, pain and even long term damage.

And the really sad thing is that if people don't know what it's doing to their pet they'll probably keep on buying it as they think they're getting a great deal.

But how gut wrenching would it be to find out that the thing you thought was a good deal was actually harming your pet!

Unfortunately this is becoming a problem in the world of grooming. Some people are taking advantage of the current situation and are grooming dogs and cats on the cheap, and I mean cheap!

But to groom a pet the right way, using the best and safest products and taking the time to provide the necessary care while doing it, there is an obvious cost involved. This cost cannot suddenly be reduced. There is no magical new system or new product that can cut the time and cost out of grooming a cat or dog correctly. There are no fancy techniques available or secret ways to cut a groomer's overheads. Believe me if there were I'd know about it.

Therefore, if a groomer is charging a client less than what it actually costs another 'good' groomer to do the job right then there is only one way they can do this – by cutting corners! And cutting corners is not good for you or your pet. You don't get what you pay for and more importantly your pet doesn't get the care they deserve and the quality of products they need to keep them safe.

I simply worry about the cats & dogs whose owners decide to take this risk thinking that all groomers are the same. Believe me all groomers are not the same especially when it comes to the care and welfare of your pet. Cheap is cheap and you only ever get what you pay for in grooming!

## Jumbled Up Dog Quiz!

Can you unscramble these dog breeds? Answers are given on the last page.

- |                           |                        |
|---------------------------|------------------------|
| 1. eaaicvrl nigk lscerah  | 6. madantail           |
| 2. oihbnc srefi           | 7. ransatdd rhazensuc  |
| 3. eiledraa rertrei       | 8. tnieabt liseapn     |
| 4. hinlsge ocrcek inslepa | 9. xudoonfh            |
| 5. rebedda leoicl         | 10. Inaiyamha gephoesd |

**February – a month for Romance!**

The shortest month of the year is definitely not short on romance. When St Valentine left that note for his jailer's daughter all those centuries ago he could never have imagined the impact it would have on the world.

I guess that's the power of love and as the song title goes, "love is all around us".

Yet many simply expect to be loved without giving much in return. But in my view it's so important to allow yourself to be loved and even more fulfilling to give a little love and kindness. I suppose that's why our little four legged friends give us love in abundance – maybe they get as much from giving as they do from getting it back.

*"Love and kindness are never wasted. They always make a difference. They bless the one who receives and they bless you, the giver." ~ Barbara De Angelis:*

**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.

**ADVERTISE HERE!**

**This newsletter goes out to over 300 cat & dog owners every month. If you have a product or service that could benefit our clients then please contact us.**

**Get this newsletter every month!**

To continue providing you with information, help and a little bit of fun about cats & dogs, 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 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.

- ANSWERS  
to Quiz**
1. Cavalier King Charles
  2. Bichon Frise
  3. Airedale terrier
  4. English Cocker Spaniel
  5. Bearded Collie
  6. Dalmatian
  7. Standard Schnauzer
  8. Tibetan Spaniel
  9. Foxhound
  10. Himalayan Sheepdog

**NOT FORGETTING  
OUR FELINE FRIENDS!!!**

I groom a lot of cats and have a passion for them. Can't promise to make them look like this but can make them shiny, soft & beautiful!!!!



I look forward to introducing you to many, many beautiful cats in future issues of this newsletter.

**Did You Know!**

- ! If your dog has bad breath it's likely he needs his teeth cleaned.
- ! When a dog buries his food its just part of his natural feeding ritual. Shaking his head vigorously when he has something in his mouth is just part of his natural hunting ritual.
- ! Brushing your cat daily will cut down on hairballs
- ! Because of their pack nature dogs need petting, closeness and touching to help them feel content, secure and happy.
- ! Multi-colored male cats are very rare. For every 3,000 tortoiseshell or calico cats born, only one will be male.



Meet Albert the Basset Hound puppy. He came to us on Saturday for his first bath with his sister Stella the Rottweiler. He is nine weeks old and was well and truly spoiled by us all, we were fighting over him!! Unfortunately we had to give him back to his Mum Mrs McMillan. Aww Bless!

**Your business is appreciated!**

It's so important that you know I really do appreciate your business and just love seeing you and your pet at every appointment. I fully realise that you have other options available but yet you continue to choose me to groom your pet. For that I am always thankful and I also really appreciate all the referrals you give me. Please continue to send people my way and if you can, please pass this newsletter on to anyone who you think might enjoy and benefit from reading it.

To make an appointment or if you just want to ask a question please contact me at:

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