



DEEPDALE PETS NEWS!

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

Springtime and warmer weather is just as delightful for our dogs as it is for all of us, as everything is brimming with life and providing them with new things to sniff, chase, explore and chew on. So, if you and your dogs have gone stir-crazy from too much time spent indoors over the winter months, this is an excellent time for you both to get back into a regular walking and exercise routine.

One thing to be watchful for at this time of year is all the discomfort that comes from seasonal allergies. Some dogs are actually bothered by the same environmental allergens that get to us in the spring and autumn. Pollen, grass, ragweed, trees, dust and all the other typical allergens can affect them too. Thankfully, it's only a temporary condition in most cases—lasting a few weeks or so—but it can be enough to make you and your poor dog wonder if relief will ever come.

Some of the symptoms are the same for dogs as they are for us: constant sneezing, and runny eyes and nose. More commonly, however, it involves dry and itchy skin. Dogs will often lick their paws or chew on them, and they'll rub their faces and scratch at themselves when irritated by these allergens.

Severe allergic reactions require medical attention, and it's always a good idea to discuss any health changes with your vet just to be sure that all is well. Don't forget to mention any symptoms when your dog is in for their next grooming appointment as sometimes a milder or different shampoo is a better option for their dry or itchy skin.

That's not all that you can do for your dog if they've got allergies. Keep the carpets vacuumed to reduce dust and pollen, and consider keeping the dog indoors for most of the day if there's an incredibly high pollen count. Wipe their paws and face off with a damp cloth after they've been outdoors, too. Sometimes an antihistamine or saline solution can be helpful with reducing their symptoms; though this is something you'll have to talk with your vet about to be sure it's the right option for your dog.

Hopefully you and your dog will stay free from seasonal allergies during the change over to spring, and that you both get to enjoy lots of long walks and beautiful weather this April.

Also for many of us the warmer Spring weather results in a trip to the local garden centre. But here we must insert a cautionary note: some of the products we commonly use in our garden can also be toxic to pets.

Slug pellets frequently contain the chemical metaldehyde and are generally blue or green in colour. Metaldehyde is very toxic to pets and since many dogs will eat almost anything, slug pellets should only be used with great care, keeping pets away from areas where they are used and stored.

Many gardeners also apply a thick layer of mulch to their flower beds in the Spring and Summer months. A little known, but potential lethal hazard is the use of **cocoa shell mulch**. Dogs are attracted to these shells by their smell, but they contain theobromine which is very poisonous to dogs. As a result, it is safer to use an alternative such as tree bark.

As a general rule, when applying anything to your garden, ALWAYS read the label carefully regarding the hazards to pets and (of course!) humans.

Rowena

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Are you new to this Newsletter or trying to find a good Dog Groomer?

If you're reading this newsletter for the first time or are looking for a Dog 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:

- Overcoming Dog Walking Troubles!
- A Look at Labradors!
- April is National Pet Month!

A Wonderful World of Animals!

! Nettle, a dog belonging to Edward and Ros Tate of Shrewsbury, is caring for her litter of pups with the help of a hen. According to Ananova.com, Mabel the hen has been roosting on top the pups to keep them warm whenever Nettle is away from them. Mabel watched Nettle's behaviour with the pups and soon took over as if they were her own little chicks.

! Dane Andrew's Chinese Crested won the 2010 Ugly Dog contest in California. Rascal was beat in 2009 by a Boxer with an under bite, but he's back in the top spot again!

! An elephant caused £200,000 in damage at a Hindi wedding in India. He was on the loose for 15 hours and crushed 20 limos, according to Ananova.com. Turns out, he was trying to reach another elephant that was in heat.

Did You Know?

Dudley nose is a harmless condition in which a dog's nose loses color pigment; it's more common in dogs with a lighter hair color.

The Dachshund is the smallest breed used for hunting and is also one of the oldest dog breeds.

"Give lots of exercise to your dogs is what we say, so grab their lead and walk them today"

Why I'm the Right Choice to Groom your Dog!

Five Important points to look for when choosing a good Dog 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 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 dog is their top priority:

Any good groomer is first and foremost a dog 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 dog unsupervised, they reduce unnecessary stress while ensuring safety and security. They also attend to your dog'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 dog:

A good groomer must be able to demonstrate the ability to groom your dog 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 dogs:

As not all dogs 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 dogs 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 dog products are available everywhere, yet they can cause severe health problems for your dog. 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 dog ownership:

It's important that you have someone to turn to when you need advice or help with your dog, 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. Dogs and grooming are my passion, not just my business. By bringing your dog to me for grooming, you can be assured that you and your dog will receive all five benefits as well as the care and service that you deserve.

What you can Expect if you Bring your Dog to Me!

Would you like your dog 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 'doggy' 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 dog 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 dog 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 dog'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 dog.

As a good and caring dog 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 dog - 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 dog 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 dog 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.

Deepdale Pets

"Expert in leaving your dog looking gorgeous"

- ✓ **Have your dog 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 dog 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: **0845 0942448**

Doggie Humour!

A woman takes her Saint Bernard to the vet and says, *'My dog's eyes are crossed; what's the matter with them?'* The vet picks the dog up, takes a look at her eyes and says, *'I'll have to put her down.'* The woman gets very upset and says, *'You have to put her down because of crossed eyes!?'* The vet says, *'No, it's because she's really heavy.'*

A Look at the Labrador Retriever!



The Labrador is a popular family pet—and for good reason! Their friendly and playful nature tends to amuse and charm people, and a well-trained Labrador is an easygoing gentle giant. Although they can be quite stubborn—especially in their younger years—they're highly intelligent and responsive to solid leadership.

Labs originally helped fishermen in Newfoundland, and then they became hunting companions, search and rescue workers, seeing-eye dogs, drug sniffer dogs and are even trained to detect cancer in patients.

This is an incredibly active breed, and so they require lots of exercise to be their best and to remain focused on the mission at hand. Play a game of fetch with them to get them running and retrieving; it'll likely become one of their favourite activities! Try out a tracking activity, too, and take them for a long swim whenever you can. What's important is that they get lots of opportunities to expend their energy and put their athletic skills to use.

Labs are typically low maintenance concerning their grooming needs, though they can shed an awful lot when the seasons change. Once a month grooming is generally good for this breed, as is daily brushing.

Be on the Lookout for Fleas!

It's getting to be that time of year again when fleas and ticks start to double—and triple—in number. A preventive treatment, such as spot-on repellent, can save you and your dog from lots of irritation, and it's always good to be on the lookout for signs of fleas and ticks. Prevention and early treatment of any problems reduces the chance of full-blown infestations and other flea- and tick-related concerns and illnesses.

Overcoming Dog Walking Troubles!

Walking is one of the most important activities to share with dogs but, unfortunately, many situations discourage people from doing this regularly. Trying possible solutions for these situations or even a change of perspective can be the key to making it an everyday routine for the benefit of dogs and their owners.

One such issue is a dog's behaviour. Even when they're absolute angels in most settings, some dogs will frustrate and embarrass their owners by acting up when out on a lead. It's certainly understandable why a person would want to avoid walking their dog under these circumstances, but it's far from being a hopeless situation. Daily walks reduce a lot of the energy that contributes to this behaviour and obedience training can help you keep your dog focused whenever there's a distraction, such as other dogs in the area.

Run them first to get their energy out, and then work on obedience commands, such as "come," "sit," "stay," and "heel." Gently tap their hind leg with your own leg whenever they get distracted during a walk; and remember to stay calm and focused when walking or training them. Daily walks and practise of basic commands can bring remarkable improvement in their behaviour and strengthen the bond between you.

Another common issue is that of the owner having no time or energy for dog walking. Consider getting a dog walker if you haven't the time in your schedule, or try to start your day 15 minutes earlier to at least fit in a short walk. Perhaps the best thing about walking them is that it actually gives you more energy but decreases their energy. That little bit of exercise promotes mental clarity, good physical health and energises you, and it helps dogs relax and stay in good physical shape, too. So have a look at any issues that stop you from walking your best friend each day, and try out possible solutions.

Word Scramble

Rearrange the letters to find a dog breed!

- | | |
|--------------|----------------|
| 1. GPKENIESE | 7. HEEPDOGS |
| 2. KASLUI | 8. LOODPE |
| 3. HIS-UTZ | 9. BIPTLLU |
| 4. GROCI | 10. FLOWDNOUH |
| 5. ZSREAUNHC | 11. SHALA PASO |
| 6. OINPERT | 12. TREAG NADE |

Cleaning up the Dog at Home!

Dogs can get into lots of messes between grooming appointments—or even directly after one! When you're unable to schedule them in right away for grooming but have to clean them up, be sure to use a safe shampoo and dry them off well. Some of the human-grade shampoos and conditioners are much too harsh for a dog's skin and hair, so avoid using those whenever possible. And know that just because a shampoo is marketed for dogs doesn't necessarily mean it's any better for their skin, as some of them contain harsh chemicals as well.

Dry them off as much as possible with a towel to lower the chance of their hair matting, and if you use your hair dryer on them, keep it at a good distance from them so they don't get too much heat on their hair or skin. It's generally unsafe to do any hair trimming without proper tools and grooming experience so, even if you must clean them up, it's always best to leave any sort of hair cutting to us groomers!

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

Answers To Quiz:

1. Pekingese
2. Saluki
3. Shi-Tzu
4. Corgi
5. Schnauzer
6. Pointer
7. Sheepdog
8. Poodle
9. Pitbull
10. Wolfhound
11. Lhasa Apso
12. Great Dane

National Pet Month!

April is National Pet Month, and this year's theme of 'healthy pets make happy pets' is a reminder to all on the importance of responsible pet ownership. But that's not all that National Pet Month encourages; it's also about pet appreciation and a look at the welfare needs of animals.

If you wish to keep with the spirit of the month and honour our best little friends, have a look at the following suggestions for some ideas of what you can do for your own dog and others.

* Get on a routine for exercise with your dog, and think on any beneficial changes that you can make to meet their nutritional, medical, and psychological needs.

* Consider adopting a rescue dog this month if you had planned to bring another dog into your family.

* Volunteer your time to an animal welfare cause, or donate some money or supplies to an animal welfare organisation.

* Organise a National Pet Month event, or attend or support one in your area.

The smallest change or contribution can make a big difference in the life of a dog, so know that whatever you choose to do—be it something for your own dog or for other dogs—is truly a large step towards more love and appreciation of dogs everywhere.

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.

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